

MSEC - Meeting Minutes

via Zoom

November 27, 2024

Attendees:

Aly Devji (Chair)
Andrea Prashad
Riz Gehlen
Kris Coventry
Brent Glasow-Brown
Ron Pike (ex-officio)

Regrets:

Andrea Prashad
Angela Grottoli

Staff

Terry Lake
Andrea Mameri

Guests

Wynona Giannasi (HoweGroup)
Jennifer Hystad (HoweGroup)

Item #	Subject	Notes
1.	Call to Order	The meeting commenced at 2:05 pm.
2.	Approval of Previous Meeting Minutes	<p>Proposed Motion: Be it resolved that the minutes from the September 4, 2024, MSEC Committee Meeting be approved as presented.</p> <p>Moved by: Brent Seconded by: Kris APPROVED</p>

Item #	Subject	Notes
3.	Approval of Potential New Members	<p>The committee reviewed the list of potential new members.</p> <p><u>Commercial</u></p> <ul style="list-style-type: none"> • CDI College • Green Giantz • Canadian Caregivers International Inc • Dilys Consulting Ltd. • Accellor Medical Inc • Centura Tile • ien2RN Health Care Services Inc • GoEasyCare • Merz Therapeutics • Acera • Specialty Furniture Inc. • Joerns Healthcare • Panasonic Canada Inc. • Tarkett <p><u>Service Provider</u></p> <ul style="list-style-type: none"> • Big Hearts Home Healthcare (HH) • Comfort Keepers North & West Vancouver (HH) • Carlton House of Oak Bay (87 IL) • Hugs Health Services (HH) • Ohana Care Inc. (HH) • Angel Heart Health Care Inc (HH) • Hamilton High Street (18 LTC, 29 AL and 53 IL) • SUCCESS BC (HH) • Gateway Assisted Living- Surrey (60 AL) <p>Moved by: Kris Seconded by: Brent APPROVED</p>

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4.	Resigned Members	<p>Committee was informed that the following will not be renewing their membership.</p> <p><u>Associate</u></p> <ul style="list-style-type: none"> Justice Institute of British Columbia <p><u>Commercial</u></p> <ul style="list-style-type: none"> Black and McDonald Ltd Vitacore Industries inc. Ecopilot AI Canada Medcart Group West Construction Seatz Medisuivie <p><u>Service Provider</u></p> <ul style="list-style-type: none"> Right at Home Fraser Valley Neighborhood Nursing

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5.	Member Survey	<p>Jennifer and Wynona from HoweGroup provided updates on the 2024 Member Survey, emphasizing its importance in evaluating member engagement, setting priorities, and assessing program impact. The survey builds on previous iterations to maintain continuity while incorporating updates to address current needs.</p> <ul style="list-style-type: none">• Seal of Approval and Assurity:<ul style="list-style-type: none">○ Clarify the questions about the Seal of Approval and Assurity certificate program, as not all members will be familiar with these programs.○ Explore issuing a separate survey for members experienced in both accreditations to gather more precise insights.○ Include baseline questions on both accreditations with an introductory synopsis to provide necessary background information.• Amendments and next steps:<ul style="list-style-type: none">○ Allow multiple responses from organizations with multiple sites, with results collated for analysis.○ Add a section to capture how long respondents have been members of the association.○ Provide more context on feedback for potential rebranding and name change related to the recent amalgamation with BCSLA.• Survey logistics:<ul style="list-style-type: none">○ Launch set for January 2024, open for three weeks.○ Communication strategy to begin at the AGM, supported by reminders and gift card incentives.○ Target response goal of 150 respondents, up from 88 in 2022.• Committee perspective:<ul style="list-style-type: none">○ Survey recognized as a valuable tool to track trends, measure engagement, and guide strategic decisions.																				
6.	Review of Membership Count by Category	<table><tr><th>CATEGORY</th><th>NUMBER</th><th>LAST MEETING</th><th>LAST YEAR</th></tr><tr><td>Associates</td><td>13</td><td>14</td><td>16</td></tr><tr><td>Commercial</td><td>160</td><td>154</td><td>154</td></tr><tr><td>EngAge BC</td><td>147</td><td>140</td><td>129</td></tr><tr><td>Service Provider</td><td>218</td><td>216</td><td>201</td></tr></table> <p>*As of November 14, 2024</p>	CATEGORY	NUMBER	LAST MEETING	LAST YEAR	Associates	13	14	16	Commercial	160	154	154	EngAge BC	147	140	129	Service Provider	218	216	201
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7.	Adjournment & Next Meeting	Meeting Adjourned Doodle poll will be sent.