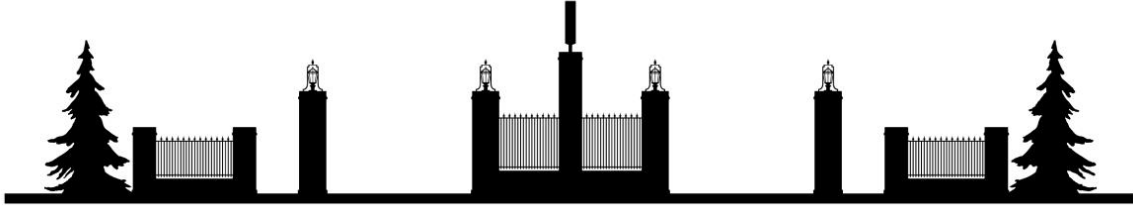


# Guildwood Village Community Association



## Meeting Minutes

January 12, 2021

### I. Call to order

Jim Whitney called to order the regular meeting of the Guildwood Village Community Association at 7:31 pm on January 12, 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
X	Julia Lakats	✓	James Gilchrist
✓	Bruce Villeneuve	✓	Ulrik Westergaard
✓	Andy Douglas	✓	John Mason
✓	Audrea Douglas	✓	Kelly Cole
✓	Angela Vanderburg	✓	Allison Murray
✓	Brad Warren	✓	Dave Arnold

**Regrets:** Timo Puhakka, Julia Lakats

### III. Approval of the Meeting Agenda

The meeting agenda as presented via email was approved as published. Audrea Douglas motioned for approval, John Mason seconded the motion, and it was carried.

#### **IV. Approval of Prior Meeting Minutes**

One correction was noted by John Mason re the correct spelling of Lori Metcalfe's name (top of page 2). Correction noted. There was a motion by Reg Wolfe to approve the minutes from the last meeting on December 8, 2020 as published. This was seconded by Dave Arnold. Motion carried.

#### **V. Treasurer's Report**

Kelly Cole reviewed the financial statements for December 2020 which were included in the meeting package.

General fund is in the red. Jim suggested that we reduce the Guildwood investment fund to reduce the general fund to zero.

Concern was raised about the cost of News & Views (Reg Wolfe, Allison Murray). Jim mentioned that the editor (Emily Dontos) had asked if she could go to market re the printing. Reg suggested 32 pages vs. 36 pages. Brad Warren commented that advertising takes up space. Reg suggested that there was too much white space in the last issue. Brad will take up both the cost and size with Emily.

John Mason suggested that expenses and revenue be tracked per issue although Jim pointed out that some advertisers pay for their whole year's advertising in advance.

Kelly indicated that the first advertising deposit for 2021 is well below the 2020 level.

#### **VI. Items for Discussion / Decision**

a) *GVCA Winter Event Update – Dave Arnold*

Guildwood Family Fun event on February 13<sup>th</sup> at 7 pm has been widely advertised on social media. There have been a total of 25 registrants so far and first performance video has been received. Dave is confident that there will be good participation. Dave asked Brad to get the website updated with information on the event. Posters are also up in the plaza and community bulletin boards.

Ulrik mentioned that we have 12 unique visitors to the website every day. He also suggested that the website be updated and should include a video. Ulrik volunteered to make a video but would prefer to see some kids involved.

Dave mentioned that Angela has reached out to the schools. Poplar Road has sent out a note to parents. Other schools have not responded. The intent was to

share the information with the families. Brad suggested that we could pay \$25 for a Facebook buy to amplify the coverage.

*b) AGM Planning Update – Jim Whitney*

Dave, Kelly, Jim and Allison met to discuss AGM on December 16, 2020. Promotion of the virtual AGM is going into the next issue of News & Views. This directs people to sign up for the e-newsletter. More details will be pushed out through e-news and social media. Dave has a contact who will organize the event, which will also include voting. The 2020 membership cards will be valid through to the end of the AGM so that members who joined in 2020 can vote.

Speaker suggestions were for uplifting, motivational people.

Board nominations/confirmations: John Mason, Timo Puhakka and Bruce Villeneuve will be confirmed for a 2-year term as a carry over from the missed 2020 AGM. Ulrik Westergaard and Allison Murray are to be confirmed for two-year terms from March 2021 as VP and Secretary respectively. For 2021, Kelly Cole will be re-confirmed as Treasurer for a 3-year term and the President will be elected. Others to be confirmed for 3-year terms as Board Members at large in 2021 include Dave Arnold, James Gilchrist, Angela Vanderburg and Brad Warren. The remaining Board Members at large will be confirmed in 2022. These will include Audrea & Andy Douglas, Reg & Kathleen Wolfe, and Julia Lakats. Secretary and VP to be 2-year terms from March 2021. President and Treasurer to be 3-year terms to avoid a full overlap of the officer position.

*c) 2021 Membership Card Design Options – Jim Whitney*

Membership card designs were based on the crest (sun and waves). There were four designs presented (A, B, C, and D). Everyone in attendance indicated their preference. There were 8 votes for A, 4 for B and 1 for C. The “A” design won.

Brad suggested that the back of the card be used for more information (FB, Twitter, etc.). Brad will provide the information to Jim.

*d) Request for three Guild Park Resource Group Meetings in 2021 – John Mason*

The City wants to have two meetings this year. John suggests that there should be three. Dates suggested are for meetings in March, June and October. Jim indicated that he would support John in this request and offered to write something up.

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

- a) *Guildwood Day* – Dave Arnold  
Applications to city and school board have not been made due to situation with the pandemic. He does not expect to be able to hold events this year.
- John Mason suggested that we could apply the same approach to Guildwood Day as we are doing with the Family Day event. This will be taken up at future meetings.
- b) *Community Affairs* – Angela Vanderburg  
Angela mentioned the farmers' market and suggested that if we want to go ahead with supporting a farmers' market we put out a request to the community inviting participation in planning. This could be a year-long effort. Dave said that we could act as facilitators but cannot run it – it is not part of our mandate. It was agreed that we would wait until the issue comes up in Facebook discussions in the spring as it does every year.
- c) *Membership* – Jim Whitney  
Card design has been done. Jim will contact the membership committee to set a date for the first meeting of the year. Flexibility in banking will be key to making the process as easy as possible since we can't take cash or attend in-person events.
- d) *Social Events* – Dave Arnold  
Nothing further to report (see previous comments re Family Day event).
- e) *Communications* – Brad Warren  
We have increased our FB, Twitter, Instagram accounts. Branding and editorial guidelines are 35 – 40% completed. Looking at best practices. The communications committee hopes to present to the board in February or March.
- f) *Friends of Guild Park* – John Mason (see agenda report)  
We are nearing the deadline for the PollinateTO application for the Guild Park Pollinator Garden. The support of the GVCA in this application is very much appreciated.
- g) *CPLC* – Reg & Kathleen Wolfe  
Nothing to report but there is an article in the upcoming News & Views.

- h) *Boundaries* – John Mason / Ulrik Westergaard  
Nothing further to report.

**VIII. Communication & Correspondence**

*Letter of Support for Guild Park Pollinator Garden Project (see meeting package).*

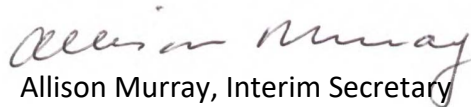
**IX. Next meeting February 9, 2021**

**X. Adjournment**

Jim Whitney adjourned the meeting at 8:30 pm

Motion to Adjourn was made by Dave Arnold and seconded by Reg Wolfe Motion carried.

Signature:

  
Allison Murray, Interim Secretary

Date:

January 12, 2021