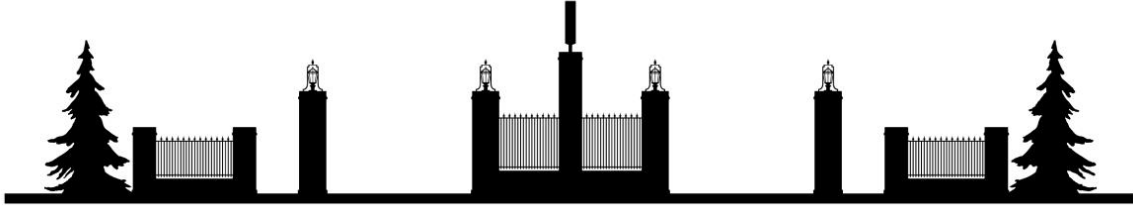


Guildwood Village Community Association



Meeting Minutes

November 10, 2020

I. Call to order

Jim Whitney called to order the regular meeting of the Guildwood Village Community Association at 7:32 pm on November 10, 2020. The meeting was conducted by telephone conference call due to COVID-19 precautions.

II. Roll call

The following were present:

✓	Jim Whitney	✓	Kathleen Wolfe
✗	Timo Puhakka	✓	Reg Wolfe
✓	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: Angela Vanderburg, Timo Puhakka.

Guests: Emily Dontosos, News & Views editor and Jack Henry, News & Views designer

III. Approval of the Meeting Agenda

The meeting agenda as presented via email was approved with adjustments. Ulrik Westergaard motioned for approval, Reg Wolfe 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 October 13, 2020 as published. This was seconded by John Mason. Motion carried.

V. Treasurer's Report

Kelly Cole reviewed the financial statements for the year-to-date which were included in the meeting package. Expenses coming up: mailing costs for N&V, storage, printing for next News & Views edition. One more PayPal membership has been sold.

Jim commented that we have weathered the worst possible year as well as could be expected. John Mason commented that he was able to obtain a 35% decrease in the insurance premium for Friends of Guild Park and Gardens. He will send a copy of the email that he sent to his insurance broker to Jim and Kelly. Our largest event (Guildwood Day) never took place and as a result we should expect a decrease in premiums.

VI. Items for Discussion / Decision

a) Guildwood Village News & Views

Prior to the meeting Julia sent a note to the executive with questions and comments regarding the News & Views advertising and branding strategy.

Julia commented that she has not been able to find any historical branding and advertising strategy and standards for the N&V. Jim thought that former editor Judy Baribeau may have some editorial standards and he will connect with her to find out. John Mason commented about the verbiage at the bottom of the masthead which seems to keep the GVCA and N&V somewhat at arm's length. He also felt that having standards in the GVCA constitution would not be appropriate.

Dave Arnold commented that there have been editorial guidelines but that Judy Baribeau was never responsible for generating advertising income. Reg Wolfe commented that while Judy published ad rates, she did not get involved in the advertising sales and strategy. Reg commented that the constitution states that the N&V is the official communication vehicle of the GVCA. Advertising was new to the N&V in 2005 and is intended to cover costs of printing.

Julia asked if we need to have formal guidelines? Emily Dontosos commented that editorial standards are important and she volunteered to work on this.

Julia asked who is technically in charge of the News & Views? It used to be the editor, designer, and advertising coordinator. Dave Arnold stated that we have a communications sub-committee which should be responsible for setting standards. Dave suggested that the committee come back to the board with a final draft for guidelines and have the executive make a decision. Julia is not on the communications sub-committee. John Mason suggested that Julia's document is a good starting point and Brad/Emily/Jack/Julia might want and need the input of someone on the executive committee.

Brad commented that there are guidelines for social media and e-news. N&V has always been a silo. We are looking at three different guidelines: advertising (Julia), branding (Jack), editorial (Emily).

Emily suggested a quick survey of GVCA board (or membership) to elicit input. Brad agreed but with caution to not open a can of worms. Dave Arnold commented that we shouldn't be afraid of a member survey (ref. New Year's event, etc.). Julia expressed some concerns. This will be dealt with at a communications sub-committee meeting.

Jack commented that design of N&V shouldn't be separate from design of social media and other communications.

Motion:

Julia made a motion to request permission for herself and the communications sub-committee to come back to the board with recommendations for guidelines for branding, advertising, and editorial. Brad seconded. Motion carried.

Jack Henry spoke about branding guidelines and commented that process and experience used in the development of the Guildwood Village flag could be used in the development of the brand for the GVCA, perhaps incorporating some of the design elements. A consistent approach is needed in how images are used in various communications tools. Guidelines regarding editorial content would be the editor's area. Brad commented that we have a baseline regarding standards for online media that can be applied to the N&V.

Ulrik asked Brad and team if they would like board members to provide questions or comments re the proposed survey. Brad said that this would help them going forward.

Brad thanked Emily and Jack for their contribution so far and Emily and Jack left the meeting at this point.

Brad had provided some information on the current communications sub-committee prior to the meeting and this is summarized here:

Current Communications and Team-Roles:

Brad Warren - Director, Facebook/Twitter/Content generation
Nicholas Vega - Website NEW
Michelle Waitzman -E-news, editorial support, content generation
Ulrik Westergaard -Facebook, GVCA Website, Blog
Emily Dontsos - News and Views Editor
Jack Henry - News and Views Design
Lupita Guadarrama - Instagram, content generation

Social Media Numbers

Facebook –1197 (up)
E-News - 433 subscribers (up)
Twitter - 494 (up)
Instagram - 279 (up)

b) Succession Planning 2021 – Jim Whitney

The AGM is coming up in March 2021. Jim Whitney plans to step down then. He hopes that one or two on the executive already may wish to take on the president's role. Kelly is coming up to 3 years and she indicated that she is willing to stay on. Ulrik and Allison are new. Allison is happy to stay on as is Ulrik. They are both interim right now and will have to be formally elected at the AGM. Jim indicated that all officers are elected for a period of 3 years.

