



Minutes - Board of Directors

Meeting called by: Josée-Anne Le Dorze, Chair

Date & Time: December 13, 2018, 7:09 pm

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

Board Members

Josée-Anne Le Dorze, Chair • Dave Rheault, Treasurer • Andrea Danelak, Communications Director • Eva Trachtenberg, Special Events Director • Nicole Hacault, Volunteer Director • James Stefishen, Fundraising Director • Celia Valel, Secretary

Attendance

Josée-Anne Le Dorze, Andrea Danelak, Dave Rheault, Celia Valel

Topic - President's Report

- AGM Planning -
 - From a corporate law perspective, this has to take place a minimum of 6 months after the year-end date of July 31st.
 - The annual financial statements have to be presented to the members and the board of directors must approve these.
 - Directors for the following year must be elected by the members.
- Public Meeting Planning -
 - Not necessary for corporate law purposes.
 - Discussion as to how we to increase interest and attendance The last public meeting (September 2018) was attended by 2 people
 - The neighbourhood safety session (May 2018) was not well-attended.
 - Consider whether we should livestream a public meeting in February.
 - As special content, we could ask one of our elected representatives to attend.
 - Consider whether or not refreshments should be served.
 - RSVPs could be performed via Facebook if we create a Facebook event.
 - Josée will look at booking the room for February.
 - Instead of having public meetings, people who are interested could contact us and attend one of our regular meetings.
- Membership Form -
 - Currently, the directors are technically the only members.
 - Consider whether we should try and actively recruit additional members; for instance, do we want to include a membership form on the website?



- Do we want to include other benefits (i.e. mailing list, send out minutes to them?)
- Wordpress Account
 - Starting in October 2019, we will have to pay \$34.00 per year for the domain name on top of the Wordpress account fee of \$120.00 per year.

Topic - Financial Matters

- Dave has reimbursement cheques to be paid to board members.
- When purchases are made from the pre-paid credit cards, then those receipts should be e-mailed to Dave so that we can track the actual expenses.
- We have a balance of \$1,893.61.
- David has provided financial statements that he has compiled.
- Josée has communicated with accountants in the neighborhood for fee quotes associated with annual financial statements and CRA filings
 - One accountant quoted between \$1,200 to \$1,500 for financial year-end reporting and CRA filing obligations
 - Josée has a meeting scheduled with a second accountant on Wednesday, December 19th.
 - For a discounted rate, we could potentially offer advertising in the newsletter.

Topic - Holiday Decorating Contest

- James has contacted Lacoste and Sobeys, and received a positive response for prize donations.
- There has been good feedback on the format (i.e. having judges and the draw that everyone can enter).
- Emailing last year's participants received a good response.
- Judging will be taking place on Tuesday from 7:30 pm to 8:30 pm - Rochelle Squires, Markus Chambers and Terry Duguid will be in attendance.
 - It would be helpful if someone was available to drive and a couple of people would be around to take photographs.

Topic - Communications Update

- Newsletter
 - Andrea will do three newsletters a year, and highlight the following events:
 - December - Holiday Decorating Contest
 - April - Spring Clean-Up and Community Garage Sale
 - August/September - Party in the Park
 - Media kit



- Consider whether this is something we can do in the New Year.
- This could potentially be shared in the River Park South Facebook Group, social media, etc.
- Spring might be a good time - there may be a lull in content.
- Newsletter open rates are very high compared to industry standard. We average between 70% to 85%.
- Think about doing a social media call to people to see what they would like to see in terms of newsletter content.
- Facebook
 - Engagement continues to climb.
 - Over the past two months, there have been a huge number of likes.
 - We have 810 likes, and even more followers.
 - There was a mention of us in Terry Duguid's newsletter.
 - Used a \$10-credit and Andrea paid \$10 for a paid advertisement on Facebook to promote the Holiday Decorating Contest.
 - No new page likes from it, 20 page clicks, couple of comments and couple of likes - may not be worth repeating.
- Twitter
 - Lot of engagement.
- Instagram
 - It is difficult to maintain this account due to the amount of time required to curate content. There is not much engagement here.
 - Even if it stays inactive, we can revive it at some point.
 - Maintain the account, but do not have to actively post.
 - There are approximately 162 followers.
- Website
 - Andrea goes in periodically to update the events page.
 - Andrea did a push for the home business page, but only one home business responded.
 - Probably not a good way to generate profit.
 - We can monitor it over the next 6 months, and determine whether we keep it.
 - In 2018, the current events page got 2700 views, newsletter got 2600 views and home business got 474 views and even the Meeting Minutes page got more.
 - 4000 people have gone to the page (individual visitors); mainly referred to from Facebook.
 - Andrea will, over Christmas, look for ad placement space on website - would only be space for one or two advertisers (can not do plug-ins).
 - Josée will post Party in the Park video.



Topic - Special Events

- Tentative date for the main events of the year:
 - Spring Clean-Up - May 4th, 2019
 - May is a good time, because it is usually dry.
 - Community Garage Sale - June 1, 2019
 - It is the same day as Normand Park and Val Hull Garage Sales.
 - Not much logistical work involved; just promotion.
 - Party in the Park - September 14th, 2019
 - Summer is over, people are back in their routines.
- Andrea will look at posting these events on the website.

Topic - Next Meeting/Approval of Minutes

- Everyone will review and send comments.
- Next meeting - January 22nd dinner at Santa Ana