



BOARD OF MANAGEMENT

of The 519 Church Street Community Centre

MEETING MINUTES

for the meeting held on March 26, 2012
2011-2012 Meeting # 6

Meeting Attendance

Board Members and Staff

Pascal Dessureault, Scott Bomhof, Tyler Fleming, Margo Foster, Julia Lo, Don Middleton, Anthony Partipilo, Rudy Ticzon. (Regrets: Andre Papadimitriou, Michael von Teichman, Jeff Zoeller, Councillor Wong-Tam)

Maura Lawless (Executive Director), Matthew Cutler, Richard Rhyme, Helen Rykens

Visitors and Guests

Guest: John Thornton from Pink CARP
CARP (formerly Canadian Association of Retired Persons) now begins membership at age 45 and no longer uses their name as an acronym. CARP advocates for people who are aging, not just those receiving a pension. John is here to observe as he may be interested in running for the Board.

Meeting Minutes

1. Welcome

Pascal, the Chair, opened the meeting at 6:35 PM.

2. Approval of agenda

MOVED BY Tyler Fleming
SECONDED BY Margo Foster
THAT the Agenda be adopted as amended
CARRIED

3. Approval of minutes

MOVED BY Anthony Partipilo
SECONDED BY Don Middleton
THAT the minutes of the meeting held February 27, 2012 be approved as circulated.
CARRIED

4. Declaration of conflicts of interest

None were declared.

5. Agency Business – Presentation on Membership and Volunteer Engagement

As requested at the Annual Board Retreat each month the Board will receive a specific report related to the programs or other major organizational priorities. These reports will be presented by designated program staff. The purpose is to provide information that will assist the Board in making strategic policy decisions with an increased understanding of the impact, need, and organizational / program priorities. It also provides an opportunity to showcase the important work the Centre does and acknowledge the staff effort in delivering programs and services.

This month the presentation is focused on the Volunteer and Membership Activations Plans. Matthew Cutler (Director, Development and Community Engagement) and Richard Rhyme (Donor and Community Relations Specialist) presented information about the Volunteer and Member Engagement Plan for 2012.

Volunteer Engagement

Referring to the briefing note (see attached), Matthew described three types of volunteers :

1. Leadership volunteers – such as Board and Committee members
2. Task-based volunteers – such as Program volunteers and Centre Hosts
3. Occasional volunteers – such as special event volunteers

Scott, the Volunteer Development Officer, is working on activities for National Volunteer Week from April 15th to 21st, 2012. We will profile 7 volunteers with posters (written by the community animators) in the building and on our web site, present a volunteer fair on Sunday, April 15th and host a volunteer appreciation dinner on April 19th.

Over 510 members provided more than 6,300 hours of volunteer service throughout 2011, a 125% increase from 2010. 380 volunteers contributed over 5,000 hours of their time to our Pride events, a 149% increase in volunteers and a nearly 250% increase in hours contributed.

Membership Campaign

The 519 is working to develop a stronger, more authentic membership proposition which strengthens our community engagement work and expands our network through which we leverage donations, community connections, and volunteer contributions.

Members receive a membership card, discount at FABARNAK and are entitled to vote at the AGM if they live within the catchment area. Eligible members nominate and vote for who they think best represents the community and help shape the direction of the organization at the Board level.

This spring, The 519 will undertake its first intentional, targeted membership campaign focusing on three target populations:

1. Program participants
2. community group members/attendees
3. community members who live in the catchment area

In order to ensure the continued growth of our membership community, The Centre is evaluating additional member engagement opportunities including member-based pricing for events, courses, and workshops at The 519, broader discount benefits within the local business community, more member programming within The Centre and reviewing member communications.

The membership campaign will launch with a dinner at The 519 on April 22. Board members are encouraged to attend this event. A Member Open House on May 19th will wrap up the campaign.

Board members will be asked to visit community groups to promote membership. Matt will conduct a survey for community groups which will help determine which ones we visit.

To appeal to community members in the catchment area we will conduct a street canvas, since many people who might like to support The 519 don't know that membership is an option.

Agency Business – Grant Application Approvals

City of Toronto: Community Recreation Funding

Community Recreation provides short-term funding to projects that demonstrate the potential to contribute in a meaningful way to the City's goal to improve access for all Torontonians to recreation services that support social and physical development particularly those with the greatest need.

The 519 will apply for funding to deliver capacity building programming within the LGBT sport community, in partnership with Out Sport Toronto. This programming will build upon the work of HTA and will complement the work being proposed as part of The 519's role in the Pan Am Games.

Proposed Request: \$50,000

MOVED BY Don Middleton

SECONDED BY Anthony Partipilo

THAT the City of Toronto: Community Recreation Programs grant application for \$50,000 for the Healthy TransActions Program and Pan Am Games partnership be approved.

CARRIED

City of Toronto: Community Festivals and Special Events

Community Festivals and Special Events grants provide development or seed funding to help community-based not-for-profit festivals and events grow and increase their effectiveness while encouraging organizers to work towards self-sustainability.

