

Presented by Ms. Terry Geib, Board Chair

Thank you everyone. The motion to approve the minutes of the 54th AGM is carried.

It is now my pleasure to present to you the Annual Report from our Board.

Before we begin, I'd like to introduce you to our team.

Here we are at our January 2021 Board meeting a few weeks ago. In the upper left we have Barb Montgomery. Barb is our membership manager. Next to Barb is me, the Board Chair. Next to me is our director Mark Farris.

In the second row, we have directors Michael Cacace, Peter Stacey-Salmon and Nellie Pintus. The board invited Michael to join our Board in June after the resignation of director Dyre Scheer-Peters. Peter Stacey-Salmon helps manage board finances and Nellie Pintus is our longest serving director.

In the third row is our vice-Chair Sylvia Kasper, Director Jerry Jonasson and our secretary and treasurer, Susan Costello. Sylvia does the lion's share of the work on our board, working with Peter and Susan to ensure financial oversight and working with Barb on membership issues. Jerry Jonasson works with Michael and Mark on advertising and marketing.

In the 4th row is director Myrna Malanik, our regular volunteer Lyndee Kehler and director Louis Grenier. All three individuals have been a huge asset to our team.

Missing from the photo is our soon-to-be retiring directors Patricia Sather and Gloria Crofts who were not in attendance at the meeting. I'd like to thank them for their dedication and hard work over the years. We will certainly miss them.

I am so proud of this team. It is because of these folks, who give many hours of their time and knowledge, that our memorial cooperative helps so many people. We are one of the best – if not the best memorial society in north America.

As we all know too well, COVID-19 has rattled our world. From job loss to supply shortages, and the death of dear friends and family, we are all dealing with new and evolving sources of stress.

Winston Churchill once said, "A pessimist sees difficulty in every opportunity, but an optimist sees opportunity in every difficulty."

In October 2020, every director and our volunteer Lyndee Kehler, spent a full day looking at our organization. What has changed? Are we meeting the needs of our members? Where do we go next?

Our goal was to understand the opportunities in this difficult time.

We invited staff from the Alberta Community and Co-operative Association (ACCA) to facilitate our planning session so we could all participate. I've posted some of the materials and resources on our website if you'd like to see the work.

To begin our planning, we looked at trends in the funeral sector, we looked at our statistics, and our challenges and opportunities. We brainstormed ways we could lower costs and increase value for members by offering more services, working more strategically with partners, focusing on education and outreach, leading in emerging sectors such as wakes and home-services, as well as considering what Calgary and the funeral sector will look like 50 years in the future. We came up with many ideas.

However, we recognize that before we can jump in and start changing our operations, we need to know more and we need to be able to do more. Therefore, we set 3 major priorities for 2021:

We need to better understand the needs of our members (What do you need? What do you want? What challenges are you facing?)

We need to better understand the changing funeral sector, price increases and the services and opportunities available to us, and

<p>We need to increase our operational capacity as right now, we as volunteers with busy lives, run the business.</p>
<p>I am excited to report our work is well underway. Thanks to the efforts by director's Louis Grenier and Mark Farris, the board determined the breadth and depth of knowledge around our board table and we identified where we have gaps in ability and knowledge. To this end, we recruited 2 new potential directors (Micheal Cacace (Cacache) and Lyndee Kehler) to help fill those gaps. You will see their names on the slate of candidates presented to you during the director election section of this meeting.</p>
<p>As I mentioned briefly, we appointed Michael to our board in June following the resignation of Dyre Scheer-Peters. Michael has already refreshed our logo, updated our social media, created new brochures and membership card and created a new membership application form. You can find copies of all of these on our website. Mark, Jerry and Michael also developed a member newsletter to communicate relative information with you. Several of our directors and our membership manager participated in the first e-newsletter that was emailed out in late November. Our next edition is planned for March. Another change you may have noticed is we dropped the word Calgary from our logo since it was confusing members we serve across southern Alberta.</p>
<p>In addition to the marketing work, new service provider contracts were negotiated in Taber and Medicine Hat with no real significant changes from the previous contracts. Copies of the new brochures are on our website. A special thank you to Peter Stacey-Salmon, and Sylvia Kasper for their hard work on this project.</p>
<p>This past summer, the board reviewed and updated our existing bylaws helping to ensure we meet legislated requirements and the changes needed to ensure we can hold electronic meetings in the future. Later in the meeting, Director Louis Grenier will review the proposed changes with you. We also updated our Director Handbook that outlines all the policies and procedures for running our organization.</p>
<p>While most of our time was spent looking internally at our operations – we didn't lose sight of the importance of supporting our community and those who are experiencing challenges in their everyday lives. To this end, we made 2 special donations in the name of our members. \$1,500 was given to the Goldeye Foundation which supports youth leadership camps near Nordegg in central western Alberta. Without our donation, the youth camps faced closure after operating for more than 60 years. These camps are supported by co-ops have been instrumental in developing many cooperative leaders over the years.</p>
<p>Once again, we participated with Servus Credit Union's Red Wagon charitable program by contributing \$1500 to purchase the food and necessities to fill the wagons you see here, for vulnerable families. The program was coordinated by Servus Credit Union with proceeds going to the Women in Need Society in Calgary. Our very own Sylvia Kasper and Susan Costello, shown here with the big hearts, were on hand to help. Thank you, Sylvia and Susan. And a very special thank you to our entire board for all your hard work over the past year. This concludes the board report. Mark, do we have any questions from our members regarding the report?</p>