

APPLEGROVE COMMUNITY COMPLEX

60 Woodfield Road, Toronto, Ontario M4L 2W6

Tel: 416-461-8143 Fax: 416-461-5513

www.ApplegroveCC.ca

“TOGETHER, BUILDING OUR COMMUNITY”

Board of Directors Meeting AGENDA – Wednesday, March 4, 2009

If you cannot attend, please call the office with your regrets

A neighbourhood partnership fostering community
through social and informative programs for individuals and families.

Note: There is no committee meeting this month.

6:45 Optional Supper

7:00

1. Welcome/Call to Order/Adoption of Agenda
2. Declaration of Conflicts of Interest
3. Volunteer Hours
4. Donation Envelope

7:05

5. Minutes of the February 11 Board of Directors Meeting (*White*)
6. Business Arising from the Minutes (not elsewhere on the agenda)
7. Strategic Planning (*Grey*)

8:00

8. Board Recruitment (*Orchid*)
9. Birthday Planning
 - 9.1. Beaches Lions Easter Parade
 - 9.2. Apple Recipe Book
 - 9.3. “Twinning” with Applegrove Primary School (northwest of Aberdeen, Scotland)
 - 9.4. “Twinning” with Apple Grove Elementary School (south of Washington, DC)
 - 9.5. Neighbours Night Out: Tuesday, June 16

8:15

10. Finance and Fundraising
 - 10.1. 2008 Year End Financial Report (*Green*)
 - 10.2. Admin Budget Update: for information

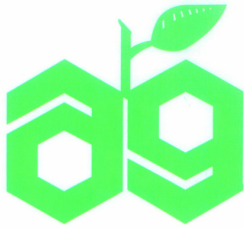
8:25

- 10.3. Fundraising
 - i) Yoga-Thon Report: for information
 - ii) SPA: for information and action

8:35

11. Directors' Concerns

12. Adjournment



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Board of Management Meeting AGENDA -- Wednesday, March 4, 2009

8:45

- A. Call to Order/Adoption of Agenda
- B. Declaration of Conflicts of Interest
- C. Minutes of February 11 Board of Management Meeting (*White*)

Motion needed to discuss the next item *in camera* (without guests or staff other than the Executive Director and Program Director), as it deals with identifiable individuals or confidential information.

- D. Collective Agreements: for information

8:55

- E. Executive Director's Report (*Pink*)

8:58

- F. Correspondence/Information (*Cream*)
 - F.1. List

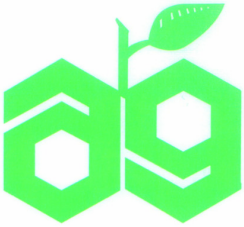
8:59

- G. Adjournment

Next Meetings

Wednesday, March 25 – Annual Meeting

Wednesday, April 22 – Board meetings



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Minutes of Special Board of Directors Meeting

Wednesday, February 11, 2009

Present: Estelle Halbach (Chair), Elena Nielsen, Tricia Reid, Pierre Trudel, Lynn Wyminga, Donald Yuen, Susan Fletcher (recorder)

Guest: Diane Ing.

1. Call to Order/Adoption of Agenda

With 6 Directors present, Estelle called the meeting to order at 6:10 p.m. The agenda was adopted by consensus.

2. Declaration of Conflicts of Interest

No conflicts were declared.

3. Minutes of the November 19 Board of Directors Meeting

MOTION (Nielsen/Reid)

To accept the minutes of the November 19 Board of Directors Meeting.

Carried.

4. Beaches Lions Easter Parade – Sunday, April 12

MOTION (Reid/Trudel)

To register for the Beaches Lions Easter Parade at a fee of \$45.

Carried.

5. Finance and Fundraising

5.1. Endorse Recreation Grant Proposal for Day Camp

MOTION (Nielsen/Wyminga)

On behalf of, and with the authority of the organization named above, we hereby declare that the organization has adopted and upholds equal opportunity and non-discrimination policies by which discrimination on the grounds of race, creed, colour, national origin, political or religious affiliation, sex, sexual orientation, age, marital status, family relationship and disability is prohibited by and within the organization.

We certify that, to the best of our knowledge, the information provided herein is accurate and complete and that if funds are awarded, we accept responsibility for the use of the funds in accordance with the Terms and Conditions as set out in the Recreation Partnership and Investment Program. We also acknowledge our responsibility to inform the City of Toronto in writing if there are any changes to the programs and its finances.

Carried.

5.2. Endorse Special Event Grant Proposal for Applicable

MOTION (Reid/Yuen)

On behalf of, and with the authority of the organization named above, we hereby declare that the organization has adopted and upholds equal opportunity and non-discrimination policies by which discrimination on the grounds of race, creed, colour, national origin, political or religious affiliation, sex, sexual orientation, age, marital status, family relationship and disability is prohibited by and within the organization.

We certify that, to the best of our knowledge, the information provided herein is accurate and complete and that if funds are awarded, we accept responsibility for the use of the funds in accordance with the Terms and Conditions as set out in the Community Festivals and Special Events Investment Program.. We also acknowledge our responsibility to inform the City of Toronto in writing if there are any changes to the programs and its finances.

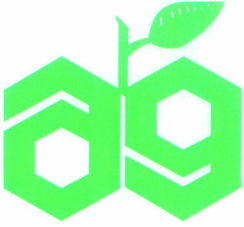
Carried.

6. **Adjournment**

MOTION (Nielsen/Trudel)

To adjourn the Directors' meeting.

Carried.



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Minutes of Special Board of Management Meeting

February 11, 2009

Present: Estelle Halbach (Chair), Elena Nielsen, Tricia Reid, Pierre Trudel, Lynn Wyminga, Donald Yuen, Susan Fletcher (recorder)

Guest: Diane Ing.

