



Lanark
Community
Programs



North Lanark
Community Health
Centre



Whitewater Bromley
Community Health
Centre

BOARD MINUTES

September 11, 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, Bonny Johnson, Kim O'Connor

Regrets: Andrea Brett, Bill Janes, Warren McMeekin, Linda Russell, Joey Trimm

Staff: John Jordan, Carol Anne McNeil, Sarah Sark, Becky Walker (resource)

Guest: Cathy James (Cat's Cove Communications)

- 1. Welcome:** Deborah welcomed everyone.
- 2. Approval of Agenda – Conflict of Interest:** Agenda was approved as presented. No conflict of interest declared.
- 3. Presentation:** Cathy presented the results of the two focus groups conducted with staff and community stakeholders. Five names and four suffixes were brought to the focus groups for consideration; seven additional interviews were conducted to obtain further feedback. Cathy reviewed the results and overall scoring for the options presented. The ad hoc committee decided to bring the top two name choices of ConnectWell and Connect to the Board for consideration, as well as the suffixes Community Health and Community Health Services. Cathy provided examples of scripts that could be used when answering the phone at each location, as well as examples of program names and employee titles. She provided information on website domain names currently available for each option.

Discussion: Following Cathy's presentation, Deborah asked the group if there were any questions; finding that there were no questions, she opened the floor to comments and feedback. During the discussion, the following points were raised: ConnectWell is unique and can stand alone (without needing the suffix); Community Health is better than Community Health Services because it is shorter (one of the criteria for changing the name was to choose something shorter than Lanark Renfrew Health & Community Services). ConnectWell would work with programs such as Connections. An autism services company in Carleton Place with Connect in the name recently opened, so

using ConnectWell would help to distinguish our services. “We” in the middle of ConnectWell is appealing from a design perspective, which could be useful for marketing. Deborah asked if anyone preferred Connect, but the group agreed that ConnectWell was the top choice. Deborah then asked for consensus on the choice of ConnectWell Community Health; with no opposition, Deborah declared that consensus had been reached.

DECISION: The Board approved the name ConnectWell Community Health.

The group discussed next steps. It was decided not to introduce the new name at the upcoming AGM but instead wait for the formal launch; however the new name will be shared with the new Board members at the post-AGM Board meeting, with the request that it be kept confidential pending the launch. Meanwhile, the process for formally implementing the board’s decision, including any additional membership meeting, if required, will be determined.

DECISION: The Board decided to share the new name ConnectWell Community Health with the Board at the post-AGM Board meeting, but will wait to make the name public until launch of the rebranding, with a special membership meeting to be called to amend the bylaws, when and if appropriate.

Cathy said she would get in touch with Christina Dolgowicz to pass along the changes to the logo designer. Cathy met with the web designers recently and they should have a first draft of the updated home page and some internal content by next week. John suggested that the staff steering committee review the updated website, which would then be brought to the Board for review. It was left that Board members will be invited to provide feedback on the website redesign, rather than bringing the website to a Board meeting for review and discussion.

4. Approval of Minutes: The minutes of June 23, 2020 and August 13, 2020 were approved as presented.

5. Date and location of next meeting: Post-AGM Board meeting – September 15, 2020 @ 5:00 p.m. via Zoom

Respectfully submitted,



Deborah Duffy, Board Chair