

MINUTES of a special joint meeting of the Boards of Directors of the Baycrest Foundation, as well as the Baycrest Centre for Geriatric Care, Baycrest Hospital, The Jewish Home for the Aged and The Baycrest Day Care Centre (“Baycrest”) held on Wednesday, April 17, 2013 at 4:30pm

PRESENT: Centre Board: Barratt, Jane; Blidner, Jeffrey; Foster, Garry; Katz, Paul; Kay, Robert (via teleconference); Kimel, Warren; Koo, Manfred (via teleconference); Reichman, William; Shapiro, Marla; Soloninka, John (via teleconference)
Foundation Board (including Honourary Directors): Bekhor, Tobie; Frisch, Harvey; Goldstein, Edwin; Goldstein, Laurence; Green, Molline; Greenspoon, Lorne (via teleconference); Harlang, Robert; Lapidus, Anita; Levy, Michael; Mintz, Harley; Posluns, David; Reichmann, Phillip; Ross, Gerald; Ross, Jeffery; Silverstein, Shari; Slan, Peter; Sutton, Susan

REGRETS: Centre Board: Banks, Jordon; Godfrey, Paul; Jacob, Ellis; Kay, Jack; Mirsky, Brian; Nelson, Sioban; Rosen, Gili; Sinervo, Pekka; Whiteside, Catharine; Zaidman, Jakov
Foundation Board (including Honourary Directors): Appleby-Jackson, Cheryl; Appleby, Ronald; Bloom, Brian; Brown, Golda; Cohen, Hilda; Doig, John; Duckman, Andrew; Gorman, Harry; Gottdenker, Joseph; Graff, Jonathan; Hania, Barbara; Koschitzky, Mira; Masters, Randolph; Matus, Geoff; Moir, Bill; Nightingale, Margaret; Rosmarin, Ian; Sherman, Barry; Sherman, Honey; Sloan, Gerald

1. PURPOSE OF THE MEETING

The Baycrest Foundation commissioned JWT Ethos to develop a powerful positioning idea that will act as the strategic underpinning for the development of successful branding, visibility and awareness for the Centre. At this stage, the purpose of the branding and visibility project is to generate awareness, interest and responsiveness to Baycrest’s brand. JWT worked closely with an Ad-Hoc Committee of staff and Board members through an iterative process to develop a creative direction. The purpose of this meeting is to present the creative direction to both the Centre and Foundation Boards for approval and sign off so that creative development may continue.

2. MEETING HIGHLIGHTS

The Boards voted in favor of moving forward with the proposed creative direction. The Boards provided the following feedback:

- Greater demonstration of the role Baycrest is playing in contributing to the solutions of brain health and aging
- Provide people with actionable items they can do today in order to ensure a healthy brain
- Broaden the messaging so that it resonates with a larger demographic – should also speak to 30 and 40 year olds
- A powerful tagline that resonates with the role Baycrest is playing in furthering brain health is necessary

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3. NEXT STEPS

- Propose a topline media buy including the various channels and means by which Baycrest will advertise and create awareness
- Develop a 360 degree communications plan to support the branding and visibility campaign that will include community outreach on a multiplicity of levels
- Finalize creative details, including tagline
- Test the creative ideas using various research methods
- Full campaign creative development

4. CONCLUSION

There being no further business, the special joint meeting adjourned at 6:00pm.

G. Foster
Chairman, Board of Directors