



Minutes - Meeting of the Members *(open to the public)*

Meeting called by: Josée-Anne Le Dorze, Chair

Date & Time: September 25, 2018, 7:05 pm

Location: Louis Riel Library, Community Meeting Room, 1168 Dakota St.

Members

Josée-Anne Le Dorze, Dave Rheault, Andrea Danelak, Eva Trachtenberg, Nicole Hacault, James Stefishen, Celia Valel

Attendance

Josée-Anne Le Dorze, Dave Rheault, Andrea Danelak, Celia Valel, Tina Bouchard (public), Nik Joyal (public)

Topic - Year in Review - Josée-Anne Le Dorze

- Introductions of people who are present at the meeting.
- There are six people present at today's meeting; the highest attendance rate has been 18 people.
- Since its inception, the RPSCA has been active on social media and has had a website created.
- The first event was the holiday decorating contest in 2017, where residents of the community were encouraged to vote for a winner. This event was very well received, and there is a desire to make it bigger and better this year.
- In March, the first newsletter was published, thanks mainly due to the efforts of Andrea. Since then, newsletters have been released in March, June and September. There are currently 487 subscribers.
- In May, the spring clean-up was organized. Many volunteers came out, had fun and made a difference.
- In addition, in May we had a community safety meeting at the Louis Riel Library, where the Winnipeg Police Service talked about how to stay safe in the neighborhood.
- In June, we had the community garage sale and were featured in the Lance, which introduced our presence to people not on social media or the Internet.
- In August, we incorporated as a corporation without share capital under The Corporations Act (Manitoba).
- In September, we held our largest event, which was the Party in the Park. This event had a budget of about \$5,500; of this, approximately \$4,800 was raised through sponsorship, while \$400 was raised via vendor tables. Approximately \$300 came as a grant from Janice Lukes and Brian Mayes. Caisse Financial and TD provided



volunteers. A free hot dog lunch was provided - approximately 500 hot dogs were provided (both vegetarian and meat). We look forward to making this a yearly tradition!

- The RPSCA had an excellent first year!

Topic - Communications Update - Andrea Danelak

- Newsletter -
 - The newsletter is being positively received, and has a 80% open rate and a 40% hyperlink click-rate.
 - The August issue featured promotion of the Party in the Park event, and also Q&A with the candidates running in our ward for the upcoming civic election.
 - Plans are in the works for the December edition of the newsletter. This will include promotion of the 2018 Holiday Decorating Contest.
 - We are considering whether we can generate some advertising revenue via the Newsletter, to generate revenue for events and prizes. Andrea will put together a rate card.
 - We are happy with the response that the Newsletter is getting. Everyone is encouraged to share it!
- Website -
 - Josée and Andrea have re-configured the event section, so that it is divided into "past events" and "future events."
 - We will need to re-evaluate the content of the Website at the end of the year. For example, we need to determine whether we should have a home business listing.
 - We could potentially open up the Website to paid advertising. Andrea will work on a rate card.
 - Andrea pulled the statistics on the Website, which indicated that there were 10,000 views and 3,500 visitors. This is excellent considering that there are 8,000 households in River Park South.
- Social media -
 - There is growth across all of our platforms, including Facebook, Twitter and Instagram.
 - Our largest following is on Facebook, where we have 1,000 followers.
 - Lots of positive feedback regarding Party in the Park was received on Facebook, including: it is great to see residents celebrating their neighborhood, it was a great day to meet neighbors, the event was well done, thanking the organizers for connecting community, acknowledgment of the hard work, excellent job of planning, great music, thanks to the board and volunteers.
 - We used some paid social media to promote the event, but we may not have really needed this. We reached 21,000 people in total; of these,



1,700 were reached as a result of the boosted posts. In addition, only 83 event responses were received from the boosted post, out of approximately 700 in total. It was mostly women between the ages of 35 and 44 that responded.

- Andrea has been using the River Park South and Lovin' it group to make announcements.
- We received a message from an individual asking us to consider whether the Facebook page should be made private due to privacy concerns. For example, photos from community events being posted. The individual did not have specific concerns about a particular photo.
 - If someone did have specific concerns, the content would be removed.
 - This may not be possible using Facebook pages from a technical standpoint, as pages are meant to be public. Instead, we would need to make it a Facebook group, which is not our objective.
 - Most of the photos posted are crowd-shots. The Facebook page content is carefully curated by Andrea; she monitors the comments to make sure that they are appropriate.

Topic - Incorporation - Celia Valel

- The RPSCA was incorporated effective August 20, 2018, as a corporation without share capital under *The Corporations Act (Manitoba)*.
- The main motivation behind this was to limit the personal liability of the members of the unincorporated association. Furthermore, it puts us in a better position to apply for grants.

Topic - Holiday Decorating Contest

- Last year, this event was pulled together in two weeks. This year, we desire to make the event bigger and better, with a different format.
- We are looking to form a subcommittee to assist with this. A lot of promotion is required.