

*Kilcona Park Dog Club Inc.  
Board Policy Manual*

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# **KILCONA PARK DOG CLUB POLICIES AND PROCEDURES MANUAL**

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The Kilcona Park Dog Club Inc. Board Policy Manual serves as the governing document outlining policies and procedures for the management and operation of KPDC.

## **INTRODUCTION**

### **About KPDC**

KPDC is a registered not-for-profit corporation dedicated to advocacy, park stewardship, and responsible pet ownership.

KPDC advocates safe, high quality, off-leash recreational green space for the people and dogs that use Kilcona's off-leash area.

The club works closely with Winnipeg Parks Services and Winnipeg Animal Services. As Kilcona's official Adopt-A-Park steward, KPDC plays an important role in park stewardship. Working with the City Naturalist and park staff, KPDC volunteers help maintain the trail network and plant native trees and shrubs with the long-term goal of creating forested shelter belts. KPDC hosts annual spring and fall park clean-up events and raises money for park improvements.

KPDC also plays an important role in fostering a safe, healthy, positive atmosphere at Kilcona Dog Park. Club members mentor new dog park visitors. The club also publishes an off-leash area guide that is distributed by veterinarians, shelters and rescues to new dog owners and first-time dog park visitors.

KPDC collaborates with the Winnipeg Network of Dog Owner Groups (WINDOG) and other off-leash area stewardship groups to advance the interests of dog owners and their pets.

### **About KPDC's Policy Manual**

A KPDC policy is an expression of the will of the Board on a given matter. Collectively, the policies are guiding principles that lay out how the Board intends to manage the affairs of Kilcona Park Dog Club.

A procedure describes how a policy will be implemented.

The Kilcona Park Dog Club Board Policy Manual was created for the following reasons.

- To provide clear, pro-active policies to guide the Board and committees of the Board.
- To create efficiencies by compiling and organizing all standing KPDC policies

- into one document.
- To give the Board the ability to quickly orient new Board members to current policies.
  - To eliminate redundant or conflicting policies.
  - To provide a convenient way of reviewing current policies when considering new matters.

## **KPDC Policies**

### **Scope**

Except where otherwise specified, KPDC Board policies apply to the KPDC Board of Directors.

### **Policy Framework**

The following policy statements shall be reflected in each policy.

### **Consistency**

Each KPDC standing policy shall be included in the manual. Each policy shall be consistent with Canadian laws, KPDC's Articles of Incorporation, and its bylaws, all of which take precedence over standing policies.

Policies shall remain in force until amended or rescinded by the Board.

Policies shall be reviewed annually.

### **Specificity**

Conceptually, policies shall be drafted from the "outside in". That is, the broadest policy statement shall be stated first, then the next broadest. Each policy will be refined to the level of detail that the Board considers appropriate.

### **Amendments**

Any amendments to the Policy Manual shall be approved by the Board of Directors. In general, Board policies are not often amended.

Any Director may submit proposed changes. Proposed changes shall be referred to the Policy Committee for review before being presented to the Board

for action. When an amendment is approved, a new policy manual shall be published, dated, and quickly made available to the Board. The previous version shall be archived for future reference.

### **Transition**

As soon as the Board approves a new version of the Policy Manual, whether in whole or in part, the new Policy Manual is deemed to supersede the previous version.

An exception is made when KPDC has a prior obligation resulting from a Board resolution or contractual agreement. If an actual or apparent conflict arises between the Policy Manual and other policies or Board resolutions, the matter shall be resolved by the entire Board.

### **Interpretation of KPDC Policies**

#### Policy Statement

KPDC's policies shall not be in conflict with the organization's by-laws. They are intended to simplify, clarify, and interpret them.

### **Policy Committee Mandate**

#### Policy Statement

The committee shall review policies on an ongoing basis. It will recommend new policies and/or amendments to existing ones to the KPDC Board of Directors.

### **Policy Committee Membership**

#### Policy Statement

The members of KPDC's Executive shall be the Policy Committee.

## **ADMINISTRATION**

### **Incorporation**

#### Policy Statement

To maintain KPDC's status as an incorporated entity, the President shall file an Annual Return of Information with the Companies Office immediately following the AGM.



## **Directors Liability Insurance**

### Policy Statement

The Board shall make every effort to manage risks and liabilities associated with the operation of KPDC.

To fulfill its fiduciary obligations the Board shall:

- provide Board roles, responsibilities, liability and financial management training
- enforce reasonable rules
- inspect and maintain facilities and equipment
- screen, train and supervise volunteers
- properly document meetings and decisions
- meet all statutory reporting requirements

KPDC shall purchase Directors Liability Insurance (DLI) to protect Directors against the consequences of actual or alleged “wrongful acts” that may arise from decisions and actions they take within the scope of their regular duties.

## **Material Management**

### Policy Statements

The Treasurer shall be responsible for KPDC’s Inventory Management Program for non-expendable goods equipment and supplies.

The Treasurer shall:

- monitor and maintain inventories of non-expendable goods
- update the inventory management database as items are removed from storage and as they are replaced.
- maintain a record of repair and replacement costs for KPDC property that has been damaged, lost, destroyed, or stolen.
- hold the inventory of sponsor gift certificates.

The Directors shall:

- inform the Treasurer if they wish to use KPDC equipment or supplies before items are removed from storage.
- receive training in the operation of items that are in their care.

- ensure that equipment in their care is secured from loss, damage, and theft.
- pay for equipment that is lost or damaged due to negligence.

The Director of Membership shall:

- hold the inventory of current-year membership cards.
- distribute cards to point-of-sales sponsors, other Directors and volunteers as required.

The Director of Fundraising shall:

- hold the inventory of raffle tickets and raffle prizes, except for gift certificates as noted above.

The Director of Membership and the Treasurer shall:

- conduct a year-end audit of memberships, confirming the number of memberships sold against revenue.

The Director of Fundraising and the Treasurer shall:

- conduct an audit of each raffle, confirming tickets sold against revenue.