The 519 will apply for funding to deliver the Harvest Dinner event on Labour Day weekend, outlined in the Development and Community Engagement Strategy.
Proposed Request: \$25,000

Note that The 519 has received funds from this program in the past in the developmental stages of the AIDS Candlelight Vigil. The Vigil is no longer eligible for this funding.

MOVED BY Anthony Partipilo

SECONDED BY Tyler Fleming

THAT the City of Toronto: Community Festivals and Special Events grant application for \$25,000 for the Harvest Dinner be approved.

CARRIED

Canada Post Foundation for Mental Health

The Foundation's objective is to provide front-line support for those directly affected by mental illness.

The 519 will apply for funding to support and enhance our Counselling Program including expanding clinical consultation to our broader staff team and piloting new modalities of service including brief service/single session therapy and group therapy methods. This grant will build the capacity of the program to be self-sustainable in the future.
Proposed request: Up to \$50,000

MOVED BY Margo Foster

SECONDED BY Rudy Ticzon

THAT the Canada Post Foundation for Mental Health grant application for \$50,000 for the Counselling Program be approved.

CARRIED

6. Executive Committee Report

The 2012 Board Presentation plan was circulated. The Board will receive presentations on a variety of operational topics each month. The presentation will be under Agency Business and will take approximately 20 minutes.

Board members asked staff to consider using powerpoint slides to make the presentations accessible. Maura confirmed that staff will be doing this in the future for most presentations.

7. Executive Director's Report

Governance Review

The Social Development and Administration Division within the City of Toronto is

continuing to review AOCC as part of the Council directed review of the governance structure. The first phase of the review will be completed at the end of March 2012 and includes a redrafted report.

The AOCC Executive Directors are meeting formally with the City on April 4th, 2012 to review the phase one report. We will continue to work closely with the City over the next two years to ensure that the AOCC model which is focused on local community priorities ensuring neighbourhoods shaping programs and services remains a priority for years to come.

Board Discussion: at this point, there is not a large role for Board members in the Governance Review process, although being informed of developments is important. A more active role for Board members may come once the final report is released.

Service Planning

The 519 is again leading the process to develop and refine the 2012 service plan for the AOCC. The service plan consists of 5 broad service activities that relate directly to the Relationship Framework. The City of Toronto uses the service plan as a major component of the annual budget process. It will also be reviewed as part of the community infrastructure study. The complete document is available upon request.

Organizational Planning

In March the entire management team met to discuss and review organizational priorities for 2012 and 2013. Some of the broad objectives we discussed included:

- Formally documenting and defining the Centre's principles and activities in relation to community/civic engagement and community development;
- Fostering cross organizational integration and service coordination focused on achieving organizational priorities
- Formally establishing a staff development / training work plan to foster employee development and the delivery of high quality services
- Developing a clearly define framework that values and champions ethical behaviour, integrity, equity, cultural diversity, anti-racism, public accountability and positive, respectful workplace relationships

8. Human Resources Committee Report

Scott reported that the Committee held a meeting on a confidential item.

Note that if there is a strike or lockout with CUPE locals currently engaged in bargaining with the City, it will not affect The 519's operations. Our negotiations with CUPE Local 2998 will begin once the larger unions have settled.

9. Finance Committee Report

Rick McCarty reported that the audit is complete but not ready for circulation. We have seen a draft of the audit.

The January, February and March updates, as well as the audit, will be presented at the April Board meeting.

Rick reported that the new cheque signing procedure is working very well.

10. Strategic and Program Planning

Rudy reported that there will be a meeting regarding the Pan Am Games shortly.

11. Resource Development Committee

Julia reported that Matt's briefing paper reviewed during Agency Business reflects key fundraising activities planned.

Pan Am Games subcommittee: Matt has met with staff regarding the Pan Am Games and our possible role during the event.

Margo reported that the committee will bring Terms of Reference to the next Board meeting. Note that the Pan Am Games attract more people to a host city than the Olympics.

12. Green Space on Church

Margo reported that work is progressing full steam ahead with Ian and Mathieu booking talent for these major fundraising events.

Starry Night doesn't have a theme yet, but Maura, Matt, Ian and Margo will meet shortly to select a theme.

13. Correspondence

No correspondence.

15. In Camera Item

MOVED BY Anthony Partipilo

SECONDED BY Margo Foster

THAT the meeting go in camera to discuss the current organizational structure regarding Fabarnak Restaurant

CARRIED

MOVED BY Anthony Partipilo

SECONDED BY Don Middleton

THAT the in camera session of the meeting be ended.

CARRIED

17. Emerging Issues

There were no emerging issues brought forward.

18. Adjournment

MOVED BY Anthony Partipilo
SECONDED BY Rudy Ticzon
THAT the meeting be adjourned
CARRIED

19. Next Board Meeting

The next meeting will take place on Monday, April 30, 2012 at 6:30 PM