

CBLCA Executive Committee MINUTES
March 21, 2018
7-9 pm, Maki House

In attendance: Monica Patten, Kevin Brewer, Carrie Elliott, Emma Hancox, Susie Crowe, Gerald Fildebrand, Nigel Brereton, Brenda McCrea, Krystal Taylor, Carl Wimmi, Peggy McGillivray, Rick Nelson

Regrets: Ian McConnachie

1. Welcome, Agenda Review, Minutes of February 15

2. Financial Reports

Rick on overall budget and financial situation

See attached. Need to clarify membership fees from 2017-2018

ACTION: Rick to post current membership list on Google Drive this week.

Emma on Communications budget

- same as presented at last meeting, but added a one year SurveyMonkey subscription
- Gerald suggested different types of community signs vs. heavier A-frame signs. One-time printing for coroplast signs. Keep \$500 as estimate for signs. Total annual budget \$1539 approved (attached).
- Peggy suggested possibly seeking sponsorship from local business to purchase these signs
- **ACTION: Gerald and Carl to review options and bring back recommendation to purchase at next meeting including how many signs and what standard signs to print.**

Susie on Parks and Rec

- Winter carnival expense – sponsorship = \$856
- Skating + hockey day = \$25
- Capital expenses (projector screen for Maki House)
- Discussion that budget to be developed at beginning of year, approved by executive and then Parks and Rec chair works within that budget. For many activities, user fees should cover total costs.
- Susie identified Spark Ottawa Community grants, in line with our mission and vision. She may explore options to apply.
- Discussion about whether we would consider subsidizing activities and community events vs. relying exclusively on user fees. We do not want to fund ongoing activities and dwindle our savings, but would consider capital expenses and “legacy projects”. However, we should also consider revenue generating activities in addition to membership fees. Peggy encouraged us to connect with city councillor re. reinstating shared revenue from Maki House space rentals.

- A Parks and Rec committee is yet to be formed. No response from general call for volunteers.
- **ACTION: Next meeting all members to discuss principles for budgeting and expenses for parks and rec.**

Overall we need to be budget forecasting and need to have projected budgets for 2018/19 by the next AGM.

3. Committee Reports and Updates

Transportation (attached)

Communications

- We launched the website! Overall great feedback from the community. Plan to keep the community poll fresh each month.
- Google Analytics
 - Since March 5th, 67% of visitors came direct, 15% came from Google search.
 - 104 users on the website, 201 sessions
 - avg session duration 2min 2 sec
 - most popular page: home, about us, news and events (most read story was transportation update)
- Newsletter
 - 50% subscribers opened the newsletter, which is much more than industry average
 - 21% subscribers clicked at least 1 link
 - 25 new subscriptions via the new website
 - 4 new (unpaid) cblca memberships via the website
 - Frequency: other associations issuing quarterly. We will continue with monthly and option for special bulletins. After 3 newsletters, will do survey with subscribers and can then create segments for different email options.
 - Deadline for next newsletter content Wednesday March 28.
 - Suggest to reach out to bordering organizations to encourage them to promote through our comms channels.
 - Will consider including a classified section as phase 2 of the website
 - Guideline for comments on the website, especially for all executive members. These comments are all public; Some comments may be better suited for email or exec meeting conversations.
- Community members can suggest events to include via cblcomms@gmail.com
 - We will decide whether to include using the lens “Does it benefit community members?” If so, will likely include. If any “gray area” or uncertainty we can bring back to exec.
 - Inform all requests of our multiple channels: Facebook, newsletter, website, Maki bulletin board, and sandwich boards

Parks and Rec

- Susie will be completing a survey with all activity leaders to have a better understanding of parks and rec processes (attached)
- Maki house bookings: new Google calendar for both rooms has been developed by Susie. Susie and Grant have editing privileges and Kevin and Monica have viewing privileges.
- Susie completed a Winter Carnival How-To guide.

- Susie completed a guide for Maki House users about securing the building and who to contact. **ACTION: Will purchase a lock box to keep our master key with Kevin.**
- **ACTION: Susie to grant viewing access for parks and rec google drive for all exec members.**
- New bulletin board at Maki. Follow similar guidelines as comms event listings from the public.
- Interest in evening pick up volleyball league, seeking to purchase net. **ACTION: Susie to inquire about using the sand court at Corkstown Pool.**
- Wheel Day is planned for June 2nd (same as community garage sale day). Peggy, Grant and Susie are planning.
- **ACTION: Krystal and Emma to provide neighbourhood contacts to Susie for bike maintenance session.**
- **ACTION: Susie to print google calendar for posting on Maki bulletin board.**

4. Constitution Committee – update and discussion

- Two documents are being revised: constitution document and a bylaw document
- Shortening the documents overall
- Discussion: term limits for elected executive members. Proposal - 6 years maximum, then can be re-elected after a 1-year break. Most members agreed with this proposal. **ACTION: Carrie to proceed to draft some language with this direction in mind.**
- Discussion: nomination process. Nominations at AGM from the floor - agreement. Past president to host a nomination committee and seek out candidates. Agreement on prior advertising of opportunities but not advertising of potential candidates before the AGM.

5. Thursday April 12 community meeting – Sullivan Room, 7-9pm

Agenda –

- 1. First 40 min. provide succinct update on the work of exec and committees
- 2. Transportation committee update and discussion re. pedestrian and cycling safety

Promotion

- comms committee to lead
- newsletter, follow-up reminder email with details, Maki bulletin board, website, facebook, Facebook Live broadcast, sandwich boards, printed flyers on mailboxes
- **ACTION: All zone reps to count and map all community mailboxes in their zones**
- **ACTION: Krystal to write blurb for comms promo of this meeting and text for sandwich boards**
- **ACTION: Peggy and Gerald to prep signs and post around the community**
- **ACTION: Susie to seek to borrow microphone for iphone for Facebook Live**
- **ACTION: Krystal to bring laptop and cord to connect to projector**
- **ACTION: all exec members to arrive at 6:15pm, screen to be by windows facing skating rink.**
- **ACTION: Brenda (+ one other exec member) to staff membership table.**

6. Zone Reps Report

- Defer to next meeting
- Carl to call 311 re. chunks of concrete left on Bedale
- Leeming school site construction – call to be made by zone rep (who??)
- Discussion re. \$25 Loblaws gift cards encouraging donation to local food bank. **ACTION: Kevin to write up proposed promotion.**

7. Comments from President

- Reminder of welcome event for our refugee family this Sunday 2-4 at Maki House

8. Adjournment and next meeting

- Community meeting Thursday April 12
- Exec meeting - Tentative Wednesday April 18th