



Minutes

Meeting called by: Glenn Churchill

Date & Time: April 17, 2018, 7:00pm

Location: Louis Riel Library Study Room

Board Members

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

Attendance

Josée-Anne Le Dorze, Andrea Danelak, Dave Rheault

Co-chair update

- No update on grant application
 - Apply for funding for all the expenses so far (poster printing, domain and website-associated costs, totalling over \$200.00) so that we have a few dollars in the bank account for printing future posters as well as paying the website-associated costs which will be due again in the fall
- Canada Day:
 - Glenn currently trying to reach potential volunteers, but no other update at this time
 - Those present at the meeting suggest considering shelving Canada Day 2018 celebration for several key reasons:
 - We have limited financial resources
 - Canada Day is a very busy day in Winnipeg - there are dozens of events occurring all over the city so we are competing with a lot of other events
 - Creating something unique at a different time of the year may be an alternate option (Fall Dinner/Back-to-School BBQ?)
 - Should the committee decide to shelve the event, we could reconsider for 2019

Communications Update

- Survey Results
 - Survey Results
 - 319 responses



- Andrea tentatively scheduled to present results at public meeting on May 8, 2018
- Social media following: 550 facebook, 92 twitter, 106 instagram
- Call for help for Instagram volunteers - 2 responded, and one followed up that he would be happy to provide content and pictures on occasion (but not able to commit consistently)
 - Eva and Nicole will run Instagram account
- Next newsletter: work will begin in mid-may 2018
- Suggested website update:
 - Submenu under Events: “Past Events” and “Upcoming Events”
 - Each past event can have a page where we post pictures and a short article about the event and call out the sponsors for that event, along with links to their websites

Secretary Update

- Mailchimp
 - 409 subscribers to the newsletter
 - 36 individual families/groups signed up for the spring clean-up with a total of:
 - 67 adults signed up
 - 46 children signed up
- Next Public Meeting
 - Constable Odidison from the WPS will be attending our next public meeting and will be giving a presentation on Personal Safety
 - Andrea to advertise on social media and website in coming weeks

Events Director Update

- Spring Clean-Up
 - Prizes for attendance donated from Remax (James Stefishen), The Medicine Shoppe, Stella & Dot (Eva Trachtenberg), River Park Auto
 - Eva in regular contact with Take Pride Winnipeg!
 - Take Pride Winnipeg has identified the location most critically needing cleanup is the perimeter between St. Mary’s and St. Anne’s
 - Posters are up in the community
 - Civic Leaders have been notified, some have agreed to spread the word and/or attend
 - Final meeting of the clean-up committee to be scheduled once Eva and Nicole are back to hash out final details
- Garage sale
 - Sat June 2 from 9-3



- Considering use of Software for garage sale mapping
- Planning to approach Tokyo Rabbit food truck off Dakota as they are frequently already open on garage sale days
- Encourage participation by having a sale or walking/biking/driving through the neighborhood
- Social Media Plan:
 - Hashtag contest “post your find” to win a prize, to increase social media following
 - Social media content ideas: tips on how to run a successful garage sale

New Business

- Co-chair role:
 - Josée to move into co-chair role, continue the secretary duties as well
 - Andrea to advertise on social media that we are looking for a secretary
- French language Plan:
 - Josée would like to begin work on translating website
 - Longer-term project
 - May ask for volunteers from the community who are able to help (via social media)