



# FIREFLY

## Board of Directors Meeting Minutes

**Time Meeting Called to Order:** 6:00 p.m.

**Time Meeting Adjourned:** 8:13 p.m.

### Present:

- Bell, Carlynne, FIREFLY Board of Director (signed on at 6:22 p.m.)
- Curtis, Darcia, Chief Executive Officer
- Hummelbrunner, Jackie, Director of Service Excellence & Partnerships
- Johnson, Jennifer, FIREFLY Treasurer
- Klassen, Sarah-lynn, FIREFLY Vice-Chair
- Larson, Debbie, FIREFLY Board of Director
- Marquis, Jennifer, Director of Systems and Performance Management
- Parks, Kirby, Director of Finance
- Ralko, Jared, FIREFLY Secretary
- Suleman, Karim, FIREFLY Board of Director
- Kim Vares, FIREFLY Chair

### Regrets/Absent:

- Page, Crystal, FIREFLY Board of Director
- Trembath, Kendall, FIREFLY Board of Director

### Guest:

- Lynn McAughey, Executive Director, Kenora and Lake of the Woods Regional Community Foundation

### Agenda Items

### Discussion

### Action

#### Call to Order and welcome

Chairperson called the meeting to order at 6:00 p.m. and welcomed all attendees to the meeting.

Called to Order

#### Land Acknowledgement

The Board acknowledged the traditional lands of First Nations, Inuit, and Métis peoples across Ontario.

#### FIREFLY Moment

Jackie Hummelbrunner provided the FIREFLY moment, sharing that FIREFLY, together with NWO FASD Diagnostic Clinic partners Kenora Chiefs Advisory, Waasegiizhig Nanaandawe'iyewigamig,

For information

### Regular Meeting Date and Time

Tuesday, October 28, 2025

6:00 p.m.

### Location

MS Teams

### Chairperson

Kim Vares

### Admin Support

Tammy Hanstead

## Agenda Items

## Discussion

## Action

### **FIREFLY Moment Continued**

Kenora Association for Community Living, and Rainy River District School Board, supported another successful FASD Awareness campaign this past September, with the biggest day occurring on September 9<sup>th</sup> (9<sup>th</sup> day of the 9<sup>th</sup> month). Thank you for the FASD team's input and Grace's support, collaborating with internal staff and our partners to ensure broad and high community engagement. Many through the region noticed Toby and Merle, our campaign mascots, on submitting selfies as their entry to win! Congratulations to Addison, winner of an AppleWatch. Engagement attracted 28 new social media followers and a 240% increase in page views supporting awareness and understanding of FASD.

For information

### **Presentation**

Lynn McAughey, Executive Director of the Kenora and Lake of the Woods Regional Community Foundation (KLWCF), attended the meeting to share details about the foundation, endowment funds, and fundraising initiatives.

Lynn McAughey noted that FIREFLY has been part of KLWCF since 2013, when the endowment fund was established. The fund has grown steadily over the years, turning generosity into permanent support for the agency. FIREFLY continues to see growth, including a recent donation, thank you to all contributors.

Lynn McAughey highlighted the success of the FIREFLY and Triple Play Endowment Funds and shared that the KLWCF has a new video and its 2024 Annual Report, which will be provided to Tammy Hanstead for distribution to the Board. Lynn McAughey also expressed interest in continuing to work with FIREFLY leadership and staff to strengthen the future promise of programs and community supports.

The Board expressed appreciation to Lynn for the informative presentation.

For information

### **Review of Agenda**

**Moved** by Jared Ralko and **seconded** by Jennifer Johnson that the agenda of October 28, 2025 be approved as presented.

Motion #1  
Carried

### **Declaration of Conflict of Interest**

No conflicts of interest were declared.

None declared

## Agenda Items

## Discussion

## Action

### Approval of Consent Agenda

**Moved** by Debbie Larson and **seconded** by Karim Suleman that the consent agenda of October 28, 2025 be approved.

#### Minutes:

- Fiscal Advisory Committee meeting minutes - September 26, 2025
- Board Development Committee meeting minutes - September 26, 2025
- FIREFLY Board of Director meeting minutes - September 26, 2025

#### Other:

- Operations and Client Services Report - September 2025
- CEO and Lead Agency Report
- Finance Report
- Quarterly Quality Report
- FIREFLY Refocus - Change that builds brighter futures

### Discussion Items

There were no discussion items.

### Committee Updates

#### Governance and Quality Committee

The Chairperson provided an update to the Board on the Governance and Quality Committee meeting held earlier in the evening:

- Reviewed Board roles and responsibilities for the committee.
- Discussed meeting procedures and bylaws.
- Addressed questions regarding the Quarterly Quality Report (QQR), with responses provided by the Director of Systems and Performance Management.
- Reviewed the Client Safety Plan for 2025–2026. Minor changes were noted; the updated document will be included in the November Board package with a recommendation from the Governance and Quality Committee for approval.