There was some discussion regarding whether officers such as Kelly who wish to stay on after three years have to be re-nominated and elected. After reviewing the constitution Jim confirmed via email on November 15th that all officers have to stand for election after three years.

c) Concept for GVCA winter event - Jim Whitney and Dave Arnold

Sue Koch (resident of Somerdale Square) spoke to Jim about organizing a winter hockey/golf tournament for Somerdale. Jim asked her if she would be interested in doing something for the community at large. Dave Arnold will connect with Sue about this.

d) Chartwell Parking Update – Jim Whitney

Paul Ainslie's office has continued to work on this and has found additional parking. The residents on Earswick are happier now with the situation. Jim congratulated Ainslie's office on their efforts.

e) Upcoming community associations meeting – Jim Whitney

Jim asked the group if anyone had suggestions for topics for this meeting. Brad suggested that the new red-painted bus lanes are a hot topic. There is a lot of discussion on social media about them causing traffic congestion, removing bus shelters, etc.

With no other suggestions Jim commented that if anyone has anything to add to send him an email.

f) Elizabeth Simcoe rink request – Brad Warren / Jim Whitney

The group reviewed a request from local residents Sabrina and Rodney Hayden who have written to the GVCA seeking a \$600 contribution toward the maintenance of the skating rink at Elizabeth Simcoe park. This rink has been created and maintained by volunteers for 10 years.

Reg commented that the GVCA should suspend our donation policy for this year and suggested that the ES group should do some fundraising of their own to cover their costs. Our Community Giving Policy says that if we are in a deficit position we cannot contribute. Jim mentioned that we have pulled back on contributions to other community groups.

John and Dave mentioned the new Canadian Tire contest which the rink would have a good chance to win. GVCA could provide a letter of support for the Haydens. John also suggested that the school, local school trustee and our councillor Paul Ainslie could provide letters of support. Jim suggested that the GVCA might be best placed to make the application but John responded that Canadian Tire is looking for personal impact stories. Our value would be in the offer of support.

Dave mentioned that Reg has made some valid points but points out that we are in unusual times and that this is an outdoor facility that will greatly benefit the community this winter. We still have \$20,000 in the bank. He supports the request and proposed giving them \$300.

Kelly indicated that Reg is right about the wording in the Community Giving Policy.

Ulrik said we could support them in their application and we could support them in a fundraising event. John suggested an online GoFundMe for them. It would not be the GVCA's own money.

Jim asked if we all agree that we could start by supporting them with the Canadian Tire application.

Kelly commented again that we are bound by the Community Giving Policy even in a tough year.

Brad suggested that we give them the \$600 with an IOU attached – monetize it with a GoFundMe that recoups our expense.

Allison asked about timelines for delivery of the funds by Canadian Tire. John said that the contest closes in December and the funds would be paid soon thereafter.

Motion:

Bruce Villeneuve moved: (1) that the Haydens and their group apply for the Canadian Tire contest first and the GVCA would provide a letter of support and (2) as a fall back we would support a fundraising event for them. Seconded by Brad. Motion carried.

John Mason mentioned that Sabrina and Rodney should be alerted ASAP. Jim will do this tonight and will forward the materials that Brad had sent and John.

VII. Committee Reports – as appropriate

a) Guildwood Day – Dave Arnold

Dave received notices from City and school board re 2021 re applications. He will go ahead and prepare the applications before the end of 2020 in case we are able to go ahead. Guildwood Day committee will be re-assembled in January 2021. He volunteered to head that committee.

b) Community Affairs – Angela Vanderburg **NO REPORT**

c) Membership/ News & Views – Jim Whitney

Jim will ensure that there is lots of lead time for volunteers re membership and N&V to ensure that there are sufficient volunteers.

d) Social Events – Dave Arnold

Other than the community hockey/golf tournament, nothing is planned. Audrea mentioned that all event permits are suspended for the rest of the year.

e) Communications – Brad Warren

See previous comments.

f) Friends of Guild Park – John Mason

John wanted to thank the GVCA for its support of the Guild Resource Group. Within two or three days of communicating to group members a meeting was set up for Dec 8th at 3:30 pm. He also thanked the GVCA for promoting the Friends AGM last month (40 people attended, twice the usual #). There is room for another GVCA member on the Friends board.

g) CPLC – Reg and/or Kathleen Wolfe **NO REPORT**

h) Boundaries – John Mason / Ulrik Westergaard **NO REPORT**

VIII. Communications & Correspondence – Jim Whitney

Aside from the note from Sabrina Hayden, there is no other correspondence.

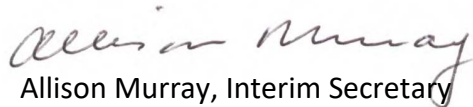
IX. Next Meeting – Tuesday December 8, 2020 at 7:30

X. Adjournment

Jim Whitney adjourned the meeting at 9:09 pm

Motion to Adjourn was made by Julia Lakats and seconded by Bruce Villeneuve.
Motion carried.

Signature:


Allison Murray, Interim Secretary

Date:

November 10, 2020