## **ADVOCACY**

### Policy Statements

KPDC's Board shall act as a liaison between the membership and all levels of government on matters related to Kilcona Dog Park.

KPDC's Board shall conduct research, prepare position papers, participate in consultation processes, monitor government policy and legislation, etc. on behalf of the membership.

# **BOARD OF DIRECTORS**

## **Composition**

### **Policy Statement**

The Board shall recruit well-qualified individuals, striving to maintain a balance of expertise, gender and age to ensure KPDC is capable of fulfilling the goals and implementing the projects approved by the membership.

## **Job Descriptions**

### **President**

- Is a member of the KPDC Executive Committee.
- Is a member of the KPDC Policy Committee.
- Provides leadership to the Board and ensures that Directors individually and collectively contribute to the efficient operation and sustainability of the club.
- Guides and mediates Board actions with respect to organizational priorities and governance.
- Liaises with the City of Winnipeg and other levels of government on matters pertaining to Kilcona Park.
- Coordinates schedules and agendas for Board and general membership meeting in consultation with Directors.
- Chairs Board and General Membership Meetings.
- Ensures the Board is fully informed about important KPDC-related issues.
- Evaluates KPDC's performance in achieving its mission and goals on an ongoing basis and makes recommendations to the Board.
- Performs other responsibilities as assigned by the Board of Directors.
- Maintains permanent records associated with the President's position.

### **Vice President**

- Is a member of the KPDC Executive Committee.
- Is a member of the KPDC Policy Committee.
- Assumes the President's responsibilities in the President's absence.
- Assumes the role of President in the event the President becomes incapacitated or can no longer remain in office.

- Works closely with the President and provides counsel.
- Works closely with the President on Board transitions such as recruitment and succession, and Board orientation.
- Undertakes special projects and performs other responsibilities as agreed by the Board.
- Maintains permanent records associated with the Vice President's position.
- Advises the Board on PIPEDA and CASL privacy legislation.
- Responds to members on matters regarding privacy.

### **Secretary**

- Is a member of the KPDC Executive Committee.
- Is a member of the KPDC Policy Committee.
- Is sufficiently familiar with KPDC's legal documents (articles of incorporation, by-laws, etc.) to note applicability during meetings.
- Accurately records and transcribes minutes of KPDC Board and General Membership Meetings.
- Distributes minutes to Directors in a timely manner.
- Maintains an up-to-date KPDC Board minutes book complete with agendas, minutes, Director's status reports, Treasurer's reports, and materials distributed at meetings.
- Maintains an up-to-date KPDC AGM minutes book.

### **Treasurer**

- Is a member of the KPDC Executive Committee.
- Is a member of the KPDC Policy Committee.
- Oversees the management of KPDC finances.
- Prepares an annual budget for approval by the Board with input from the directors.
- Presents a projected budget to the Annual General Meeting for approval.
- Maintains accurate financial records.
- Provides a monthly Statement of Operations and Statement of Financial Position to the Board of Directors.

- Presents a Statement of Operations and Statement of Financial Position and other relevant financial information at General Membership Meetings.
- Ensures an annual audit of KPDC's books is conducted.
- Oversees the inventory management program.
- Audits inventories of capital goods, furnishings, equipment, and non-expendable supplies.
- Maintains permanent records associated with the Treasurer's position.

#### **Director of Events**

- Plans, organizes, directs, evaluates and reports on the day-to-day management and operation of KPDC's Events portfolio.
- Coordinates KPDC's park stewardship events such as park clean-ups, tree planting, trail chipping, etc. and KPDC events such as Winnipeg Dog Fest and Dog Fest Corn Roast.
- Advertises events through signage at the park and at KPDC sponsors, and through media public service announcements, etc.
- Liaises with other Directors as required for each event.
- Orients and directs Event volunteers.
- Maintains records associated with the position.

#### **Director of Fundraising**

- Plans, organizes, directs, evaluates and reports on the day-to-day management and operation of KPDC's Fundraising portfolio.
- Identifies fundraising opportunities.
- Develops annual goals and a fundraising plan.
- Manages the Fundraising budget and ensures that targets are met.
- Plans, organizes and directs fundraising campaigns, events and activities.
- Seeks out and Identifies potential donor pools.
- Solicits donations.
- Oversees KPDC's gaming activities through his/her role as the KPDC Manitoba Gaming Authority (MGA) Raffle Chair.
- Leads and chairs the Fundraising Committee.
- Orients and directs fundraising volunteers.
- Maintains permanent records associated with the position.

## **Director of Marketing and Communications**

### *Marketing Responsibilities*

- Plans, organizes, directs, evaluates and reports on the day-to-day management and operation of KPDC's Marketing portfolio.
- Leads and chairs the Marketing Committee.
- Establishes and implements a multi-year marketing plan.
- Advises the Board and individual Directors on marketing opportunities, strategies and initiatives.
- Manages KPDC's Corporate Sponsorship Program.
- Maintains permanent records associated with the position.

### *Communications Responsibilities*

- Plans, organizes, directs, evaluates and reports on the day-to-day management and operation of KPDC's Communications portfolio.
- Provides technical support and maintains internal and external communications systems (i.e. the web-based email system and the email blast system.)
- Creates and maintains KPDC's email blast system distribution lists for members, sponsors, partners, volunteers, elected officials, etc.
- Provides technical support and maintains KPDC's website, Facebook page, and other social media.
- Provides technical support and maintains KPDC's electronic file-sharing system.
- Provides technical support and maintains KPDC's on-line payment systems.
- Provides technical support to the Director of Membership for KPDC's membership database.
- Provides regular membership database updates to KPDC's point-of-sales sponsors.
- Trains the Board in the use of KPDC's communications, file-sharing and on-line payment systems.
- Maintains permanent records associated with the position.

