

Children First Society

Meeting Agenda

June 15, 2021 at 8:00 PM

Children First Centre



Directors Present: Mike Harlow, Deirdre Dager, Stephanie Parkes, Lindsey Watt, Nadine Wagner, Lenora McLeod, Candice Layton

Gwich'in/Inuvialuit Rep: Vacant (ICC), Vacant (Gwich'in)

Staff Present: Patricia Davison

Town Rep: Vacant

Excused: Lenora McLeod

Absent:

Agenda

1. Current Business

1.1. Call to order at 8:07pm

1.2. Adoption of Agenda with the addition under New Business

Resolution: 210615-01

Motion to adopt the agenda with the addition under new business

Moved: Deirdre Dagar

Seconder: Lindsey Watt

Carried: Motion Carried

2. Approval of Minutes

2.1. May 2021

Resolution: 210615-02

Motion to approve the minutes from May 2021

Moved: Deirdre Dagar

Seconder: Nadine Wagner

Carried: Motion Carried

3. Delegates and Correspondence:

3.1.

4. Reports

4.1. Executive Director's Report

4.1.1. Enrollment remains pretty steady. The infant room is also currently full. Most of the children in the Gwich'in program are moving on to school or JK. The GTC has put in for funding to continue the Immersion program and are still waiting to hear back from that.

4.1.2. The annual Children First surveys are completed, will be on the agenda next month. Patricia will send out the summary of the surveys for people to have a look at.

4.2. Co-Chair Report

There is nothing to report at this time.

Resolution: 210615-03

Motion to accept the Co-chair report as presented

Moved: Nadine Wagner

Secunder: Deirdre Dagar

Carried: Motion Carried

4.3. Treasurer's Report

4.3.1. We are waiting on the CEW funding- it has been extended until September but we aren't certain what we will qualify for so we are waiting to hear.

Resolution: 210615-04

Motion to approve the treasurer's report as presented.

Moved: Nadine Wagner

Secunder: Lindsey Watt

Carried: Motion Carried

4.4. Fundraising Report

4.4.1. Gala Committee

An email was sent out with a link for people who would like to sign up for the next Gala committee

4.4.2. Bingo Committee

5. Strategic Plan

5.1. Schedule of Review

5.1.1. Section 2 - March 2021

5.1.2. Section 3 - June 2021: Increased public awareness as a center for high quality Early Childhood Education.

- a) **Identify resources to develop and implement a marketing strategy from Parents with the objective of helping parents recognize the value of enrolling their children in ECE. Key message: "Your child will reach their potential".** - Covid hit and we didn't move forward with the proposal we received for marketing. There has to be a way to showcase what we do and show people what we do and why it is so important.
- b) **Identify resources to develop and implement a marketing strategy for staff recruitment with the objective of helping staff and propespcetie staff have a deeper connection with their work. Key message: " Leave work every day knowing you made a**

difference". -Staff retention is so important. We need it to be meaningful work, a career option in Early Childhood Education- not just a job. We could talk to ITI and see if they have some funding. We need to develop a marketing strategy that is multi-focused.

- c) **Identify resources to develop and implement a marketing strategy for funders and the community with the objective of branding the center as a place of education. Key message "We are more than daycare. We are here for the development of healthy and happy children, who will grow up to become healthy and happy adults who benefit Inuvik and society as a whole"**- See above. Going forward we would like to see a, b, and c combined into one Strategic Plan.
- d) **Hold a 5 Year anniversary pageant or other event to tell the CFS story.**- This has been completed and was successful
- e) **Establish a scholarship fund for children who wouldn't be able to attend CFS otherwise**- Completed and is still ongoing.
- f) **Provide annual infographics to help parents, funders, and the community understand what it takes to run the Centre**- Completed at the 2019 AGM and would like to see it continue at the next AGM's.

5.1.3. Section 4 - September 2021

5.1.4. Section 1 - December 2021

6. New Business

6.1. Town of Inuvik Council Meeting - May 26 Follow up: The update went well with the town. Clarence asked if we were able to access any Covid funding. Steve B also commended us on the job well done during the Covid times, as well the training that our staff receives. Once they fill their vacant Finance Manager position they would like to have that person attend our Board meetings like Erik used to do.

6.2. Jess Meloche has resigned from the board- The board received a letter from Jess resigning from the CFS Board.

7. Action Item Update

7.1.

7.2.

8. Next Meeting(s)

July 20, 2021 at 8:00 PM

9. In-Camera

10. Adjournment

11. Resolution: [210615-05](#)

12. Motion to adjourn the meeting at 9:04pm

13. Moved: Deirdre Dagar

14. Secunder:

15. Carried: Motion Carried

Action Items:

Dec #01:

Dec #02:

Follow up items:

- Letter to Aurora College
- Yukon University
- Marketing Plan
- Landscaping
- Letter to TOI