

# THS Board Meeting (#15) Minutes

Tuesday, November 24, 2020, 5:30 pm

By Teleconference

**Present:** Shelley Austin, Malcolm Bernstein, David Bronskill, Martin Buckle, Krista Bulmer, Mark Dilworth, Kathy McDonald, Bronwen Morgan, Peter Newell, Emily Pang, Dominique Rousselle, Stephen Steele, Elaine Wong, Angela Young

**Regrets:** Chris Wood

**Staff:** Jacques Messier, CEO; Phil Nichols, COO; Tegan Buckingham, Director, Integrated Marketing and Development; Claudette Turner, Manager, Executive Department (Recording Secretary)

**Special Guests:** David Brouitt, Krzysztof Iwanicki, Tina Fernandez, representatives of RAMP Communications Inc.

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Malcolm Bernstein called the meeting to order at 5:30 pm.

## **1. Regular Business**

1.1 THAT the Agenda be approved as amended.

Moved: Krista Bulmer

Seconded: Shelley Austin

**Carried.**

1.2 THAT the Minutes of the September 29, 2020 meeting be approved as amended.

THAT the Minutes of the October 27, 2020 meeting be approved.

Moved: Bronwen Morgan

Seconded: Stephen Steele

**Carried.**

## **2. Brand Refresh**

Representatives from RAMP Communications discussed preliminary design concepts and the Board provided its feedback. The Board expressed its appreciation to the RAMP representatives for their work on the Society's brand.

### ***3. Thank you to Departing Board Members***

Malcolm expressed the Board's sincere appreciation to departing Board members Shelley Austin, Bronwen Morgan, Elaine Wong and Chris Wood, for their dedicated service to the Board and the Society. He outlined their many contributions to the Board and wished them well in the future.

### ***4. CEO Report***

Jacques Messier provided a summary of the proposed new business model context and content. He noted that 3 meetings had taken place since the Board's last discussion of this proposal.

The pandemic has forced the implementation of a technology-enabled operating model, with online adoptions, telemedicine, and a rescue-to-home channel which leverages the Society's foster network.

The proposed new business model is predicated on increasing the number of animals' lives improved and saved while increasing revenue and decreasing costs and reliance on bequests.

The Board discussed the model and Jacques responded to Board members' questions.

The Board approved the new Business Model and Jacques thanked the Board for its support.

### ***5. 2021 Budget***

Jacques recommended that in the uncertain environment of the pandemic, budget approval be delayed until preliminary year-end results are available. Government subsidies may be available in the New Year, but details have not yet been announced. Meanwhile, the Society will continue to be prudent with expenditures and seek to maximize revenues.

### ***6. Committee Reports***

**Governance** – Malcolm reported that the Governance Committee had discussed the AGM and related activities. He noted that the Executive Committee roles on the Board will be open at the Board meeting following the AGM.

**Animal Welfare** – Angela Young reported that Phil Nichols had provided a verbal update on operations; transfer need and demand; and risk management. Angela thanked Emily Pang for her input. A risk

management program is being developed including timetable. Angela thanked the Committee for its hard work.

**Audit & Finance** – Stephen Steele reported that the Society’s financial position is favourable. While bequest income is on budget, monthly donor income is down. Stephen expressed optimism for the future. The 2021 budget will be based on the new business model. Stephen thanked the Committee.

**Volunteer** – Martin Buckle noted upcoming deadlines for the DEI Survey and a volunteer program assessment. In January, a virtual community night will be held, emphasizing the important role that volunteers play.

**Advocacy** – The Jane Goodall Act, introduced by Sen. Murray Sinclair, would ban new captivity of great apes and elephants, unless licensed for their best interests, including for conservation, their individual welfare, and non-harmful scientific research. It would ban elephant rides and the use of both great apes and elephants in performances. It also seeks to designate animals as legal persons. In Ontario, the framework for the PAWS Act has been developed and an advisory group installed.

**Annual General Meeting** – Krista Bulmer reported that there will be a “dry run” for the AGM next week. There will also be a Town Hall for members on November 25, 2020 (kindly hosted by David Bronskill) to highlight the Society’s accomplishments and to provide a platform for members to ask questions of the Board and senior management. Board members were encouraged to attend and Board candidates have been invited.

## ***7. Next Meetings***

Members’ Town Hall – Wednesday, November 25, 2020, 5:30 pm

AGM – Wednesday, December 9, 2020, 6:00 pm

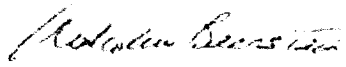
Board – Tuesday, December 15, 2020, 5:30 pm

## ***8. In-camera***

The Board moved in-camera at 7:40 pm and rose at 8:20 pm.

## 9. Adjournment

The meeting adjourned at 8:20 pm.



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**Malcolm Bernstein, Chair**

2/23/21

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**Date**



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**Elaine Wong, Secretary**

2/23/21

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**Date**