### **Director of Membership**

- Plans, organizes, directs, evaluates and reports on the day-to-day management and operation of KPDC's Membership portfolio.
- Liaises with KPDC's point-of sale sponsors that sell memberships.
- Communicates relevant information electronically to members (i.e. welcome to KPDC, new member information, membership renewal reminders, etc.).
- Sells memberships directly and indirectly through volunteers and retail points-of-sale, and issues membership cards.
- Develops and implements membership marketing strategies, initiatives and promotions with the Director of Marketing and Communications.
- Trains and directs volunteers who promote and sell memberships at KPDC and other events and venues.
- Updates and maintains the membership database with the Director of Marketing and Communications.
- Provides monthly membership reports to the Board.
- Maintains permanent records associated with the position.

### **Director of Volunteers**

- Plans, organizes, directs, evaluates and reports on the day-to-day management and operation of KPDC's Volunteers portfolio and the Volunteer Program.
- Acts as a centralized coordinating point for effective volunteer management; including program development, recruitment, orientation, training, monitoring and recognizing of volunteers.
- Counsels the Board to ensure excellence in Volunteer Program service delivery to the membership and the general public.
- Ensures the KPDC has enough volunteers on hand to run events or activities successfully.
- Tracks and records volunteer hours.
- Maintains permanent records associated with this position.

## KPDC Board Conflict of Interest Policy

### 1. Purpose

The purpose of this policy, together with the *Conflict of Interest Disclosure, Oath of Office and Directors Code of Conduct*, is to maintain the integrity and reputation of KPDC and to enable club members, partners, sponsors and other stakeholders to have confidence in the integrity of the Board's decision-making processes.

### 2. Standards and Penalties

2.1 Kilcona Park Dog Club holds itself to the highest ethical standards. The standard of behaviour is that board members scrupulously avoid any conflict of interest between the interests of the club on one hand, and their personal, professional, and business interests on the other. This includes avoiding real and potential conflicts of interest, as well as perceptions of conflicts of interest.

2.2 The penalty for non-compliance with this policy is removal from the Board of Directors.

### 3. Definitions

#### 3.1 Compensation

Compensation refers to direct and indirect financial remuneration and/or compensation as well as substantial gifts or favours.

#### 3.2 Conflict of Interest

A conflict of interest occurs when there is a real, perceived or potential conflict between a Director's personal, professional and business interests and the interests of an organization.

The potential for conflict of interest exists whenever the Board of Directors considers a relationship and/or a business transaction with suppliers, partners, sponsors, and other stakeholders.

A conflict of interest exists when a Director (or his/her business or other non-profit affiliation, family, employer, or close associates) is in a position to receive compensation or some other type of benefit or gain with respect to the activities of the Club and/or the decisions of the Board.

A perceived, if not real, conflict of interest exists when a Director is related to another Director by blood, adoption, marriage or common-law relationship.

A conflict of interest is a situation, not an accusation. Being in a conflict of interest is not the same as being corrupt. Pointing out that someone is in a conflict of interest is not the same as accusing them of bias or lack of integrity. However, conflicts of interest, if not dealt with properly, may leave doubts about an organization's objectivity in decision-making processes and can render the organization suspect.



### 3.3 Interested person

Any Director who has a direct or indirect interest is an interested person.

## 4.0 Duty to Disclose

4.1 The President shall review and explain the Conflict of Interest Policy at the at the first Board meeting following each AGM.

4.2 Each Director shall, at that time, sign the club's Conflict of Interest Statement, affirming that he/she:

- a. has received a copy of the Conflict of Interest Policy,
- b. has read and understood the policy,
- c. has agreed to comply with the policy and shall declare any real, perceived or potential conflict of interest to the Board.

4.3 If a Director becomes aware of a real, perceived or potential conflict after the first Board meeting, he/she shall report it to the Board immediately.

## 5.0 Records

Signed Conflict of Interest Statements shall be filed with the President's records.

## 6. Managing Potential Conflicts of Interest

6.1 A Director shall disclose to the President any interests in a transaction or decision where he/she will receive a benefit or gain as soon as he/she learns of the potential conflict of interest.

6.2 The Board shall investigate, discuss and determine how to handle each situation.

6.3 The Board may excuse the interested Director from the decision-making process or remove from consideration the option that benefitted the Director.

6.4 The excused Director will leave the room and will not vote on the question.

6.5 The Board shall record action taken to address the conflict in the meeting minutes.

## 7. Amending the Policy

A quorum of the Board is required to amend the Conflict of Interest Policy.

KPDC Conflict of Interest Disclosure Form

Approved by the Board of Directors

October 20, 2011

A real, perceived or potential conflict of interest can arise whenever an action or transaction of Kilcona Park Dog Club conflicts with the personal interests, financial or otherwise, of a Board member, or an immediate family member, friend, or employer or business associate.

- I have received a copy of the Conflict of Interest Policy,
- I read the policy and understand that it is my obligation to disclose any real, perceived or potential conflict of interest to the Board.
- I understand that the policy is meant to be a supplement to good judgment.
- I agree to comply with the policy, respect its spiriting as well as its wording.
  
- I hereby certify that to the best of my knowledge and judgement, I have no real, perceived or potential conflict of interest to report.
- I will inform the Board of Directors of any change in circumstances that may give rise to real, perceived or potential conflict of interest.
- I will not use information that I am privy to as a result of my position as a Director of Kilcona Park Dog Club for personal gain or benefit.
- I have the following real, perceived or potential conflicts of interest to report.

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Signature\_\_\_\_\_

Date\_\_\_\_\_

**KPDC Oath of Office**

Approved by the Board of Directors

October 20, 2011

I, \_\_\_\_\_, having been elected a Director of Kilcona Park Dog Club, solemnly declare that I shall fulfil the duties of my office in good faith, with due diligence, care and skill, in a reasonable and prudent manner, to the best of my ability.

I will maintain and uphold the dignity and reputation of the club.

I will conduct myself in a spirit of collegiality; and demonstrate respect for the collective decisions of the Board.

I will respect and abide by the Club's Bylaws, Conflict of Interest Policy, Directors' Code of Conduct Statement and other policies and decisions of the Board of Directors and the membership.

I will immediately resign my position as Director in the event that I am found to have breached my Oath of Office.