### CEO Session

#### Strategic Planning

The CEO provided an overview of the proposals received for facilitation of FIREFLY's Strategic Planning exercises. Three strong proposals were reviewed using a rubric and team scoring, considering alignment with FIREFLY's mission, cultural fit, and engagement approach. Following discussion, the Board approved the following motion:

Motion #2  
Carried

For information

Motion #3  
Carried

## Agenda Items

## Discussion

## Action

### CEO Session Continued

### Strategic Planning Continued

**Moved** by Sarah-lynn Klassen and **seconded** by Jennifer Johnson that the Board of Directors for FIREFLY approve the execution of the contract with Optimal Affect in the amount of \$67,000 for the facilitation of Strategic Planning exercises.

Motion #3  
Carried

### Finance

### Investment

The Director of Finance provided an update on investment strategies and fundraising. Currently, interest earned from GICs is reinvested; however, the Board discussed the possibility of redirecting these earnings into FIREFLY's endowment fund with the Community Foundation to accelerate growth. This approach was considered in light of declining GIC interest rates and the stronger long-term potential offered by the endowment, which aligns with FIREFLY's sustainability goals. The discussion included governance and legal considerations, the need for additional Board education on endowment benefits versus GICs, and future capital funding strategies. It was noted that GIC renewals are scheduled for November and December, and decisions regarding allocation of interest earnings and potential contributions from renewals will be finalized before year-end. The Board also expressed interest in a training session to better understand endowment opportunities and fundraising strategies.

For information

### Fundraising

The Director of Systems and Performance Management provided an update on fundraising initiatives following attendance at a recent seminar. The discussion focused on strategies to strengthen FIREFLY's fundraising efforts, including adapting a corporate giving package for FIREFLY, encouraging payroll withdrawal programs, and leveraging platforms such as Benevity for matched donations. The Director emphasized opportunities for corporate connections to attract larger donors and highlighted the importance of tailoring campaigns to FIREFLY's unique context, given regional differences compared to hospital foundations.

The vision is for funds raised to support the endowment fund, with the possibility of allocating lump sums for specific programs. A draft corporate giving package has been developed and rebranded for FIREFLY, with examples of impact stories to strengthen donor engagement.

Agenda Items	Discussion	Action
<b>Quality of Care</b>	<b>Accreditation/Attestation</b> <p>The Director of Systems and Performance Management reviewed the accreditation process and engaged the Board in discussion regarding upcoming requirements. It was noted that Tammy Hanstead, the CEO, and an ad hoc committee will meet to prepare the Board for the accreditation process, ensuring readiness and alignment with standards.</p>	For information
<b>Correspondence</b>	<ul style="list-style-type: none"> <li>• EKO Strategic Plan 2025-2032</li> <li>• Alcohol use in Northwestern Health Unit – Infographic – Catchment</li> <li>• Examining the Impact of Alcohol Availability on OPP EMS ER in NWHU Catchment 2025</li> </ul>	For information
<b>New Business</b>	<b>Board Chair Resignation</b> <p>The Board Chair submitted her resignation from the Board effective December 31st. The Board engaged in discussion regarding next steps. A special meeting will be scheduled to conduct elections for Board positions.</p>	For information
<b>Move to In-Camera Meeting</b>	<b>Moved</b> by Jared Ralko and <b>seconded</b> by Jennifer Johnson that the Board moves to In-Camera at 8:00 p.m.	Motion # 4 Carried
<b>Evaluation of Meeting</b>	<p>Jared Ralko provided an evaluation of the meeting.</p> <ul style="list-style-type: none"> <li>• Everything went well.</li> <li>• Great discussion and engagement.</li> <li>• Highlight: Live agenda format worked effectively.</li> <li>• Built-in links streamlined access to videos, reports, and related materials.</li> <li>• Reduced need to jump between multiple files in Teams.</li> <li>• Improved preparation process and overall meeting flow.</li> <li>• Jared appreciates the new agenda format and finds it very helpful.</li> </ul>	For information

**Agenda Items****Discussion****Action****Next Meeting****Date and Time:**

Tuesday, November 25, 2025 at 6:00 p.m.

**Location:**

MS Teams

**Land Acknowledgement and Evaluation of Meeting:**

Carlynne Bell

For information

**Adjournment**

Having no further business, the Chairperson accepted a motion to adjourn the regular meeting at 8:13 p.m.

Adjourned



Sarah-lynn Klassen, Chair



Darcia Curtis, Chief Executive Officer