

**SUMMARY OF THE BOARD COMMITTEE of the WHOLE MEETING OF  
GREATER ST. ALBERT RCSSD NO. 734  
MONDAY, NOVEMBER 6, 2017**

**COMMITTEE MEMBERS PRESENT**

Trustees Becigneul, Crockett, Proulx, Radford, Schell, Shaw, and Tremblay

**ADMINISTRATION PRESENT**

D. Keohane, superintendent; D. Schlag, secretary-treasurer; R. Nixon, assistant superintendent

**CALL TO ORDER**

Trustee Becigneul called the meeting to order at 7:00 p.m. and Trustee Crockett offered the opening prayer.

**ACKNOWLEDGMENT OF TERRITORIES**

Trustee Becigneul acknowledged that the Greater St. Albert Catholic School Board is meeting on the original lands of the Cree, those of Treaty 6, and on the homeland of the Métis Nation. Kinanâskomitin Manito (Thank you Creator).

**PRESENTATIONS**

Brian Holdsworth from Holdsworth Design provided the Board information on the chosen logo for Sister Alphonse Academy. He provided the background information on the rationale and all the elements present in the design. Trustees had opportunity for Q&A.

Ted Kouri from Incite Marketing provided the Board with an overview of the plan for the refresh on the District Visual Identity. Ted stressed that “marketing” is not the “icing on the cake”, but a process that starts “inside out”. He added that relationships and experience are important elements of a “brand”. Trustees viewed a presentation and had opportunity for Q&A. Ted would be returning to the Board by the end of January for endorsement that the brand strategy is correct (in that it reflects the mission, vision, values) and the new Visual Identity represents the brand strategy. A final product is to be expected by the end of February 2018.

**POLICY REVIEW FRAMEWORK**

Trustees reviewed Board Policy 3 – Role of the Trustee and Board Policy 4 – Trustee Code of Ethics. Trustees felt Policy 3 could move forward to the Regular Meeting on November 27<sup>th</sup> without changes; however, the Board wished Policy 4 had additional components and asked that some examples be provided for the December 4<sup>th</sup> Committee of the Whole Meeting where further review and discussion would take place prior to approval.

**ADVOCACY DISCUSSION**

Trustees reviewed the 2017 ASBA Policy considerations that would be presented at the upcoming Fall General Meeting of the Alberta School Boards Association on Nov. 19-21, 2017. Trustees also reviewed the 2017 ACSTA AGM Resolutions to be voted on at the Alberta Catholic School Trustees Association on Nov 17-19, 2017.

**TRUSTEE COMMITTEE REPORTS**

Trustee Crockett provided a written report based on her attendance at the ASBA Zone 2/3 General Meeting. She picked up service awards on behalf of Trustees Proulx, McEvoy, Radford, and herself and handed them out at the meeting, thanking Trustees present for their dedicated service. Trustee Crockett will deliver the award to retired Trustee McEvoy. Trustee Crockett noted that Zone 2/3 is looking for a new Auditor to review the books.

**FIRST NATIONS, METIS, and INUIT ACTIVITY**

Trustees took part in an interactive activity that provided an opportunity to learn facts about indigenous peoples’ cultural perspectives and histories.

Trustee Crockett offered the closing prayer. The meeting was adjourned at 9:45 p.m.