I will promptly return all monies, records and other property of the club in my possession at the close of my term of office.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## **KPDC Directors Code of Conduct Statement**

Approved by the Board of Directors

October 20, 2011

Directors of Kilcona Park Dog Club, herein referred to as “the Club”, shall at all times conduct themselves in a manner that:

- Supports the purpose and objectives of the Club,
- Serves the overall best interest of the Club,
- Brings credibility and good will to the Club,
- Respects the principles of fair play and due process,
- Demonstrates respect for other individuals,
- Respects and gives fair consideration to diverse and opposing viewpoints,
- Demonstrates due diligence and dedication in preparation for and attendance at Club meetings, events and activities,
- Demonstrate good faith, prudent judgement, honesty, transparency and openness,
- Ensures that the financial affairs of the Club are conducted in a responsible and transparent manner with due regard for their fiduciary responsibility,
- Avoid real, perceived and potential conflicts of interest.

Directors shall respect each other’s opinions and give each other time to speak at Board and Committee meetings.

Directors (or committee members) shall publicly demonstrate their respect and support for decisions legitimately taken by the Board and its committees,

Directors shall support and speak well of the Club at all times.

A quorum of the Board is required to amend the Directors Code of Conduct Statement.

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Signature

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Date

### **Suspension of a Director for Cause**

Policy Statement

In accordance with Article 5.16 of the KPDC by-laws, the Board may suspend a Director for failing to abide by the by-laws, or for acting or failing to act in a manner that is harmful to the organization.

This policy outlines the procedures the Board shall follow in suspending a Director for cause.

- The President shall send the affected Director written notice of a special in-camera Board meeting that shall be called to review the matter and vote on suspension. The notice shall be sent two (2) weeks prior to the meeting.
- The notice shall state the reason(s) suspension is being considered.
- The notice shall be delivered by registered mail.
- The Director shall have an opportunity to appear before the Board to address the matter.
- The Board shall allow the Director to be accompanied by another person.
- The Board shall notify the affected member of its decision within seven days.
- If the suspension is upheld, the Director of Membership shall remove the Director's name from the register of current members. The Director ceases to be a member on the day that his/her name is removed from the register.

## **COMMUNICATION**

### **Internal Board Communication**

#### Policy Statement

Directors shall use KPDC's internal email system for all internal and external electronic communication related to the organization, its affairs and activities. Directors shall not communicate through personal email accounts or private messaging regarding the management and operations of KPDC.

#### Purpose

KPDC's Board of Directors relies heavily on email to share information and make decisions related to the management. The policy is to provide a standard email communication protocol to ensure that Directors are well-informed and able to fulfil their fiduciary obligations, and that important information is retained for future Boards

## Procedures

The Director of Communication shall assign a KPDC email account to each Director at the beginning of his/her term of office.

Directors shall provide copies of incoming and outgoing correspondence to other Directors who may be affected by the contents.

## **File Sharing**

### Policy Statement

To be developed by Marketing and Communications.

## **Communication with Members**

### Policy Statement

KPDC shall communicate with its members. Communication may be by email, e-bulletins, social media, and the club website, and by bulletins, newsletters, and brochures on the club's bulletin board at Kilcona Park.

## **Website and Social Media**

### Policy Statement

The KPDC website and social media sites shall be maintained by the Director of Marketing and Communications, or his or her designate.

The website and social media sites shall be used to provide information about issues pertaining to Kilcona Park, KPDC events and activities, the club's mandate, services, meetings, sponsors and sponsorship benefits, and other matters deemed to be of interest to off-leash area users. Information items shall be consistent with the KPDC's by-laws.

KPDC is not responsible for opinions expressed in discussion forums on the club's website and social media sites.

KPDC shall publish its on-line content guidelines prominently on its website and Facebook page.

## **KPDC Website and Social Media Comments Guidelines**

- Posted comments can be seen by everyone who visits KPDC's Facebook page and/or website. Website comments are moderated and approved before being published.
- You are required to provide your name (and email address for the website) when submitting a comment. Your name will automatically appear alongside your comment. KPDC does not accept anonymous comments and will not publish

your comment unless we can verify your identity.

- Adopting the identity of another person with the intention to mislead or cause harm is a serious violation. Anyone who misrepresents their identity will be banned from the site.
- By submitting your comments, you grant KPDC the non-exclusive right to use your content royalty-free.
- Participate at your own risk and take personal responsibility for your comments, your username and the information you provide.
- Keep your content relevant to the topic and avoid repetitive posting. Repetitive comments are considered spam and will be deleted.
- Keep your language civil and your tone family-friendly. If you wouldn't say it in front of your mother, we probably won't allow it. Be respectful and courteous.
- Respect the privacy of others by not including personal information in your comments (such as phone numbers and email addresses) or private dialogue.
- Don't use ALL CAPS. It's considered shouting.
- If you are writing about legal issues, remember that people are innocent until proven guilty.
- KPDC will publish comments that criticize actions or opinions of the subjects of our stories or those of other commenters but will not publish comments that attack individuals personally. No name-calling or uncivil comments. Debate is welcome; schoolyard taunts are not.
- KPDC will not publish content that is deemed offensive or that is likely to expose an individual or a group to hatred or contempt based on race, national or ethnic origin, colour, religion, sex, sexual orientation, age or mental or physical disability.
- KPDC will not publish comments that contain pornography, vulgarity, obscenity or sexually explicit content.
- KPDC will not publish graphic or inappropriate subject matter, including "dog-whistle" racism and obscene words with letters substituted or omitted to avoid filters.
- KPDC will not publish comments that suggest or encourage illegal activity. This includes comments that suggest, incite or endorse violence in any way, including vigilante justice.
- KPDC will not publish abusive comments, threats or harassment.
- KPDC will not publish personal attacks, insults and defamatory statements.
- If you submit comments that break these rules, KPDC may block or ban you. We do not inform commenters if they are blocked or banned.

## **Publications**

### **Policy Statement**

New publications such as brochures shall be approved by the Board. The author shall send a draft copy to each Director for review before the Board considers the matter. Directors shall have access to an electronic version of each approved publication.

## **Media Relations**

### **Policy Statement**

The President, or in the President's absence, the Vice President shall speak for KPDC in an official capacity.

