

# THS Board Meeting (#6)

## Minutes

Tuesday, February 27, 2024, 6:00 pm  
By Teleconference

Present: Julie Barac, Malcolm Bernstein, David Bronskill, Krista Bulmer, Damian Creber, Jennifer Dernek, Mark Dilworth, Yussef Hafez, Charissa Lai, Adrienne Macdonald, Gary Milakovic, Peter Newell, Alexandre Rochtchine, Josh Shanahan, Nabila Tisha

Staff: Phil Nichols, CEO; Abu Nana, Director of Finance; Tegan Buckingham, Director, Integrated Marketing and Development; Claudette Turner, Recording Secretary

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Krista Bulmer called the meeting to order at 6:05 pm.

### **1. Regular Business**

1.1 THAT the Agenda be approved.

MOVED: Krista Bulmer                      Seconded: Josh Shanahan                      ... **Carried.**

1.2 THAT the Minutes of the January 30, 2024 Board meeting be approved.

MOVED: Krista Bulmer                      Seconded: Gary Milakovic                      ... **Carried.**

### **2. Financial Reporting Discussion**

Abu Nana reported that total revenues for December align with the budgeted figures for the month. The Society's year-to-date revenues are on track with budget.

Abu advised that the initial draft of the year-end financial statements as presented is subject to ongoing adjustments and reconciliations. He responded to the Board's questions.

The annual audit with KPMG is scheduled to begin at the end of March.

### ***3. Rebrand Initiative and Impact Report***

Tegan Buckingham advised that the Society's rebranding has not only enhanced its visibility and reputation but has also significantly contributed to its mission of advocating for animal welfare. The initiative has successfully clarified the organization's unique position, communicated its wide range of services, and engaged a broader audience. Areas for strategic enhancements were identified, particularly in sustaining growth in digital subscriptions and optimizing fundraising strategies to maximize donor contributions. Continuous analysis and adaptation will be key to leveraging the full potential of the rebranding efforts in supporting the Society's objectives. Tegan suggested that it would be helpful to conduct a follow-up survey in due course. Phil Nichols noted that the rebranding has provided the Society with a new baseline for the brand.

The Board thanked Tegan and her team for their work on the rebranding and complemented the staff who work on the Society's professional social media presence.

### ***4. CEO Update***

Phil Nichols reported that bequest income is under budget, which is not unusual at this time of year. He highlighted several staff papers that have been published in professional journals. Overall, operations are tracking well.

### ***5. Committee Reports***

**Audit & Finance** – Damian Creber advised that Committee matters were discussed earlier in the meeting.

**Animal Welfare** – Adrienne Macdonald reported that the Committee is discussing the Euthanasia policy as well as some potential changes to the Enrichment policy. They have also discussed Admissions and Capacity for Care policies.

**Governance** – Krista Bulmer advised that Committee matters would be discussed in camera.

**Development** – Nabila Tisha reported that the Committee is moving into a more strategic format. Tegan Buckingham has created an ambitious work plan.

**Human Resources** – Julie Barak and Yussef Hafez reported on the status of recruiting for Board nominations. The next step will be to finalize the Nominations Committee. A list of duly nominated candidates will be provided to the Board at the close of nominations.

## ***6. AGM Planning Process***

The Board initiated AGM planning discussions. The meeting will be held virtually again this year. Phil Nichols will confirm the availability of legal counsel and scrutineers for a proposed date in early September. Phil Nichols will report on the AGM planning process at the next Board meeting.

## ***7. Other Business***

Phil Nichols presented a draft policy for a bursary in memory of Megan Whitney, a staff member who passed away in December. The Board made suggestions for refining the policy, and Phil will present the final draft for approval at the next Board meeting.

## ***8. Next Meeting***

Board Meeting – Tuesday, March 26, 2024, 6:00 pm

## ***9. In Camera***

The Board moved in camera at 7:00 pm and rose at 7:35 pm.

## ***10. Adjournment***

The meeting adjourned at 7:35 pm.

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**Krista Bulmer, Chair**

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**Gary Milakovic, Secretary**

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**Date**

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**Date**

