

MSEC - Meeting Minutes
via Zoom
September 4, 2024

Attendees:

Aly Devji (Chair)
Angela Grottoli
Andrea Prashad
Riz Gehlen

Regrets:

Kris Coventry
Brent Glasow-Brown
Ron Pike (ex-officio)

Staff

Terry Lake
Andrea Mameri

Item #	Subject	Notes
1.	Call to Order	The meeting commenced at 1:03 pm.
2.	Approval of Previous Meeting Minutes	<p>Proposed Motion: Be it resolved that the minutes from the May 16, 2024, MSEC Committee Meeting be approved as presented.</p> <p>Moved by: Riz Seconded by: Angela APPROVED</p>

<p>3.</p>	<p>Approval of Potential New Members</p>	<p>The committee reviewed the list of potential new members. Be it known that the below list includes member applications already approved by MSEC during an electronic vote conducted August 2024.</p> <p><u>Commercial</u></p> <ul style="list-style-type: none"> • Capital West Mortgage (Chiu) Inc. • ShiftCare • VPAC Construction Group Ltd. • Carefeed Inc. • MICHIFCO • Chef Works Canada Inc. • GSK • Cepheid Canada • UKG <p><u>EngAge BC</u></p> <ul style="list-style-type: none"> • Bridge River Indian Band (Xwísten)- HH • CDN ElderCare- HH • Rebalance Rehab- HH • PARC Retirement Living- IL <ul style="list-style-type: none"> ○ Cristalina PARC ○ Oceana PARC ○ Westerleigh PARC ○ Cedar Springs PARC ○ Summerhill PARC ○ Mulberry PARC • Independence Matters Support Services Inc.- HH • Green Umbrella Senior Care- HH • Qualicare (Vancouver, Tri Cities and Surrey)- HH • Cherish at Central Park- IL • Avalon Gardens (IL) <p><u>Service Provider</u></p> <ul style="list-style-type: none"> • South Granville Park Lodge (LTC) • Salvation Army- Buchanan Lodge <u>*exception letter</u> • Sunrise at Killarney <u>*exception letter</u> <p>Moved by: Riz Seconded by: Angela 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"> • Compassionate Touch Canada <p><u>Commercial</u></p> <ul style="list-style-type: none"> • Ohana Care Inc. • Staffy Canada Inc. • Allison Jones Consulting Services Inc. • Dezinerwallz • Pace Solutions • CareHawk • McKin Health • Vayyar Care • Gravitii • The Fiable People • Canada Medcart <p><u>EngAge BC</u></p> <ul style="list-style-type: none"> • Home Instead - Kelowna/Penticton <p><u>Service Provider</u></p> <ul style="list-style-type: none"> • Trillium Craigdarroch Care Home

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6.	Review Membership Dues and Dues Policy	<p>During the meeting, the committee took time to review membership dues across various categories, including long-term care, assisted living, independent living, and home health. The focus was on ensuring that dues were fair and aligned with the value provided to members. Dues for Long-Term Care and Assisted Living had been increased last year, but Independent Living and Home Health dues remained unchanged.</p> <p>The committee agreed to propose a 10% increase for Independent Living dues, raising them from \$20 to \$22 per suite per year, effective April 2025. This decision was made after carefully considering the financial health of the association and the need to maintain fair contributions from all categories. Additionally, many Independent Living members had previously been part of the BC Seniors Living Association (BCSLA), where they paid higher dues than they currently do under BCCPA. This historical context helped alleviate concerns about the optics of raising dues, as Independent Living members were still benefiting from lower rates compared to their previous obligations.</p> <p>Another key factor in the decision was the association’s financial outlook. With potential changes in political leadership and uncertainty surrounding future government funding—particularly the EquipCare program—the committee felt it was important to ensure the association’s financial stability through this modest dues increase.</p> <p>Proposed Motion: Be it resolved that the membership dues for Independent Living be increased by 10% (from \$20 to \$22 per suite per year) effective April 1, 2025, pending Board approval so it be presented to the members for voting at the Annual General Meeting.</p> <p>Action: Present the above proposed increase to the Board for approval.</p> <p>Moved by: Riz Seconded by: Angela APPROVED</p>