In response to media requests for interviews, if either the President or the Vice President is not the most knowledgeable spokesperson, another knowledgeable, articulate Director shall speak for KPDC.

KPDC Directors shall adhere to the following code of conduct when dealing with the media:

- Protect KPDC's image by displaying professionalism at all times.
- Be honest and accurate.
- Honour privacy concerns.
- Respond promptly to media requests and respect media deadlines.
- Act promptly to correct mistakes, either internally or externally.
- Do not present personal views to the media that contradict an approved KPDC position.

## **EVENTS**

### **Type of Events**

#### **Policy Statement**

Park stewardship events including but not limited to, spring and fall clean-ups, trail maintenance and tree planting, shall be managed by the Director of Events.

Social events, including Winnipeg Dog Fest and Dog Fest Corn Roast, shall be managed by the Director of Events.

Fundraising events for specific initiatives like the water features project shall be managed by the Director of Fundraising.



## **Regulations, Permits and Licenses**

### **Policy Statement**

KPDC shall submit an application for and confirm Adopt-A-Park official stewardship status at the beginning of each calendar year.

KPDC shall acquire a City of Winnipeg park permit for each event held at Kilcona Park except for stewardship events.

KPDC shall acquire a Manitoba Health “Temporary Food Services Establishment” permit for each club-sponsored event where food is cooked on-site and sold or given away.

KPDC shall ensure that at least one certified food handler is present for club-sponsored events where food is cooked on-site and sold or given away.

## **Park Clean-up Events**

### **Policy Statement**

KPDC shall hold two Kilcona Park clean-up events per year. The spring clean-up shall normally be held when the park has dried out after the spring thaw. The fall clean-up shall normally be held on the last weekend in September.

## **Winnipeg Dog Fest and Dog Fest Corn Roast**

### **Policy Statement**

KPDC shall hold Winnipeg Dog Fest in late May/early June on a weekend that does not conflict with other major community or dog-related events.

Dog Fest Corn Roast shall be held in late August/early September on a weekend that does not conflict with other major community or dog-related events.

## **Winnipeg Dog Fest and Dog Fest Corn Roast Objectives**

The objectives are:

1. To provide a fun-filled family and dog-friendly event for our members.
2. To create awareness of the club.
3. To attract new members to the club.
4. To create an opportunity for club sponsors to access and interact with club members.

5. To raise money for park improvements.

First held in 2006, KPDC's Board relied on its annual BBQ to raise funds for park improvements for several years. However, as the need for more revenue became apparent, the Board developed more lucrative revenue streams, including grants, sponsorship and membership sales, gaming, donations, and project-specific fundraising initiatives.

In 2014 the Board undertook a review of the BBQ to determine the event's relevance as a major fundraiser. The Board voted to re-brand the event as Winnipeg Dog Fest and to revise the event's objectives. While fundraising is still a goal (we don't want to lose money), it is less important than it was originally. The Board agreed that Dog Fest would focus primarily on being a social event for members.

## **FUNDRAISING**

### Policy Statements

The Board shall ensure that fundraising events, activities and opportunities are consistent with the organization's purpose, goals and objectives.

The Board shall ensure its gaming activities are conducted in accordance with Manitoba Gaming Authority regulations.

The Director of Fundraising shall oversee fundraising initiatives for specific projects.

The Director of Fundraising has the authority to pursue fundraising opportunities that fall within the intent of this policy.

For purposes of this policy, fundraising initiatives are defined, but not limited to the following:

- KPDC initiatives - Fundraising activities and events that are planned, organized and conducted by KPDC.
- Third party initiatives - Fundraising activities and events that are planned, organized and conducted by other individuals or organizations.
- Requests to foundations and granting agencies.
- Donations – Gifts of money and/or assets from private individuals, businesses and organizations.

### **Purpose**

This policy is intended to protect the integrity of KPDC and its stakeholders by prescribing ethical standards and measures to ensure transparency and accountability in relation to fundraising activities and events. The policy also

addresses the management of funds and value-in-kind.

## **Scope**

This policy applies to the KPDC Board of Directors and its committees, club members, donors and fundraising activities, events and opportunities. It does not apply to sponsorships, which are governed by the KPDC Sponsorship Programs Policy.

## **Core Principles - Integrity and Credibility**

The integrity and credibility of KPDC shall be the overriding consideration in fundraising activities.

Although the main objective of fundraising is to increase revenue, this shall not be achieved at the expense of social, environmental or ethical considerations.

A fundraising activity or event shall not compromise or contravene any law, or a KPDC by-law or policy.

KPDC shall only engage in fundraising initiatives with responsible and reputable businesses, organizations and individuals.

KPDC shall not participate in fundraising activities with businesses that derive revenue from:

- The sale of tobacco.
- The production, distribution or sale of pornography.
- The production, distribution or sale of weapons or other harmful products.

In promoting and advertising its fundraising activities and events, KPDC shall not use content, either directly or through third party arrangements, that:

- Promotes alcohol and/or other addictive substances to minors.
- Contains content which, in light of prevailing community standards, is likely to cause deep or widespread offence.

## **Approval of Fundraising Activities**

### **Policy Statement**

All fundraising activities shall be pre-approved by the Board.

If a fund development event/activity/opportunity is consistent with this policy but could still be reasonably perceived by the public, KPDC members, partners or volunteers as potentially damaging to KPDC's credibility or reputation, the Board shall consider the matter and determine how to proceed. The Board shall be guided by two principles:

- A fundraising initiative shall enhance the public image of KPDC.
- In the case of a third-party fundraising initiative, the third party's name and identity shall enhance KPDC's reputation and standing.

## **Code of Conduct**

Directors and volunteers who raise funds on behalf of KPDC shall:

- have no vested interest that could result in personal gain;
- disclose immediately any actual or potential conflict of interest;
- act with fairness, integrity, openness, and in accordance with all applicable legislation;
- decline donations which may give donors influence over KPDC programs, policy positions or resources.

