



Minutes

Meeting called by: Glenn Churchill and Janelle Berard

Date & Time: March, 22, 2018, 7:00pm

Location: Louis Riel Library Study Room

Board Members

Glenn Churchill, Co-chair - Janelle Berard, Co-chair - Josée-Anne Le Dorze, Secretary - Dave Rheault, Treasurer- Andrea Danelak, Communications Director - Eva Trachtenberg, Special Events Director - vacant, Volunteer Director - James Stefishen, Fundraising Director

Attendance

Josée-Anne Le Dorze, Andrea Danelak, Glenn Churchill

Constitution Update

- Final draft to be posted to the website, with a notice that we plan on officially adopting at the next public meeting

Co-chair Update - Janelle

- Instagram - individual required to run the account
 - Request volunteer from the public via Facebook account website post

Co-chair Update - Glenn

- Grant Application - to apply for:
 - Reimbursement of all costs incurred by individuals so far (as per existing receipts)
 - Request funds for printing newsletter to have printed copies available at Rochelle Squires Constituency Office and Louis Riel Library for people who don't have online access
 - Possibly other funds (e.g. for Canada Day event, once it is determined we are going ahead with the event)

Communications Director Update -Andrea

- Survey
 - Closes March 31
 - 306 responses so far



- Will create infographic to showcase results to the Executive Committee and the Public in April
- Newsletter
 - Will start working on next edition mid-May for tentative release date mid-June
- Facebook/Twitter Update
 - Post a call for social media guru for Instagram
 - Volunteer director position is going to be posted
- Andrea's Communications strategy considered approved and will be the basis of communications going forward

Secretary Update - Josée

- Mailchimp account is up and running
 - As of March 20, 401 subscribers to mailing list for newsletter
 - Social media posts create spike in sign ups
 - 375 recipients received the mail out for the newsletter on March 8, 2018
 - 80.1% opens
- E-mail aliases
 - 100 Google email aliases not accessible because we are not using the google domain name servers while using Wordpress
- Home Business List
 - Feedback from lawyer regarding the disclaimer
 - When we start charging a fee for business listing, disclaimer should make it clear that we are charging the businesses a small fee
 - Fee is to encourage businesses to keep their listing up to date
 - Andrea to post disclaimer and current business listings and advertise on social media

Events Update - Josée for Eva

- Spring Clean Up
 - Partnering with Take Pride Winnipeg who will:
 - Once the snow melts in April, they inspect the neighborhood and identify area most needing cleanup and let us know how many people would be required and approximately how long it will take to cleanup said area
 - They send the Tim Horton's truck with coffee and Timbits
 - They provide bags and gloves for clean-up
 - Subcommittee Actions:
 - Josée to create Mailchimp sign up form for individuals who want to participate with option to be a Team Leader
 - Andrea to start advertising on social media



- Make advertising video for the event to post on social media accounts (Nicole, Andrea, Josée and others as available)
- Posters (Create, print and post up in key locations, approximately 20)
- Hashtag contest - post your pics of the event with hashtag to be entered into a draw to win a prize
- Business prize donations (3?) for individuals who show up to the event day
- Nicole can donate water bottles for event day, possibly to be put in goodie bags for attendees
- Garage Sale
 - Garage sale a go?
 - Social media content: Tips on how to run a successful garage sale
 - Hashtag campaign: post your finds from the garage sale
- Canada Day
 - Less than 3 months away, subcommittee should be formed now to determine if we have the manpower to put on the event
 - Andrea to put out a call on social media for volunteers to be on organizing committee
 - Ideas for the event:
 - Reach out to Smoke on the Water, RPSCA event could lead into fireworks (ie, late afternoon/early evening event)
 - Baseball game at the diamond
 - bouncy castle
 - rent some lawn games from the city
 - bring your own lawn chair
 - BBQ (put on by sponsor as James suggested?)

Treasurer Update - Josée for Dave

- Bank Account
 - Account is up and running
 - online view-only access is currently available
 - we can deposit cheques and e-transfers
 - Which e-mail address do we want to use for e-transfers?
 - riverparksouthcommunity@gmail.com

New Business

- Next Public Meeting
 - May 8, 6:30pm, Louis Riel Library
 - Focus on neighborhood safety