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7.	Revisions to the Terms of Reference (ToR)	<p>The committee reviewed the Terms of Reference (ToR) for MSEC and proposed two key revisions.</p> <p>First, it was suggested that the past president of the Board take on the role of chair for MSEC. This change was proposed to bring more continuity and leadership experience to the committee, especially considering the past president’s familiarity with the association and its operations. The role of past president would offer a more seamless transition of leadership while ensuring that someone with a deep understanding of the association’s history and mission would be guiding MSEC.</p> <p>Second, the committee proposed removing the requirement for an annual in-person meeting. The decision to make this change was based on the success of virtual meetings, which have proven effective and convenient. The ongoing shift toward virtual collaboration has made in-person meetings less essential, and this change reflects the evolving nature of how the committee operates. The new language in the ToR would allow the committee to meet virtually whenever necessary, while maintaining flexibility.</p> <p>Proposed Motion: Be it resolved that the Terms of Reference be amended to designate the Past President of the Board as the Chair of MSEC and to remove the requirement for an annual in-person meeting.</p> <p>ToR Document with proposed changes</p> <p>Action: Present the above proposed changes to the Board for approval.</p> <p>Moved by: Angela Seconded by: Riz APPROVED</p>

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8.	Member Survey	<p>The committee engaged in a thoughtful discussion about conducting a member survey. In light of the association’s ongoing rebranding efforts, some concerns were raised about whether this was the right time to gather formal feedback from members. The rebranding initiative was still in progress, and some members felt that conducting a full survey could lead to confusion or incomplete insights before the rebranding was fully rolled out.</p> <p>However, there was consensus that it was still important to gather member input, particularly in shaping future strategies and priorities. To strike a balance, the committee proposed reframing the survey as a “Member Feedback Form.” This approach would allow the association to collect valuable insights and feedback from members without the full scope of a formal survey. The feedback gathered would inform future decisions and ensure alignment with the association’s evolving direction, especially as it continues to navigate the rebranding process.</p> <p>To help with this, the committee recommended engaging HoweGroup, who had successfully conducted previous surveys in 2021 and 2022, to design and manage the feedback form. The goal was to roll out the feedback form in November 2024, giving the association time to act on the insights before making any major decisions.</p> <p>Proposed Motion: Be it resolved that MSEC engage with the HoweGroup to develop a Member Feedback Form, to be distributed to our members in November 2024.</p> <p>Action: Present the above motion to the Board for approval.</p> <p>Moved by: Andrea P. Seconded by: Riz APPROVED</p>																				
9.	Review of Membership Count by Category	<table border="1" data-bbox="583 1073 1381 1260"> <thead> <tr> <th>CATEGORY</th> <th>NUMBER</th> <th>LAST MEETING</th> <th>LAST YEAR</th> </tr> </thead> <tbody> <tr> <td>Associates</td> <td>14</td> <td>14</td> <td>18</td> </tr> <tr> <td>Commercial</td> <td>154</td> <td>152</td> <td>146</td> </tr> <tr> <td>EngAge BC</td> <td>140</td> <td>121</td> <td>125</td> </tr> <tr> <td>Service Provider</td> <td>216</td> <td>218</td> <td>190</td> </tr> </tbody> </table> <p>*As of August 16, 2024</p>	CATEGORY	NUMBER	LAST MEETING	LAST YEAR	Associates	14	14	18	Commercial	154	152	146	EngAge BC	140	121	125	Service Provider	216	218	190
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10.	Adjournment & Next Meeting	<p>Meeting Adjourned</p> <p>Next meeting should occur before the Annual General Meeting on December 4, 2024. Doodle poll will be sent.</p>																				

