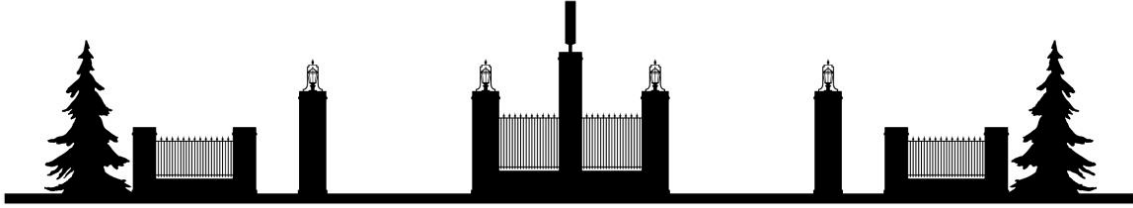


Guildwood Village Community Association



Meeting Minutes

March 9, 2021

I. Call to order

Jim Whitney called to order the regular meeting of the Guildwood Village Community Association at 7:33 pm on March 9, 2021. The meeting was conducted by telephone conference call due to COVID-19 precautions.

II. Roll call

The following were present:

✓	Jim Whitney	✓	Kathleen Wolfe
X	Timo Puhakka	✓	Reg Wolfe
✓	Julia Lakats	✓	James Gilchrist
✓	Bruce Villeneuve	✓	Ulrik Westergaard
✓	Andy Douglas	✓	John Mason
✓	Audrea Douglas	✓	Kelly Cole
X	Angela Vanderburg	✓	Allison Murray
✓	Brad Warren	✓	Dave Arnold

Regrets: Timo Puhakka, Angela Vanderburg

III. Approval of the Meeting Agenda

The meeting agenda and additional items as presented via email were approved as published. John Mason motioned for approval, Ulrik Westergaard seconded the motion, and it was carried.

IV. Approval of Prior Meeting Minutes

There was a motion by Reg Wolfe to approve the minutes from the last meeting on February 9, 2021 as published. This was seconded by Ulrik Westergaard. Motion carried.

V. Treasurer's Report

Kelly Cole reported on February results contained in the meeting package. Memberships are coming in with roughly 80 sold online. Reg had a question about the cell phone bill which had not been paid for 16 months. Jim explained that Bell stopped sending email bills and the bills had been paid through to November 2020 on Jim's credit card. When Jim's card expired in November, some bills went unpaid but the account has now been paid up. Jim has now received payment for all payments that he has made.

VI. Items for Discussion / Decision

a) GVCA Winter Event Update – Dave Arnold

There were 13 performers with 160 residents registered to attend. Dave thanked Jim, Angela and Brad for their support.

b) GVCA Boundaries – Kelly Cole et al

This came up last week regarding a payment for a membership for someone who lives in the townhouses at the top of Guildwood Parkway (15 Guildwood Parkway complex). This has not been considered part of Guildwood in the past. Kelly had offered Associate membership to the individual who declined.

Julia mentioned that there are many people in the complex who use the plaza and consider themselves part of Guildwood. John Mason commented that the historical boundary for the official Guildwood Village did not include the complex. According to John however, the City considers the complex part of Guildwood. Dave mentioned that the boundaries are set in the constitution, and although boundaries have been re-drawn in the past, it's not a simple process. When the boundaries were drawn initially, none of the apartments or the townhouses were built. The boundaries were based on geography only. We can currently only offer the Associate membership which provides all the benefits except voting at the AGM to residents in these areas who wish to join.

Jim mentioned that the apartment building at the top of the escarpment is included in the current boundaries but has never been canvassed for membership. There was no intent to exclude the building, but it just hasn't been covered by the volunteer membership canvassers in the past.

It was agreed to set this discussion aside for a future meeting. John and Ulrik agreed later in the meeting to report back as the issue needs to be dealt with.

c) *Advertising Guidelines – Julia Lakats*

Julia received many emails and suggestions from past and present members. She will have full advertising guidelines to present to the group at the next meeting.

d) *Guildwood Crest and Sign*

The wooden crest at the Rosa and Spencer Clark Parkette is in good shape but the paint is peeling and chipping off. The posts are slightly eroded but otherwise in good shape. Julia recommends taking the sign down and having it re-painted.

We need to find someone who can re-paint it fully (as opposed to touching it up). John Mason suggested that he would contact a local resident who may be able to assist. The GVCA would take care of the cost of paint and varnish which would cost roughly \$200 out of the beautification fund.

e) *Branding – Brad Warren*

The branding, advertising and editorial guidelines document provided in the meeting package was discussed. The guidelines would be sent to any organization that wants to include the GVCA brand in its communications. The GVCA has a crest and a flag but no logo so the draft must be amended to remove references to a logo. Jim asked about the Guildwood Gates design. It wasn't contained in the documents. Jim said that he would send the graphic of the gates to Brad.

