

Brain Injury Association of Windsor and Essex County
Minutes of Board of Directors Meeting
Tuesday, January 28, 2025 5:30 1100 University Ave. W. (ALSO)

Distribution to all Board members

Alex Carson
Ann Marie Keough
Marcus Niessen
Suzanne De Froy
Alix Khanafer
Rachel Olsen (ED)

Those in attendance are underlined

Danielle Ferri
Joanne King
Sara Pender
Lauren Fields [zoom]
Allison Kivisto
Theresa Wunder

1. Call to Order: 5:46 p.m. Joanne

Members were saddened to hear the news of Rob Miller's passing. Joanne will pass on condolence to Anna Jurak on behalf of BIAWE

2. Conflict of Interest Declaration: None

3. Agenda

Amended to include Financial Report and Brain Games under Fundraising Activities

Motion to approve Alex/ Marcus Approved

4. Minutes dated November 19, 2024

Motion to approve Marcus/Danielle Approved

5. Board Secretary appointment:

Nomination presented from Joanne that Suzanne De Froy be Secretary – Term expires at next AGM

- o Suzanne accepted the nomination

Motion for Suzanne De Froy to be the secretary until the next AGM - Theresa/Danielle Approved

6. Consent Item

Acceptance of the Executive Director's December and January Reports attached to Agenda

Motion to approve Marcus/Theresa Approved

Updates from Executive Director's report For discussion Rachel

(a) Pediatric Program – Funded by Solcz Grant

- o Appointment of New Facilitator - Lauren Field will facilitate parent's portion of program
- o Child TBI – Doctor Gangam office – Suggest monthly BIAWE presence in her clinic. Allison volunteered for this.
- o A collaboration with Youth Hub – Rachel has met the organizers
- o Promotion:
 - Plan is to relaunch in March
 - In the past the program was not well attended and uncertain why this is so
 - Needs assessment survey to find out preferable time for those who would access this program
 - Prepare a handout and survey – Post on our website

Action: Rachel, Lauren and Allison suggested that the program will need two new social workers for three age groups – pre-school, middle school, high school

(b) Art Class, Virtual Coffee Chat, Kingsville Coffee Chat

- o Rachel facilitates these programs and is building relationships with our clientele

(c) Bingos need more volunteers

- Location - All Star Gaming on Walker Rd.
- Reliable volunteers are Debbie Boose, Kathryn Edmunds, Krystal Decker and Gurveer Aulakh
- Suggestion made to provide incentives as it is a good way to fundraise

(d) Diffuse Digital Marketing- Website proposal

- Need to make our website user friendly
- Proposal presented and virtual meeting to be set up
- Initial cost is \$8,000 US with a monthly management fee of \$250.00

Action: Rachel will reach out to owner and request a virtual meeting with the board to obtain more information

e) Grant writing

- Rachel will re-establish relationship with Jeff Chartier

7. Board Reports

a) Education and Conference Committee **April 4, 2025- HDGH** Theresa

- Theme – Children and Teens: Concussions and Safety in Sports

Action: Suggestions welcomed for the name - please let Theresa know by Friday

- Logistics for the day are coming together – Refer emails from Theresa
- Planning a Speaker List – Many requests sent, often without response. The committee's outreach has created a good response with new connections made
 - Dr. Quaid & Dr. Berge / Ocular Combo - confirmed
 - Dr. H. Gangam – Paediatric Neurologist - confirmed
 - Dr. Walter & Dr. Haller - suggestion
 - **Action:** Theresa & Allison to get in touch
 - Dr. B. Jhawar, Neurosurgeon - suggestion
 - **Action:** Marcus to get in touch
 - Luke Willson – NFL former Seattle tight end - suggestion
 - **Action** – Suzanne to try and connect

b) Fundraising Activities

Members of the board agreed that fundraising is an important responsibility of board members. In the past, members have volunteered to lead events. Hopefully, by working together fundraising will be more efficient and increase participation.

Existing planned events:

i) Duelling Pianos March 1, 2025 at the Scottish Club Theresa

- Goal – 140 – Current numbers = 102
- Promotion – flyers distributed – Check out Facebook and share
- Volunteers still needed - Logistics for the event going well

ii) Car Show May 18, 2025 at Colasanti' tropical Gardens Lauren Fields

- Posters ready – expecting a good turnout
- Raffle tickets will be sold
- Vendors pay Colasanti – proceeds to BIAWE

iii) Golf Tournament Theresa

- Stuart and Luis
- Plans underway – more info to follow

iv) **Art in the Park** June 7 and 8

Rachel

- Idea raised by Marcus Niessen
- Idea presented - Face masks imprinted on cards to be sold
- Idea presented – There may be interest to provide an opportunity for the public to make face masks

Action: Marcus going to apply and will work with Joanne King

v) **Brain Games**

Rachel

- Difficulty launching event even though considerable effort has been made
- Marcus had ideas by attending Trivia event for Alzheimers

Action: Alex will look into how to promote this for the future

Motion to accept all fundraising reports

Danielle/Alex Approved

(c) Financial Report

Joanne

- Comparative Income Statement and Balance Sheet discussed
- Grants discussed – Solcz Foundation for Paediatric, New Horizons for Seniors, Honda grant for Helmets for Kids

Motion to accept financial reports

Alex/Allison Approved

8. New Business

9. Date of next meeting: Tues. February 25, 2025, **6:00 pm** at ALSO 1100 University Ave.

10. Adjournment 7:35 pm