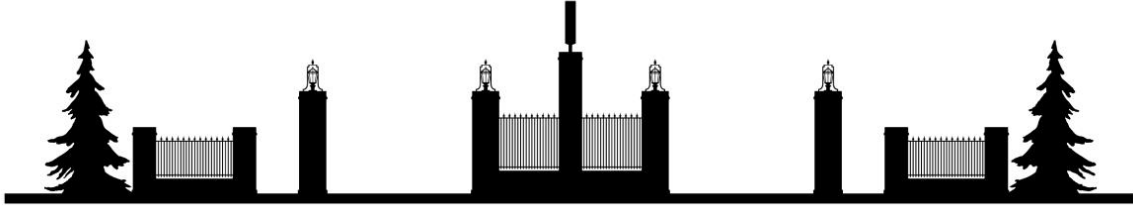


Guildwood Village Community Association



Meeting Minutes

February 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 February 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
✓	Angela Vanderburg	✓	Allison Murray
X	Brad Warren	✓	Dave Arnold

Regrets: Timo Puhakka, Brad Warren

III. Approval of the Meeting Agenda

The meeting agenda as presented via email was approved as published. Reg Wolfe motioned for approval, Bruce Villeneuve seconded the motion, and it was carried.

IV. Approval of Prior Meeting Minutes

There was a motion by Dave Arnold to approve the minutes from the last meeting on January 12, 2021 as published. This was seconded by Reg Wolfe. Motion carried.

V. Treasurer's Report

Kelly Cole reviewed the financial statements for 2020 which were included in the meeting package. An additional \$40 received in 2021 was allocated to 2020. Bills for News & Views mailings were also allocated to 2020. Both of these items changed the December 2020 report, and resulted in a net loss for 2020 of \$9,631.

Per previous discussions, funds were transferred from the Guildwood Investment fund to the general fund, increasing the general fund from negative to nil.

Online payment system switched to Square payment method at the end of January 2021.

Income and expense breakdown was provided including News & Views ad revenue and expenses.

There was some discussion at this stage about N&V income and expenses led by John Mason which was deferred until later in the agenda.

VI. Items for Discussion / Decision

a) GVCA Winter Event Update – Dave Arnold

The Guildwood Family Fun event on February 13th at 7 pm has been widely advertised on social media.

As of today, we have 11 performance videos submitted and are expecting one or two more. Over 70 people have registered to watch the show, which likely translates to more than 200 if you factor in 2.5 people per registrant. This is expected to grow as we get closer to the date. The organizing committee is meeting one final time this Thursday.

Event will be held on Zoom. Angela is the MC, Jim will have some opening remarks, Angela will introduce each performer. There was a suggestion by John Mason about promoting membership in between the presentations. Dave agreed that we could give some thought to this but felt that the event speaks for itself.

Jim agreed that he would mention that the event was put together by GVCA Volunteers and also make a “light touch” membership reminder as part of his opening remarks.

Angela also suggested that the GVCA Executive use the Facebook link to invite all contacts that they have to register and watch.

b) AGM Planning Speakers – Angela Vanderburg

Dave, Kelly, Jim and Allison met to discuss the AGM on January 19, 2021. Angela indicated that The Storefront has confirmed that they will send a speaker but have not confirmed the name. Angela and Nadia Heyd will follow up next week.

Jennifer McKelvie and Paul Ainslie’s offices have both confirmed attendance at the AGM. We have not heard from Mitzie Hunter nor the school trustees.

c) Storage Cost Update – Bruce Villeneuve

Bruce sent a confirmation of the storage cost increase via email shortly before the meeting. It is up by \$53/month or a total of \$6,300 annually. Bruce has surveyed other storage facilities and this cost is still better than the competition. The space is 10’ x 20’ and is heated.

The locker contains Guildwood Day equipment (tents, tables, games, etc.). The tables are also used for other events.

Dave suggested we wait until we see how our membership drive goes this year before deciding to make any changes (i.e. storing the equipment in board members’ garages).

There was some discussion about possibly connecting with Chartwell re storage space. Dave said he would take this on as he has some contacts there and would also connect with Bob Taylor-Vaisey who was previously involved.

Jim mentioned that the City may have some space.

Dave also suggested looking at possibly using storage at the schools.

Julia suggested connecting with other community associations to see how they handle this. Jim indicated he would connect with them.

d) *Draft Advertising Guidelines – Julia Lakats*

Julia's suggested guidelines were provided in the meeting package. Judy Baribeau provided past guidelines to use as a base. Suggestions or comments on the draft provided are welcomed.

Jim suggested and Ulrik confirmed that we could possibly use Square to take payment by credit card rather than cheques. Square can also produce custom invoices.

There was a recent complaint about the sizing of ads. Future ad sizes should be consistent with the size paid for. This guideline has been added.

Reg mentioned that we used to charge politicians for advertising, but Julia noted that this hasn't been done since she took over.

A further update will be provided at the next meeting.

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*
Membership Committee met and agreed to change online payment method to Square. They also talked about capturing the member's email address and adding it to the e-news. Jim asked where the master e-news email list is. Ulrik confirmed that both and Michelle Waitzman have access, using MailChimp. Any emails collected through events would have to be imported into the list. Ulrik indicated that he would set up a system for submission of email addresses by anyone who collects email addresses. Dave mentioned that he can export the email addresses from the Family Day event. We can also export email addresses from Square payments to MailChimp. There is always an option for people to unsubscribe from the e-news letter. This is required by law. The committee will be reaching out to canvasser network for door-to-door, card distribution or flyer drops. Audrea and Andy will be leading the outsourced membership drives. There will be an article on membership in the spring edition of N&V.

- d) *Social Events* – Dave Arnold
Nothing further to report (see previous comments re Family Day event).
- e) *Communications* – Brad Warren
No report. Jim commented that the communications team is working on branding guidelines.
- f) *Friends of Guild Park* – John Mason (see agenda report)
Meeting of the Guild Park volunteers on February 17th to discuss opening plans for the Clark Centre. Gallery names are being considered. Programming is being planned. Tentative launch date per John's report is October 2, 2021.
- g) *CPLC* – Reg & Kathleen Wolfe
Nothing to report.
- h) *Boundaries* – John Mason / Ulrik Westergaard
Nothing to report.

VIII. Communication & Correspondence

None

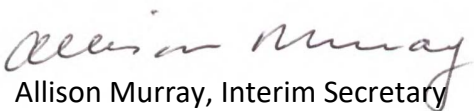
IX. Next meeting March 9, 2021

X. Adjournment

Jim Whitney adjourned the meeting at 8:42 pm.

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

Motion carried.

Signature: 
Allison Murray, Interim Secretary

Date: February 9, 2021