



Minutes - Board of Directors

Meeting called by: Josée-Anne Le Dorze, Chair

Date & Time: February 2, 2019, 7:00 pm

Location: Café Lemon Tree

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, James Stefishen, Nicole Hacault, Celia Valel

Topic - President's Report

- December 19th, 2019 – met with Carol Kos. First CRA return is due 6 months after our year-end date of July 31st. Carol indicated that she would prepare our return for \$300. Carol will provide an email requesting information in July. In order to prepare the return, she will need:
 - Balance sheets, income statements
 - Signed Articles of Incorporation and by-law
 - All bank statements
- Markus Chambers: He said that he would be able to cover \$600.00 from his ward allowance (half of operating expenses).
- Louis Riel Capital Committee: We are planning to request \$1000 from the Louis Riel Committee for Party in the Park.
- Public Meeting: Josee has contacted Markus about speaking.
 - What are some ideas to drive-up attendance: Gift card draw, coffee and donuts.
 - Theme – be part of something amazing! This is your opportunity to sign up to volunteer for events. We need help on subcommittees – this is your chance to sign up as a volunteer. Have a say, share your voice!



- Party in the Park, want to make it bigger for the community, we need your help to make it great for our community!
- Have a say, share your voice
- Give live-streaming a try – Andrea can live stream, and we will need somebody to be a moderator.
- Would it be worth it to do a survey this year?
- At the end, a volunteer form. Put your contact information in if you want to volunteer

Topic - Fundraising

- Consider putting together a kit/infographic for all of the events
 - Details all of the events that we do – different levels of sponsorships and this is what you get if you donate this much
 - Fundraising is standardized throughout the year.
 - We need one or two key sponsors for each event (example, spring clean-up)
 - Have levels of sponsorship, with specific types of recognition for each
- Budget:
 - Party in the Park – last year was \$5,500 (including \$2,000 in deposits)
 - Garage Sale - \$100
- Nicole/Andrea
 - Make an infographic
- Kit – mention things on paper, laid out
- Once we get the spring clean-up going, then promote Party in the Park, we want more volunteers, etc. More bouncy castles, hot dogs, etc.

Topic - Communications Update

- Going to go down to three newsletters per year
- Do we want to look at paid advertising as an options
 - Should we tie everything into the fundraising kit?
 - In March, will start thinking about April issue



- Spring Clean-up and Garage Sale
- We have good facebook and Twitter engagement
- Photos and profiles would be great (ie. photos of people receive great engagement)
 - Ex. Selfie contest – enjoying River Park South
 - Fun stuff in the neighbourhood
 - How are you enjoying the winter?
 - \$10 or \$15 gift card
 - On facebook have to use hashtag and tag us
- Somebody in the community asked if there were events that highlighted services and supports for area residents;
 - Could we tie this into Party in the Park
 - Not-for-profits could have a table for free – are you a non-profit that services RPS; we have to do zero work
- Website
 - Have not done much with it recently
 - Have to add the meeting minutes
 - Do we want to re-visit home business thing; we did not get much engagement after promoting it – no issue with leaving it up there and adding to it over the years
 - The website views are still promising, especially considering not much new content

Topic - Special Events

- Eva will reach out to Tom Ethans to get the ball moving; do the Litter Index and get location for clean-up.
 - Do they charge to dump?
 - Coffee and loads to the dump were free last year
 - Reach out to Bishop Grandin Greenway regarding clean-up activities

Topic - Next Meeting/Approval of Minutes

- Resolution to approve minutes from previous meeting, carried unanimously.