## **Grants and Proposals**

Policy Statement

KPDC may apply for grants from corporations, foundations, governmental agencies, and other sources that support programs and/or activities that are consistent with KPDC's mandate.

KPDC shall not accept grants that restrict the Board's authority, control, or accountability.

KPDC shall not accept grants that include funding, monitoring and/or reporting requirements that are not within the Board's capacity to fulfill.

## **Donations - Solicitations**

Policy Statement

Soliciting funds from prospective donors shall be the responsibility of the Director of Fundraising. Responsibility for soliciting shall not be delegated.

KPDC shall not pay finders fees for referrals of donors or potential donors.

KPDC shall not engage in or condone intimidating, coercive, disrespectful, or high-pressure fundraising tactics.

KPDC shall make no misleading, exaggerated, or undocumented claims regarding its achievements, nor unrealistic promises of future outcomes.

## **Donations – Designated or Conditional**

### Policy Statements

KPDC may accept donations with attached terms and/or conditions for purposes that are consistent with its mandate, values, goals and objectives.

Conditions imposed on a gift shall be set out in a written document (i.e. deed of gift or gift agreement).

KPDC shall use designated donations for the purposes for which they are given, unless otherwise negotiated.

Before accepting the gift, KPDC shall review whether the conditions imposed by the donor are reasonable, and whether the club is able to comply with them.

KPDC may choose not to accept the conditions and decline the gift.

## **Donations - Stewardship**

### Policy Statements

Donors may receive a receipt for donations upon request.

Donors have the right to remain anonymous in accordance with provincial and federal privacy laws.

## **MARKETING**

### **Ethics and Corporate Social Responsibility**

#### Policy Statement

KPDC shall ensure that the marketing and advertising of its own products and services, and those of its sponsors and partners, is done in a socially responsible and ethical manner.

KPDC shall ensure that its marketing and advertising information is accurate and factual.

KPDC shall obtain prior written permission from any person or organization referred to in its marketing and advertising material. KPDC will abide by the conditions of that permission.

## **KPDC Sponsorship Programs Policy**

### **Policy Statement**

KPDC welcomes and encourages sponsorships that assist the organization to achieve its purposes - advocacy, park stewardship and responsible pet ownership.

All sponsorship agreements shall be established in a fair and transparent manner.

Agreements shall maximize benefits to both KPDC and its sponsors.

### **Scope**

This policy applies to all relationships between Kilcona Park Dog Club and businesses, organizations and individuals that contribute financially or in kind to club programs, services or facilities in return for recognition, public acknowledgement or other promotional considerations.

The policy covers:

- Corporate, fundraising, event, and individual sponsorships
- Naming rights
- Advertising on KPDC property, at KPDC events, and on KPDC's website, Facebook page, other social medial sites and publications
- Preferred supplier status

### **Purpose**

Sponsorship is a mutually beneficial relationship in which businesses, organizations and individuals are granted the right to associate their names, products and/or services with KPDC in return for negotiated benefits.

The sponsorship policy defines core principles and establishes criteria for maximizing opportunities for revenue generation through KPDC's sponsorship programs: the Corporate Sponsorship Program, Fundraising Sponsorship Program, Event Sponsorship Program, Individual Sponsorship Program and future sponsorship programs that may be created.

The policy also establishes the eligibility of products and services for advertising.

## **Sponsorship Program Definitions**

*Corporate Sponsors* provide ongoing financial support through annual membership fees to KPDC and offer benefits to KPDC members. KPDC Corporate Sponsorship rights can be purchased through financial contributions and/or the provision of in-kind goods and services.

*Project Sponsors* are sponsors that provide financial support to specific park improvements. Project sponsorship rights can be purchased through financial contributions and/or the provision of in-kind goods and services.

*Fundraising Sponsors* support the club's fundraising activities with in-kind gifts that are used as raffle, contest and silent auction prizes, which would otherwise have to be purchased.

*Event Sponsors* help defray the cost of an event, either through a cash payment or in-kind goods and/or services which would otherwise have to be paid for. Event sponsors may provide participants with products or services.

*Individual Sponsorship* rights can be purchased through financial contributions and/or the provision of in-kind goods and services.

## **Sponsorship Program Core Principles - Integrity and Credibility**

The integrity and credibility of KPDC and its members shall be the overriding consideration in sponsorship activities.

Although the main objective of sponsorship is increasing revenue opportunities, this shall not be achieved at the expense of social, environmental or ethical considerations.

The sponsor shall be a responsible and reputable business, organization or individual.

KPDC shall not solicit or accept sponsorship from companies whose main business is derived from:

- The sale of tobacco
- The production, distribution or sale of pornography
- The production, distribution or sale of weapons or other harmful products

KPDC shall not allow advertising, either directly or through third party arrangements, that:

- Promotes alcohol and other addictive substances at venues geared primarily to children
- Contains content which, in light of prevailing community standards, is likely to cause deep or widespread offence

A sponsorship shall not compromise or contravene any law, or a KPDC by-law or policy.

A sponsorship shall enhance the public image of KPDC. There shall be no risk to KPDC's reputation and standing arising from a sponsor's identity, the identity of its affiliates, or the sponsorship.

In the case of an event sponsor, the sponsor's name and identity shall enhance the event.

### **Sponsorship Program Conflict of Interest**

#### Policy Statement

There shall be neither a conflict of interest nor a perceived conflict of interest between KPDC and a sponsor.

### **Fairness and Impartiality**

#### Policy Statement

KPDC shall not favour a sponsor in a particular industry sector over its competitors unless such sponsor has Platinum status.

The benefits KPDC offers a sponsor shall be commensurate with the level of benefit that the sponsor offers KPDC and its members.

