

**MINUTES OF THE REGULAR MEETING OF THE
BOARD OF TRUSTEES OF
THE GREATER ST. ALBERT ROMAN CATHOLIC
SEPARATE SCHOOL DIVISION
HELD on MONDAY, APRIL 20, 2020 at 2:00 P.M.
Meeting Held Electronically
St. Albert, AB**

MEMBERS PRESENT Trustees Becigneul, Proulx, Radford, Schell, Shaw, and Tremblay

Crockett (joined the meeting at 2.25 pm.

ADMINISTRATION PRESENT

D Keohane, superintendent; R Nixon, assistant superintendent; C Moroziuk, assistant superintendent; I Paulik, secretary-treasurer; R. Zacharias, manager – community engagement and communications (Recorder)

CALL TO ORDER **Trustee Becigneul** called the meeting to order at 2:13 p.m.

IN CAMERA

168/20 **Trustee Proulx:** **THAT** the Board of Trustees move In Camera at 2:13 p.m.

CARRIED (7/7)

L. Turnbull left the meeting at 3:06 pm

OUT OF CAMERA

169/20 **Trustee Schell:** **THAT** the Board of Trustees move Out of Camera at 3:33 p.m.

CARRIED (7/7)

OPENING PRAYER

Trustee Schell offered the Opening Prayer.

ACKNOWLEDGEMENT

The Board of Trustees of The Greater St. Albert Roman Catholic Separate School Division acknowledges that it is meeting (virtually) on the original lands of the Cree, those of Treaty 6, and on the homeland of the Métis Nation. Kinanâskomitin Manito (Thank you, Creator).

APPROVAL OF AGENDA

170/20 **Trustee Tremblay:** **THAT** the Board of Trustees approve the agenda as amended.

CARRIED (7/7)

PRESENTATION DELEGATION

There were no presentations or delegations.

APPROVAL OF MINUTES & SUMMARIES

171/20 **Trustee Proulx:** **THAT** the Board of Trustees approve the minutes of the Regular Board Meeting held on March 30, 2020 as circulated.

CARRIED (7/7)

172/20 **Trustee Tremblay:** **THAT** the Board of Trustees approve the Committee of the Whole Summary of April 6, 2020 as circulated.

CARRIED (7/7)

APPROVAL OF COMMITTEE & EVENT REPORTS

173/20 **Trustee Shaw:** **THAT** the Board of Trustees approve the Committee and Events Reports from the Board Committee of the Whole meeting held on April 6, 2020:

- Business Liaison: St. Albert Chamber Report (March) (Becigneul)

CARRIED (7/7)

GOOD NEWS

Trustee Becigneul shared the Good News Report.

QUESTIONS FROM THE PUBLIC

There were no questions from the public.

CONSENT ITEMS

174/20 **Trustee Crocket:** **THAT** the Board of Trustees receive the consent items attached and approve all recommendations contained therein as follows:

- 12.1 Review of Board Policy 16: Alternative Programs and Board Policy 18: Naming of Schools

CARRIED (7/7)

ACTION ITEMS

2020 – 2021 Transportation Fees

175/20 **Trustee Shaw:** **THAT** the Board of Trustees defer a decision on transportation fees for 2020-2021 to the Board Special meeting (date to be confirmed).

CARRIED (7/7)

2020-2021 School Fees

176/20 **Trustee Crockett:** **THAT** the Board of Trustees approve the 2020-2021 Maximum School Fees, as presented in the School Fees Schedule For Fees Charged for the School Year September 1, 2020 to August 31, 2021.

CARRIED (7/7)

NEW BUSINESS

There was no new business.

INFORMATION ITEMS

Report from the Chair

Trustee Becigneul provided a verbal update regarding letters that were sent to:

- Associate Minister Nally (funding cuts announced in the media)

Report from the Superintendent

Information updates from administration included the following items:

- Introduction of Manager – Community Engagement and Communications (Zacharias)
- Leadership and Succession Planning Report (Morozziuk)

177/20

Trustee Radford: THAT the Board of Trustees receive the superintendent's report as information.

CARRIED (7/7)

PUBLIC ENGAGEMENT HIGHLIGHTS

178/20

Trustee Shaw: THAT the Board of Trustees receive the Public Engagement Highlights as information.

CARRIED (7/7)

CLARIFICATION PERIOD FOR PUBLIC & MEDIA

B. Dubrulle shared a good news story that staff from Vincent J. Maloney Catholic Junior High School have been facilitating door drops consisting of a supportive messages and small treats to students and families who need encouragement.

TRUSTEE REQUEST FOR INFORMATION.

There were no requests for information.

CLOSING PRAYER

Trustee Schell offered the closing prayer at 4:33 p.m.

The Board of Trustees recessed at 4:37 p.m.

IN CAMERA

179/20

Trustee Proulx: THAT the Board of Trustees move In Camera at 4:45 p.m.

CARRIED (7/7)

OUT OF CAMERA

180/20

Trustee Crockett: THAT the Board of Trustees move Out of Camera at 7:05 p.m.

CARRIED (7/7)

ADJOURNMENT

181/20

Trustee Shaw: THAT the Board of Trustees adjourn the regular meeting at 7.06 p.m.

CARRIED (7/7)

Secretary Treasurer

Chair



Committee Report Summary

Board Committee of the Whole Meeting Date: April 6, 2020

Submitted By: Joe Becigneul

Committee/Event Name: St. Albert Chamber of Commerce

Committee/Event Date: March 11, 2020

Highlights Relevant to GSACRD:

1: Chamber tended to their regular business including announcements of all upcoming events as the meeting was held prior to the events we are currently facing. Items advertised that have since been cancelled included the Spring Trade Show (April 3 to 5th), the April Business at Lunch which was scheduled for April 8th. Other events such as their Breakfast meetings, etc, have all been cancelled until further notice.

2: The Guest Presenter for March was Shauna Randolph, who was scheduled to be part of our Strategic Planning Retreat in mid April. Her presentation was extremely interesting, and I assume we would have had a similar seminar at our retreat. Here are the notes I was able to make:

Shauna Randolph- Media 101: Understanding the news media.

What the media face on a daily basis:

- **Deadlines / pressures.**
- **Multiple stories per day.**
- **Pressure from above for exclusives.**
- **Want to make a name for themselves.**

Building Relationships: Important to take a proactive role in building relationships with your local media. Ways to do that:

- **Reach out to them. (Proactively)**
- **Follow them on their Social media accounts.**
- **Spoon feed them. Do the work for them. (Arts & Heritage example - Ukrainian film). This helps you to get your message out the way you want it to go out.**

Build the media's trust - be honest, especially your official spokesperson. Shauna uses this acronym:

TAHA

- Transparent
- Available
- Honest
- Accountable

One area of greatest importance is to align your news media with your social media and website messaging. This ensures consistent messaging.

Be your own reporter. Example used: "Black History Month", self-produced their own movie for social media. They then tied the movie to the St. Albert Arts and Heritage Black History Month exhibition at the St. Albert Gallery. The entire piece was basically handed to the St. Albert Gazette as a completed story which garnered a double page spread in the Gazette – another example of Spoon Feeding the story to the media.

Her bottom line: Be prepared, think outside the box, get the training / coaching you need.

The meeting adjourned at 1:30.