

Guildwood Village Community Association  
Minutes of Executive Committee Meeting  
September 12, 2017

1. Call to order

A meeting of the Guildwood Village Community Association was held at the Church of the Holy Trinity on Tuesday, September 12, 2017. President Dave Arnold called the meeting to order at 7:30 p.m. Members in attendance included:

Dave Arnold	Donna Milovanovic
Shelley Angus	Timo Puhakka
Audrea Douglas	Lynda Satelmajer
James Gilchrist	Bob Taylor-Vaisey
Leslie Hetherington	Bruce Villeneuve
Julia Lakats	Tina Villeneuve
John Mason	Jim Whitney
Sherry Mikelic	Kathleen Wolfe
	Reg Wolfe

Members not in attendance included Andy Douglas, Andrew Macklin, and Julia Lakats.

2. Approval of the Agenda

**M/S/C to amend the agenda to include a discussion on how to commemorate John Mitchell.**

3. Guests

4. Approval of Minutes

**M/S/C to adopt the June 13, 2017 Guildwood Village Community Association Executive Committee meeting minutes as distributed.**

5. Treasurer's Report

Treasurer Jim Whitney handed out copies of Year-to-Date (August) Financial Statements.

For Guildwood Day, all financial items have been accounted for with the exception of costs related to licensing of the music. Jim noted that several vendors had not yet cashed their cheques.

The Year-to-date Income amount is currently \$1,600. Jim forecasts that there will be a deficit of approximately \$5,000 at year-end.

6. Items for Discussion and Approval

7. Items in Progress

7.1 *News & Views* Delivery Options – Addendum 'B'

At the last Executive Committee meeting in June 2017, there was no replacement for Gerard Baribeau as the *News & Views* delivery coordinator. At that time it was believed prudent to explore the costs of Canada Post delivery as a plan 'B' for the fall edition. Julia Lakats, at the request of the President, was kind enough to make inquiries with Canada Post and her report has been provided.

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Over the summer, Drew Baker and Gabe Evered, the respective partners of Julia Lipman-Baker and Ellen Evered, have volunteered to work together as Co-Distribution Coordinators for the *News & Views*. The committee then discussed Julia Lakat's report.

Unresolved items / questions regarding a possible transition to Canada Post Delivery:

- Current delivery volunteers – Careful handling of communication and appreciation is important. Could volunteers reallocate their time and effort to other opportunities / activities / events? Is there a possible correlation between membership and delivery volunteers?
- Is assured delivery by Canada Post a perceived value for advertisers?
- Perceived issues with the timeliness of past deliveries - community feedback. *News & Views* would be delivered to households within 5 days after being dropped off at Canada Post.
- Canada Post would deliver to households that are not in Guildwood Village proper.
- The additional expense of enlisting Canada Post.

Bob Taylor-Vaisey recommended composing a solid business case, in which the current distribution system is compared to the Canada Post summary. To properly complete this task, more information would be needed.

The Committee determined that we should allow our new Co-Distribution Coordinators to work through the delivery of the Fall Edition of the *News & Views*. We would then request a follow up report on the state of the volunteer delivery system and proceed from there.

#### 7.2 Community Signage

John Mason will contact Antonette at Paul Ainslie's office to provide an update on community signage.

#### 7.3 60th Anniversary Video

Dave Arnold indicated that there were no responses to the request for additional materials. A video may not happen without a champion. Dave will attempt another request.

#### 7.4 Communications Working Group

Further to the June 2017 EC meeting, a communications working group was organized from members of the Executive Committee and members of the community. Andrew Macklin, Julia Lipman-Baker, Brad Warren, Lucy Veale, Bob Taylor-Vaisey, Jim Whitney, Leslie Hetherington, Michelle Waitzman and Dave Arnold make up the working group. The goal is to make recommendations via a communications plan to help improve the GVCA's overall communication to its members and the community at large. The group met twice over the summer. Andrew has begun an initiative to update and modernize our web-site platform. The group is working to provide the EC with a draft communications plan by the end of the year.

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7.5 Guildwood Flag Creation

John Mason thanked Leslie Hetherington, Audra Douglas and Jane Whitney for coming together as a subcommittee to discuss the possible creation of a Guildwood flag. John presented the EC with some information and requested written feedback from the Executive Committee within two weeks. The subcommittee will be meeting in four weeks.

