

# KENORA DISTRICT SERVICES BOARD

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Minutes for a Meeting of the  
Marketing & Communications Task Force  
Held on Monday, July 29, 2010  
Commencing at 2:00 p.m.

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**PRESENT:** Joyce Timpson, Chair  
Jack McKenzie  
Kim Thain

**STAFF:** Sten S. Lif, Chief Administrative Officer  
Debbie Sidor, Executive Secretary

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1. **CALL TO ORDER**

The Chair called the meeting to order at 2:00 p.m.

2. **APPROVAL OF AGENDA**

MOTION NO.: MC2010-07

Moved by Kim Thain  
Seconded by Jack McKenzie

**RESOLVED THAT** the Marketing & Communications Task Force approve the Agenda for a regular meeting of the Task Force to be held on Thursday, July 29, 2010 in the KDSB Boardroom at 211 Princess Street, Dryden, ON commencing at 2:00 p.m. CST.

CALLED; CARRIED

**ACTION:** None

3. **DISCLOSURE OF INTEREST AND THE GENERAL NATURE THEREOF**

3.1. Agenda for Current Meeting

The Chair calls for any declaration of pecuniary interest, and the general nature thereof under the Municipal Conflict of Interest Act with respect to the Agenda for this meeting.

None declared.

3.2. Minutes of a Previous Meeting at which a member was not in attendance

The Chair calls upon members present for declaration of pecuniary interest, and the general nature thereof under the Municipal Conflict of Interest Act, for minutes of previous meetings at which a member was not in attendance and which had not previously been declared.

None declared

4. **DELEGATIONS / DEPUTATIONS**

None

5. MINUTES OF PREVIOUS MEETING

5.1. Minutes of June 7, 2010

MOTION NO.: MC2010-08

Moved by Kim Thain  
Seconded by Jack McKenzie

RESOLVED THAT the Marketing & Communications Task Force approve the minutes as presented for the June 7, 2010 meeting of the task force as presented.

CALLED; CARRIED

ACTION: File

6. BUSINESS

6.1 Name Change Process

At the June 24<sup>th</sup> Board meeting, the Task Force requested that Board members email comments to the Chair of the Task Force pertaining to the options provided for renaming the organization. The Task Force received one response and determined that it would be beneficial for the Chair of the Task Force to forward one final request for comments.

Following a lengthy discussion on two options pertaining to the name of the organization, Task Force members agreed to propose the following to the Board of Directors:

- Suggest that the organization retain the name *Kenora District Services Board* and add the prefix *Northwest* to each of the programs as the Ambulance service has done, i.e., *Northwest Child Care Services, Northwest Emergency Medical Services, Northwest Ontario Works Services, Northwest Social Housing Services*; however,
- Should the Board feel that a name change is necessary, then the Task Force will recommend an operational name change to *Northwest Services Board* and maintain the corporate name *Kenora District Services Board* in order to minimize the expense related to changing the name.

6.2 Internal Staff Newsletter

Task Force members emphasized the positive nature of the current staff newsletter. The Chair of the Task Force will send an email communication to KDSB department heads requesting that all staff be encouraged to send contributions to Dianne Apland, Director of OW/CC who has been preparing the newsletter since June of 2009. To date, Dianne has not had a great deal of success collecting submissions for the staff newsletter.

6.3 External Publication / Newsletter

Discussion focused on various means of promoting the organization and enhancing its profile. Task Force members also discussed information that could be included in an external publication and who it would be circulated to.

Recommendations that came out of the discussion are listed below under Item 7.

6.4 Pamphlet edits for review

The Chair of the Task Force presented some suggested edits to the content of the draft program booklet. The CAO will pass the proposed edits on to the Program Directors for their review and comments. Edits will then be incorporated in the booklet and the Executive Secretary will continue to develop the document with the inclusion of pictures and possibly a note from the Chair and the desk of the CAO.

7. RECOMMENDATIONS/RESOLUTIONS

The Marketing and Communications Task Force will make the following recommendations to the Board of Directors:

- That the Board retain the current name of the Corporation
- That the Task Force contact members of the media throughout the district to suggest a feature article on each of the programs delivered by the KDSB
- That the Governance Committee consider developing policy to ensure that Board meetings are held in each community within the Board's jurisdiction at least once during the Board's four-year term.
- That each department prepare a quarterly report to include in a document suitable for circulation to each of the municipalities and to DOKURA
- That a schedule be developed for each of the program directors, accompanied by a board member, to visit each of the municipal councils throughout the district for an information sharing session about their program.
- That the Task Force reach out to the Kenora District Municipal Association to ensure that the KDSB is included on the agenda for their annual general meeting for information sharing purposes
- That the Task Force contact local service clubs throughout the district to arrange information sharing sessions
- That an amount be established in the 2011 budget for the implementation of various marketing tools

8. NEXT MEETING

Task Force members will determine a meeting time following the next meeting of the Board on August 12, 2010.

9. ADJOURNMENT

Jack moved the meeting adjourn at 4:11 p.m.

Confirmed this 7th day of September, A.D. 2010,

By Resolution No.: MC2010-10

Joyce Timpson, Chair