

# 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 Carlynne 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 Carlynne 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 Carlynne 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

Health Ontario, Empowered Kids Ontario, the Children's Health Coalition, and FIREFLY staff. These efforts aim to support advocacy with candidates in the FIREFLY ridings of Kiiwetinoong, the Kenora and Rainy River District and Atikokan and Thunder Bay Ridings. Draft speaking notes were included in the Board meeting package for board information. Ms. Ingebrigtson noted that meeting requests were sent to all twelve candidates, and she has met with four candidates at this time, with discussions focusing on equity and access to services in Northwestern Ontario.

Ms. Ingebrigtson shared that a request from Ms. Daignault, FIREFLY Parenting Mental Health Support Worker, seeking input from parents regarding an event focused on peer support is included in the Board meeting package. Ms. Ingebrigtson asked the Board to share the survey request with people that would be interested in the event.

Ms. Ingebrigtson highlighted that FIREFLY was nominated for Inclusive Employer Excellence at the Kenora and District Chamber of Commerce Business Excellence Awards. Ms. Ingebrigtson noted that FIREFLY was not successful, but appreciated the acknowledgement of the work that we are doing.

Ms. Ingebrigtson provided a Lead Agency update, highlighting the development of a substantial One Stop Talk media campaign. Ms. Ingebrigtson shared that Children's Mental Health Ontario presented, "Bringing Our Equity Journey to Life: Provincial Health Equity Strategy for Community Child and Youth Mental Health." Ms. Ingebrigtson shared that the presentation is included in the Board meeting package.

MOTION #3 Moved by Sarah-lynn Klassen

Seconded by Crystal Page

That the February 2025 CEO and Lead Agency Reports be accepted as presented.

CARRIED

#### **FINANCE**

Ms. Parks reviewed the draft financial statements for the month ending January 31, 2025 with the Board. Ms. Parks reviewed the investment statements with the Board. A question and answer period followed.

MOTION #4 Moved by Crystal Page

Seconded by Alisha Dasti-Hill

That the draft financial statements for the month ending January 31, 2025 be accepted

as presented.
CARRIED

## **OPERATIONS AND CLIENT SERVICE REPORT**

Ms. Parks reviewed the polar graphs with the Board, highlighting progress from all four pillars. Ms. Parks reviewed strategic highlights and FIREFLY highlights with the Board. A question and answer period followed.

MOTION #5 Moved by Debbie Larson

Seconded by Jared Ralko

That the January 2025 Service Report be accepted as presented.

**CARRIED** 

#### **QUALITY OF CARE**

Ms. Ingebrigtson shared that the Board is preparing for Accreditation Canada assessment by reviewing the Board Self-Assessment of the Governance Standards as a group. Ms. Ingebrigtson provided the Board with an introduction to Governance Standards, and reviewed sections 1.1.1 to 1.2.5. Ms. Ingebrigtson 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.

Haustead	
	March 25, 2025
Tammy Hanstead	Date
Recorder	
Emi Vares	
/	March 25, 2025
(im Vares	Date