7.6 Succession Planning – 2018

A new Guildwood Day Chairperson is required for 2018, as Mary Ellen Chater has indicated that she was stepping down as Committee Chair. James Gilchrist volunteered to take on this role at the meeting. During discussions Jim Whitney confirmed that he is still willing to seek the President's position at the next AGM. If Jim becomes President, the Association will require a new treasurer. Donna Milovanovic confirmed that she is willing to continue on as the Association's Membership Committee Chair.

8. New Business

8.1 New Year's Eve Event Update

A subcommittee was formed and several meetings were held this summer. The Guild Inn Estate is available for a New Year's Eve event and negotiations with Guild Inn Estate have resulted in preferred pricing of \$105 per person for a sit-down dinner and an open bar. Dave indicated that Association will need to thank The Guild Inn Estate in our promotional material to recognize their discounted pricing. Fundraising will be also needed to cover the costs of a band, event AV person, Can-Con fees, ticket printing and decorations. The event could accommodate a maximum of 600-700 people. Jim Whitney feels we may be able to sell 300-500 tickets.

Timo Puhakka recommended that based on the fact that the association is in a strong financial position and the event is planned to celebrate the association's 60th Anniversary, that the EC could provide the organizing committee with a budget to cover other costs. After some discussion a \$5,000 budget was recommended. Dave Arnold was thanked for his negotiation skills in working with the Guild Inn to reduce their fees.

**M/S/C to approve a budget of \$5,000 to move the New Year's Eve Event forward.**

8.2 Long Term Storage Option

Bruce Villeneuve was thanked for moving all items to the new storage facility. Members agreed that we would continue with our arranged storage facilities for the immediate future.

Bob Taylor-Vaisey has asked Jerry Chadwick to look into utilizing a space / room at Jack Miner School where all the GVCA's Archives could be inventoried and archived. He feels that approximately five hours would be needed to go through all the historical materials. Bob will follow up with Jerry and the members of the Executive Committee.

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8.3 Short Term Rental Issue (Airbnb) – Addendum ‘C’

Bob Taylor-Vaisey thanked Leslie Hetherington and Jim Whitney for their assistance on this report, which will be going to Paul Ainslie. The purpose of this report is to examine the components of a Short Term Rental Strategy and outlines potential restrictions to be considered to ensure minimal negative impact on Guildwood Village. There are a few recommendations as well.

Bob would like the Executive Committee to provide feedback / comments on the report within one week. Jim Whitney attended a Short-Term Rental Open House meeting conducted by the City of Toronto on September 11. Every property listed as a Short-Term Rental will have a city registration number and will also have to be listed with the city. The City proposes that the short term rental accommodation actually be the owner’s principal residence. The EC reviewed the correspondence received on the issue contained in the meeting package.

8.4 John Mitchell

John Mitchell has recently passed away. John was very active in the Guildwood community: he was a past President; he worked on the Guildwood calendars; John was the main photographer for many events. Bob Taylor-Vaisey would like to see a part of waterfront trail named after him, perhaps the trail between The Guild Inn and Livingston Road. John Mason recommended a piece that would go on the GVCA website and in the *News & Views* to highlight all the work John did for the Village.

Dave Arnold requested an article be written and Leslie Hetherington volunteered to compose the article for the next edition of the *News & Views*. John Mason suggested requesting information, stories and / or insights.

9. Committee Reports – Addendum ‘D’

9.1 Community Affairs

9.2 Guild Park

John Mason reported that the Guild Festival Theatre had a difficult year in 2017, as there were extra, unanticipated costs related to storage and issues surrounding the opening of The Guild Inn. There is a possibility that the group may not be able to continue next year. John Mason is requesting formal support from the Executive Committee. Not financial support – just support, as a community organization.

**M/S/C for financial support regarding the reimbursement to the Guild Festival Theatre in the amount of \$1,300.**

John Mason will draft a letter which will be finalized and delivered by Dave Arnold.

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9.3 Membership

Donna Milovanovic will be away next April, so she will require a co-chair. A date for the first November Membership meeting can be finalized at the October Executive Meeting.

9.4 CPLC will be held on Thursday, September 14.

10. Communication and Correspondence – Addendum ‘E’

11. Adjournment

Motion to adjourn at 9:30 pm.

The next Executive meeting is to be held on October 10, 2017 at the Church of the Holy Trinity.

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Lynda Satelmajer, Secretary

Date of approval