### **KPDC Sponsorship Program Benefits**

KPDC offers the following benefits to sponsors, although these offerings may change from time to time:

#### *Corporate Sponsorship Program Platinum Level*

- All benefits of Gold Level Sponsor
- Exclusivity for one business line
- Six monthly banner ads on KPDC's web site

#### *Corporate Sponsorship Gold Level*

- Logo and information about the sponsor on KPDC web site
- Feature article on KPDC website
- Email notification to all members identifying sponsor and benefits offered
- One-month banner ad on KPDC's web site
- Discounted KPDC ad rates
- Recognition on KPDC social media sites



- Recognition at club events
- Identification as a sponsor in print and broadcast media ads and PSAs
- Permission to use the KPDC logo on correspondence and marketing material
- Reserved booth space at KPDC events with opportunities to distribute product make presentations or offer approved services.
- Status as a KPDC Corporate Member
- Opportunity to sell KPDC products

#### *Project Sponsorship*

- Sponsor recognition signage on or near the facility
- Feature article about the project sponsorship on KPDC website
- Branded recognition and information about the project sponsorship on KPDC web site
- Email notification to KPDC members identifying project sponsorship

#### *Event and Fundraising Sponsorship*

- Logo and information about the sponsor on KPDC's web site
- Six monthly banner ads on KPDC's web site
- Recognition on KPDC social media sites
- Recognition at the specific club event being sponsored
- Permission to use the KPDC logo on correspondence and marketing material
- Direct email notification to our members about sponsor's participation
- Recognition on raffle tickets
- Branded recognition on raffle sales banner at points of sale

#### *Individual Sponsorship*

- Recognition on KPDC website
- Recognition at specific club event being sponsored

## **MEETINGS**

### **Board Meeting Schedule**

#### Policy Statement

KPDC Board meetings shall be held at least 6 times a year in order to ensure proper governance and adequate communication within the organization.

The Board shall approve the location(s) and dates of regular Board meetings and the AGM. The Chair shall give Directors fourteen days' notice for Board meetings. The Board may waive notice by unanimous consent.

Directors are expected to attend all Board meetings.

### **Agendas and Director Status Reports**

#### Policy Statement

The Chair shall circulate the agenda at least one day before the meeting.

Directors shall circulate status reports and agenda items, complete with background material on new projects and proposals before each meeting.

Material distributed to the Directors in advance of Board meetings shall be concise, yet complete, focusing attention on critical issues that the Board is being asked to consider before making its decision(s).

Directors' presentations to the Board shall include a brief summary of the background material to maximize the time available for discussion.

A director shall include the rationale for the recommendation, the benefits and the risks on major items such as proposals for projects, events and activities.

Material submitted for the Board's consideration shall be appended to the minutes of the meeting. Copies shall be kept in KPDC's Minutes Book.

### **Minutes**

#### Policy Statement

Approved minutes of all KPDC meetings shall be signed by the Secretary and President. The Secretary shall maintain a record of minutes in the Minutes Book.

The Secretary and the President shall review the minutes for accuracy and thoroughness before they are distributed to the Board.

The Secretary and President shall sign the minutes of each meeting, confirming their completeness and accuracy.

## Purpose

Under the Corporations Act of Canada, corporations are required to keep accurate meeting minutes. Board-approved meeting minutes serve as the official legal record of what occurred at a meeting and they are admissible as evidence in court. Best practices as follows help the Board withstand scrutiny from regulators, members, litigators and all others.

Minutes help protect the organization.

- They serve as proof of active and informed deliberation by the Board and they demonstrate courses of action considered by directors.
- They document the decision-making process, briefly showing what was considered, what was authorized (ratified or formal consent) and who is responsible for the approved action.
- They show that the board acted in the best interests of the organization, in good faith and took reasonable steps to prevent harm (proves due diligence, duty of care or loyalty).
- They provide proof that directors acted in the best interest of the organization, even at the expense of self-interest (fulfilled their fiduciary duties).
- They show evidence that board actions were according to proper procedure outlined in the organization's bylaws.

## Observers

### Policy Statement

A member in good standing may attend a KPDC Board of Directors meeting as an observer, provided the member has given prior notice to the President.

## In-Camera Sessions

### Policy Statement

All discussions of a sensitive and/or confidential nature, including but not limited to those regarding Directors, members, non-members, policies, sponsors or partners that shall be held in-camera. The Board shall keep matters discussed in-camera in confidence.

All in-camera sessions will be preceded by a motion to move into and move out of session, with all times duly noted.

All minutes of the proceedings held in-camera will be recorded separately by the secretary or appointee.

All in-camera minutes shall be secured in a confidential manner as determined

by the Board. They shall not be available or accessible to anyone outside of the Board except under unusual or mitigating circumstances and not without full consent and direction of the Board.

Directors shall respect the provision that the official record of in-camera deliberations is the approved minutes. The views or opinions of individual Directors in attendance at an in-camera session will be treated with an appropriate level of respect and confidence.

## **KPDC Committee Meetings**

### Policy Statement

Directors of the Fundraising, Marketing, Membership and Policy committees shall report their committee activities and recommendations to the Board for discussion after each committee meeting.

### Scope

This KPDC Committee Meetings policy applies to the Directors identified in the policy statement.

## **External Meetings**

### Policy Statement

Directors shall provide the Board with a report of each external meeting they attend i.e. WINDOG, Winnipeg Animal Services Advisory Committee, meetings with City officials, etc.

If a Director cannot attend an external meeting, he/she shall send regrets and, where applicable, an alternate shall attend.

## **Annual General Meeting**

### Policy Statement

KPDC will hold its AGM in accordance with its by-laws.

## **PRESIDENT**

### Policy Statement

The President shall safeguard the integrity of the Board's processes.

The President shall ensure the Board acts within the law and within its own by-laws, policies, guidelines and procedures and laws and regulations.

With respect to decisions of the Board, the President shall ensure that each Director has a full and fair opportunity to be heard and understood by the other members of the Board in order that a collective opinion can be developed, and a corporate decision reached.

## **PRIVACY**

### Policy Statement

KPDC shall receive verbal consent prior to publishing photographs, quotations, or narratives that could identify an individual. If a subject is a minor, the verbal consent of both the minor and the parents or legal guardians shall be obtained.

At the start of a public event, KPDC shall inform attendees of the club's intention to take photographs that may be published and allow subjects the opportunity to opt out.

KPDC shall not publish the membership database or share it with other organizations or individuals.