Brad mentioned that we don't have corporate colours and asked whether we have specific colour specifications for the crest design? These were provided after the meeting by John Mason. The colour specifications are:

1. Red: (Pantone 032) - Same red as used in Canada's national flag.
2. Green: (Pantone 348) - This green is also used by the Government of Canada.
3. Brown: (Pantone 7603) - Based on the colour used in the original Guildwood Village crest.
4. Blue: (Pantone 287) - Same blue as in the City of Toronto's flag

Fonts were included in the draft and are the ones currently used in social media and would be specified in communications.

Content guidelines and rules are unchanged.

Seasonal themes content is new but should be updated to include the Family Day event. These themes are used by the editor to develop content for each issue.

The editorial guidelines are new and were developed by Emily Dontsos, News & Views editor, and approved by Brad.

It was agreed that comments and suggestions about anything in the package should be emailed to Brad to be considered for the final version.

Advertising guidelines will be added once finalized.

f) AGM Readiness Review

i. Draft AGM Package – Jim (sent separately)

Jim requested a three- or four-point personal profile for each member seeking nomination to include in the package.

The President's message was also reviewed, and Jim mentioned that he would include an acknowledgement of the residents of Guildwood who died during the pandemic.

Dave mentioned that we should thank our advertisers and local merchants.

Jim invited the group to email any further suggestions.

ii. Nominations- Dave

Dave mentioned that perhaps he shouldn't run the nominations section of the meeting as he is also a nominee. Jim suggested that a former VP (Bob Taylor-Vaisey) may be available and if there is any perception of impropriety with Dave running the nominations section we should do this.

There is one new nomination for Member-at-Large: Jeff Garrah.

iii. Speaker / Elected Invitees – Angela

Anne Gloger from the East Scarborough Storefront is confirmed.

iv. Promotion – Jim / Brad

The AGM promotional flyer is up on Facebook and Twitter and will be posted at the plaza. The bulletin board at the west end of the forest path was mentioned

and John Mason mentioned that it was City staff who maintain it. John offered to send the flyer to the Park Supervisor to have it put up at this bulletin board and two others in the Guild. Jim indicated that he would send three copies to John.

v. Technical Support for Virtual Meeting

Dave confirmed that technical support would be provided by one of his staff members.

Kelly asked how we would check membership status and Jim indicated that we would go with the honour system for this.

g) Next steps for 2021 planning given full vaccination by end of June

There are no current plans due to the pandemic restrictions. Jim has been in contact with Paul Ainslie's office and will continue to monitor the situation.

VII. Committee Reports (null reports to be confirmed verbally)

a) Guildwood Day – Dave Arnold

No report.

b) Community Affairs – Angela Vanderburg

No report.

c) Membership – Jim Whitney

All outsourced areas were set up by Audrea this week. We can let people know on social media that ValuMart and Guildwood Physiotherapy are ready to take memberships and Audrea would provide the details to Brad shortly.

d) Social Events – Dave Arnold

No further report

e) Communications – Brad Warren

Brad asked that if anyone knows anyone who can come onboard to act as the webmaster.

f) Friends of Guild Park – John Mason (see agenda report)

Nothing to add further to the note in the meeting materials.

g) CPLC – Reg & Kathleen Wolfe

No report

- h) *Boundaries* – John Mason / Ulrik Westergaard
Nothing further to report but per previous comments, we do need to address this. Ulrik suggested that he and John discuss this after the AGM and present to the board at a later date. Audrea mentioned the residents of Bethune, many of whom are also not included within the boundaries. John suggested a “Neighbours Membership” level rather than “Associate”.

VIII. Communication & Correspondence

An email to Julie Frost and Paul Ainslie at the City in support of displaying the Elizabeth Fraser Williamson sculpture in the Clark Centre was sent by Jim on March 7th. Her daughter had asked for this support and it was met with a favourable response from both.

John Mason mentioned the withdrawal of the application for the biowaste processing plant to the east of us, as an example of the power of community associations. The GVCA had sent letters of support and participated in several meetings with the community associations involved.

IX. Next meeting April 13, 2021

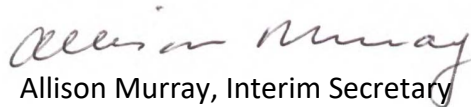
X. Adjournment

Jim Whitney adjourned the meeting at 8:49pm.

Motion to Adjourn was made by Bruce Villeneuve and seconded by Reg Wolfe.

Motion carried.

Signature:


Allison Murray, Interim Secretary

Date:

March 9, 2021