



FIREFLY

BOARD OF DIRECTORS MINUTES

February 25, 2025 – 7:00 p.m.

Microsoft Teams

PRESENT:	Kim Vares	Alisha Dasti-Hill	Debbie Larson
	Jennifer Johnson	Crystal Page	Sarah-lynn Klassen
	Jared Ralko	Carlynnne Bell	
REGRETS:	Adrian Lizzi	Darcia Curtis	
STAFF:	Karen Ingebrigtson	Kirby Parks	Michelle Gaudet
	Jenn Marquis	Tammy Hanstead	Jackie Hummelbrunner
GUESTS:	Grace Dunford, FIREFLY Manager of Communications		

Ms. Vares called the meeting to order at 7:02 p.m.

Ms. Klassen acknowledged that FIREFLY offices operate on the original lands and territories of the Anishinaabeg, the Mushkegowuk and the Métis peoples. Treaties 3, 5 and 9 were signed upon these lands. We strive as guests on these lands to honour our responsibilities to care for this land and uphold the Treaties that were signed therein.

FIREFLY MOMENT

Ms. Vares welcomed Ms. Dunford, Manager of Communications, to the meeting to present the FIREFLY moment and the presentation to the Board.

Ms. Dunford was happy to share with the Board that the new FIREFLY website went live publicly at 6:00 p.m. tonight. Ms. Dunford shared that the website was a key priority in her first workplan as the new Manager of Communications. Ms. Dunford noted that she worked with Patrick McLaughlin, FIREFLY Senior Information Technology (IT) Support. Ms. Dunford shared that they conducted a comprehensive review of other Children's Treatment Centre websites and selected elements that enhance user experience, accessibility, and organization. The redesigned website aims to provide a seamless and welcoming experience for all users, including children, youth, caregivers, and professionals.

Ms. Dunford shared that key improvements include a more intuitive structure for programs, services, and Board information, ensuring quicker navigation. Consistency has been prioritized across all pages, and accessibility enhancements include improved contrast, optimized font sizes, and minimizing reliance on PDFs to support screen readers and various devices. The homepage features dynamic, user-friendly navigation, and the Programs & Services section has been reorganized alphabetically for ease of access. These changes reflect FIREFLY's commitment to innovation and service excellence.

PRESENTATION

Ms. Dunford presented FIREFLY Communication Strategy to the Board. Ms. Dunford outlined key priorities aligned with strategic goals. Internally, a significant portion of staff are in the 0-5 year range, highlighting the role of communications in supporting staff retention and increasing awareness of FIREFLY programs. Externally, audience insights were gathered to assess knowledge gaps among clients and the broader community, reinforcing the need for improved information sharing.

Ms. Dunford shared that the strategy includes targeted communication channels, with a focus on internal engagement, social media visibility, and website enhancements to build trust and awareness. A new monthly newsletter is planned for 2026, noting that efforts are underway to strengthen community partner engagement. Key performance indicators show steady growth, with Facebook followers increasing to 1,916 (+119) and Instagram followers to 499 (+22), achieved solely through organic reach. Ms. Dunford highlighted that audience engagement continues to rise, with a reach of 54,900 and site visits at 20,900 year-to-date. Future efforts will focus on interaction metrics, content effectiveness, and sustained audience growth. A question and answer period followed.

REVIEW OF AGENDA

MOTION #1 Moved by Alisha Dasti-Hill
 Seconded by Carlynnne Bell
 That the agenda of February 25, 2025 be approved as presented.
 CARRIED

DECLARATION OF CONFLICT OF INTEREST

None

APPROVAL OF CONSENT AGENDA

Consent agenda items:

- 2024/2025 Board meeting attendance
- January 28, 2025 Governance and Quality Committee Meeting Minutes
- January 28, 2025 Fiscal Advisory Committee Meeting Minutes
- January 28, 2025 FIREFLY Board of Directors Meeting Minutes

MOTION #2 Moved by Jennifer Johnson
 Seconded by Carlynnne Bell
 That the consent agenda of February 25, 2025 be approved.
 CARRIED

ITEMS PULLED FOR DISCUSSION

None

COMMITTEE UPDATES

Board Development Committee Meeting

Ms. Klassen provided an update to the Board, sharing that the committee reviewed the Board Terms of Service. Ms. Klassen shared that Ms. Vares will reach out to Board members with terms ending in June 2025. Ms. Klassen noted that the committee discussed recruitment, noting that there are four vacancies on the Board. The committee reviewed the Board manual, noting that there were no changes to the manual. Ms. Hanstead will add the FIREFLY list of acronyms to the manual. Ms. Vares shared that the committee reviewed the agenda for the Board Retreat, proposing that the Board meeting that is scheduled for 7:00 p.m. be moved to 5:30 p.m., the Board Development Committee meeting move to Saturday morning at 8:30 a.m. and dinner be held at 7:00 p.m. A discussion followed. Ms. Hanstead will follow up with the Board to confirm availability for a potential rescheduling of the April 25th meeting.

CEO and LEAD AGENCY REPORT

Ms. Ingebrigtson reported that, in preparation for the Provincial Election, the Strategy and Performance Team has been compiling advocacy materials and information with support from Children's Mental

QUALITY OF CARE

Ms. Ingebrigtsen shared that the Board is preparing for Accreditation Canada assessment by reviewing the Board Self-Assessment of the Governance Standards as a group. Ms. Ingebrigtsen provided the Board with an introduction to Governance Standards, and reviewed sections 1.1.1 to 1.2.5. Ms. Ingebrigtsen shared that a briefing document will be gathered in response to each of the standard areas.

NEW BUSINESS

Board Member Resignation

Ms. Vares shared that Mr. Logani has resigned from the FIREFLY Board of Directors, and that Ms. Bell has resigned from the Board Development Committee.

IN CAMERA

Motion #6 Moved by Sarah-lynn Klassen
 Seconded by Jennifer Johnson
 That the Board moves to in-camera at 8:39 p.m.
 CARRIED

RISE AND REPORT

Ms. Vares shared that the FIREFLY Board of Directors has ratified the employment offer for the Chief Executive Officer.

EVALUATION

Ms. Klassen provided the evaluation of the Board meeting, noting that there was a lot to cover tonight.

- Time was managed well, the pace was good
- Materials were relevant and received in sufficient time
- Board members contributed to the meeting
- Effective job by the Chair
- The performance of the Board was satisfactory, everyone participated and were engaged

NEXT MEETING

Tuesday, March 25, 2025 at 7:00 p.m. Virtual

Ms. Larson will evaluate the meeting and present the Land Acknowledgment.

ADJOURNMENT

Having no further business, the Chairperson accepted a motion to adjourn at 9:03 p.m.



Tammy Hanstead
Recorder



Kim Vares
Chairperson

March 25, 2025

Date

March 25, 2025

Date