

Lanark Renfrew Health & Community Services



Lanark
Community
Programs



North Lanark
Community Health
Centre



Whitewater Bromley
Community Health
Centre

BOARD MINUTES

August 13, 2020

Special meeting to discuss the recommendations of the ad hoc committee with regards to LRHCS rebranding and marketing strategy proposed by Cat's Cove Communications

Present: Tom Baumgartner, Gwen Bennett, Barbara Drake, Cynthia Carver, Deborah Duffy, Bill Janes, Bonny Johnson, Kim O'Connor, Joey Trimm

Regrets: Andrea Brett, Warren McMeekin, Linda Russell

Staff: Christina Dolgowicz, Morgan Hawn, John Jordan, Carol Anne McNeil, Brenda Powers Ross, Sarah Sark, Becky Walker (resource)

Guest: Cathy James (Cat's Cove Communications)

- 1. Welcome:** Deborah welcomed everyone and outlined the main purpose of the meeting: to determine if a name change is necessary, and if so, to review the two names recommended for consideration by the Board ad hoc and staff steering committees.
- 2. Discussion:**
 - Background:** Deborah provided a brief summary of the process to date. In the midst of consultations with Cat's Cove Communications regarding social media and marketing strategy, the current name of the organization was identified as an impediment by staff and management decided to pursue a name change. The Board was made aware of this process at the May 2020 meeting, and determined that Director involvement was warranted. Directors were invited to join an ad hoc subcommittee of the Board to address not only the name change, but to decide how the Board should be involved. The first meeting with Cat's Cove and the staff steering committee consisted of a review of proposed names, along with a rationale for each choice. The second meeting involved discussion around the full organizational name, as well as review of the proposed logo for each option. The committee decided to recommend two names for the Board to consider: Reach Integrated Care and Rivers Integrated Care. The ad hoc committee determined that it would be advisable to have the current Board make the decision, rather than have the incoming Board choose, as per discussion at the last Board meeting, where Directors agreed that the incoming Board would not need to be part of the name selection process.

- **Discussion:** Deborah acknowledged the reservations some Board members have expressed about the process to date; however, she proposed that Cat's Cove present the two options to be considered, with time for Directors to ask questions and obtain more information. The Board can then decide how to move forward. Cathy presented the two names for consideration, as well as detailed rationales for each choice, and proposed logos. Following a discussion that centred on the uniting of all parts under one name, the Board determined that a new name should be chosen, and that the three names for the main sites should no longer be used. Moving on to discussion regarding the names put forward by the ad hoc committee for consideration, Deborah suggested adopting Reach Integrated Care, with the caveat that the correct corporate name will include anything required (Incorporated, for example). Some of the Board members did not agree with the choice of Reach Integrated Care, and many different views were shared. The inclusion of "integrated care" in the name was also discussed; Tom feels excluding "community" and "health" from the name is not a good idea, while Morgan pointed out that primary care now has a more integrative approach, so the term is reflective of the services clients receive. Bill expressed concern that the name does not indicate that healthcare services are offered. Everyone agreed that achieving consensus was not possible; John suggested going back to the ad hoc committee with direction from the Board as to what changes they would like to have made. Deborah asked if Board members present would participate in the ad hoc committee; Kim indicated she would not be able to attend, but all others agreed to participate. Deborah asked the group what the next meeting of the ad hoc committee should involve. The group suggested that Cat's Cove present more names; it was determined that a discussion regarding the inclusion of "health" and/or "community" in the name would be decided at a later date. Cathy and John will discuss next steps; Cathy to forward a list of potential meeting dates/times to Becky, who will send out a Doodle poll to determine availability of committee members.
 - **Decisions:**
 - **The Board agreed that the name LRHCS should be changed and a new name adopted that better reflects the organization.**
 - **The Board agreed that the use of the current names for the three separate parts (North Lanark CHC, Whitewater Bromley CHC, Lanark Community Programs) should cease when the new name is adopted.**
 - **The Board asked the ad hoc committee to meet and review a list of additional names proposed by Cat's Cove.**
 - **Action items:**
 - **Cathy** to forward proposed meetings dates to Becky
 - **Becky** to send out Doodle poll to Board ad hoc and staff steering committee members to determine availability
 - **Ad hoc committee** to meet and determine next steps in the process
- 3. Funding for primary care in WB:** John shared the good news that the organization has been approved for funding to increase health care services in the Whitewater Bromley region. John and Brenda worked with local MPPs to put forward a proposal to expand services in Cobden and Eganville. John and Brenda are currently working on an implementation plan, and an announcement will be made shortly.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Duffy', written in a cursive style.

Deborah Duffy, Board Chair