## **VOLUNTEERS**

### Policy Statement

KPDC accepts and encourages the involvement of volunteers, without discrimination, at all levels of the organization and within all appropriate programs and activities.

Directors are encouraged to identify meaningful and productive roles for volunteers and to assist in recruitment.

Directors and volunteers shall abide by the terms and conditions of KPDC's Volunteer Agreement.

Volunteers shall serve without compensation and provide a current criminal reference check if requested.

## **Representation of KPDC**

### Policy Statement

Volunteers are authorized to act as representatives of the organization only as specifically indicated within their job descriptions. Volunteers shall not speak on

behalf of or represent KPDC in any capacity that is not pre-approved by the Board.

Prior to any action or statement that may significantly affect or obligate KPDC, volunteers shall seek consultation and approval from Board of Directors. These actions may include, but are not limited to, public statements to the press, coalition or lobbying efforts with other organizations, or any agreements involving contractual or other financial obligations.

## **Recruitment of Special Case Volunteers**

### Policy Statement

KPDC accepts as volunteers those participating in student community service activities, student intern programs, corporate volunteer programs, and other volunteer referral programs.

In each of these cases, however, a special agreement must be in effect with the organization, school, or program that a special case volunteer is affiliated or working with and must identify responsibility for management and care of the volunteers.

## **Recruitment of Minors**

### Policy Statement

KPDC shall not recruit volunteers who have not reached the age of majority unless accompanied by their parent or guardian.

## **Placement**

### Policy Statement

The Director of Volunteers shall screen each volunteer. No placement shall be made unless the requirements of both the volunteer and the supervising staff can be met. No volunteer shall be assigned to a 'make-work' position and no position shall be given to an unqualified or uninterested potential volunteer.

## **Orientation**

### Policy Statement

Volunteers shall receive a general orientation on the mission and activities of KPDC, an orientation on the program or activity for which they are recruited, and a specific orientation on the position they are accepting.

## **Training**

### Policy Statement

Volunteers will receive specific training to provide them with the information and skills necessary to perform their volunteer assignment. The Director who will be supervising a volunteer shall have primary responsibility for designing and delivering the training. The timing and methods for delivery of such training should be appropriate to the position and the capabilities of the volunteer.

## **Professional Services**

### Policy Statement

Volunteers shall not perform professional services for which certification or licensing is required unless currently certified or licensed to do so i.e. Food Handler's Certificate. A copy of the applicable certificates or licenses shall be appended to the Board Policy Manual.

## **Reimbursement of Expenses**

### Policy Statement

Volunteers shall be eligible for reimbursement of pre-approved expenses incurred while undertaking business for KPDC. Before incurring such expenses, volunteers shall receive approval from their supervising Director, confirming that the reimbursement is valid and relevant and follows current approved policy.

## **Access to KPDC Property and Materials**

### Policy Statement

Volunteers shall have access to KPDC property and materials necessary to fulfill their duties and shall receive training in the operation of any equipment.

Volunteers who borrow KPDC equipment and supplies are subject to the current approved inventory management policy.

## **Insurance**

### Policy Statement

The City of Winnipeg insures volunteers engaged in Adopt-a-Park stewardship activities. Volunteers in other activities such as Winnipeg Dog Fest are encouraged to consult with their own insurance agents regarding the extension of their personal insurance to include community volunteer work.

## **Role of Supervisory Directors**

### Policy Statement

Each volunteer must have a clearly identified supervisor who is responsible for the day-to-day guidance of the volunteer and shall be available to the volunteer for consultation and assistance.

## **Absenteeism**

### Policy Statement

Volunteers are expected to perform their duties on a regular scheduled and timely basis.

If expecting to be absent from a scheduled duty, volunteers should inform KPDC as far in advance as possible so that alternative arrangements may be made. Continual absenteeism will result in a review of the volunteer's work assignment.

## **Length of Service**

### Policy Statement

Volunteer positions have varying lengths of service, with an option for renewal at the discretion of all parties concerned. Volunteers are neither expected nor required to accept further service in a position at the end of their term, although they are welcome to do so in most cases. They may also seek a different volunteer assignment at KPDC or may retire from volunteer service.

## **Resignation**

### Policy Statement

A volunteer may at any time, for whatever reason, decide to sever his/her relationship with KPDC. The volunteers shall communicate notice of such a decision as soon as possible to the Director of Volunteers.

## **Dismissal of a Volunteer**

### Policy Statement

Volunteers who do not adhere to the mission, vision, values and goals of KPDC or who fail to satisfactorily perform their volunteer assignment are subject to dismissal. No volunteer will be dismissed until the volunteer has had an opportunity to discuss



the reasons for dismissal with the Director of Volunteers. The Director will make a full disclosure to the Board of any dismissal.

Possible grounds for dismissal include, but are not limited to the following:

- gross misconduct or insubordination
- being under the influence of alcohol or illegal drugs
- theft of property or misuse of KPDC equipment or materials
- abuse or mistreatment of members, participants, board members or other volunteers
- failure to abide by KPDC policies and procedures
- failure to meet physical or mental standards of performance
- failure to satisfactorily perform assigned duties, and
- failure to produce a criminal reference check when requested

## **Volunteer Recognition**

### Policy Statement

Directors, especially those responsible for volunteer supervision, are encouraged to recognize and thank volunteers on a regular basis throughout the year. These methods of informal recognition should range from simple verbal gestures to a concerted effort to include volunteers as full participants in program decision making and implementation.

Volunteers will be invited to all KPDC recognition events. Volunteers will be formally acknowledged at the Annual General Meeting. A “Thank You to Volunteers” will be published in the Annual Report and communicated to the membership.

### Scope

This policy applies to KPDC Directors, volunteers and programs.

## **VOTING**

### Policy Statement

Each Director has one vote. A tie vote shall mean that the motion is defeated.

Motions brought before KPDC’s Board of Directors shall be voted on in person.

In exceptional circumstances, a meeting of the Board may be held by conference call. Directors who participate in this call are considered present for the meeting.

There shall be no proxy or email voting.