A. Call to Order/Adoption of Agenda

With 6 Board members present, Estelle called the meeting to order at 6:20 p.m. The agenda was adopted by consensus.

B. Declaration of Conflicts of Interest

No conflicts were declared.

C. Minutes of the November 19 Board of Management Meeting

MOTION (Yuen/Wyminga)

To accept the minutes of the November 19 Board of Management Meeting.

Carried.

D. Executive Director's Report

MOTION (Wyminga/Reid)

To accept the Executive Director's Report dated January 13, 2009.

Carried.

E. Correspondence/Information

MOTION (Nielsen/Yuen)

To accept the suggested actions in the January Correspondence list.

Carried.

F. Adjournment

MOTION (Wyminga/Reid)

To adjourn the Board of Management meeting.

Carried.

Next Board Meeting

Wednesday, March 4

Annual General Meeting

Wednesday, March 25



Applegrove Events and Board / Committee Meetings –March 6, 2009
Office Phone 416-461-8143

www.ApplegroveCC.ca

Please note that Board meetings are on Wednesday evenings, usually the second last Wednesday of the month.

| March | Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--------------|--------|----------------------------------|---|-------------------|----------|--------|----------|
| 1 | | 2 7:30 SPA Planning Committee | 3 | 4 <i>Board</i> | 5 | 6 | 7 |
| 8 | | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | | 16 | 17 | 18 | 19 | 20 | 21 |
| March Break | | | | | | | |
| 22 | | 23 | 24 | 25 AGM | 26 | 27 | 28 |
| 29 | | 30 | 31 [Duke of Connaught School Council] | | | | |

| April | Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--------------|--------|--|---|-------------|----------|--|----------|
| | | | | 1 | 2 | 3 | 4 |
| 5 | | 6 7:30 SPA Planning Committee | 7 | 8 | 9 | 10 Applegrove Closed for Good Friday | 11 |
| 12 | | 13 Applegrove Closed for Easter Monday | 14 | 15 | 16 | 17 | 18 |
| 19 | | 20 | 21 | 22 Board | 23 | 24 | 25 |
| 26 | | 27 | 28 [Duke of Connaught School Council] | 29 | 30 | | |

Bold = community event. *Italics* = an important change. Underline = an Applegrove special event.
 [Brackets] = another group's meeting or event that may affect you.

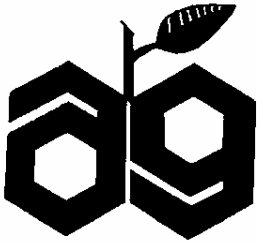
Applegrove Events and Board / Committee Meetings –March 6, 2009
Office Phone 416-461-8143

| May Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|----------------------|--|--|------------------|----------|--------|----------|
| | | | | | 1 | 2 |
| 3 | 4 7:30 SPA Planning Committee | 5 | 6 | 7 | 8 | 9 |
| 10 Mothers' Day | 11 | 12 SPA Night | 13 | 14 | 15 | 16 |
| 17 | 18 Applegrove Closed for Victoria Day | 19 | 20 7:00 Board | 21 | 22 | 23 |
| 24 31 | 25 | 26 [Duke of Connaught School Council] | 27 | 28 | 29 | 30 |

| June Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|-----------------------|-----------------------------------|----------------------------|--|----------|--------|----------|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| 7 | 8 7:30 SPA Planning Committee? | 9 | 10 | 11 | 12 | 13 |
| 14 | 15 | 16 Neighbours Night Out | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 23 | 30 | July 1 Applegrove Closed for Canada Day | | | |

| April Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|------------------------|--------|---------|---------------------------------------|----------|--------|----------|
| | | | 1 Applegrove Closed for Canada Day | 2 | 3 | 4 |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | | |

Bold = community event. *Italics* = an important change. Underline = an Applegrove special event.
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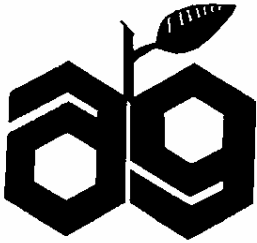


CORRESPONDENCE/INFORMATION

March 2009

| From (Date Received) | Regarding | Action |
|---|---|---------------|
| 1. Ruth Atkinson Hindmarsh Award (Feb. 3) | Inviting nominations for a \$50,000 award to an Ontario charity whose work has significantly improved the wellbeing of disadvantaged children. Deadline April 6. | R&F |
| 2. City Clerk (Feb. 6) | Council approved settlement of AOCC Operating Results for 2007 | R&F |
| 3. City Clerk (Feb. 9) | Advising ABC's that they should not lease space for a cell tower without consulting with the local Councillor and specific authorization from City Council | R&F |
| 4. City Planning (Feb. 10) | Community Consultation Meetings March 4 and March 10 regarding a City Official Plan Amendment to conform to "Ontario's Growth Plan" for the greater golden horseshoe area | R&F |
| 5. Toronto Community Housing Corp (Feb. 19) | Inviting expressions of interest for an integrated support network in 682 Warden, 40 Fir Valley and 10 Glen Everest (Danforth/Warden) | R&F |

R&F = Receive and File



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***Additional* CORRESPONDENCE/INFORMATION**

March 2009



From (Date Received)

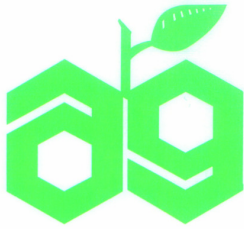
Regarding

Action

6.

R&F = Receive and File

Charitable Number: 10671 8943 RR0001



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Executive Director's Report

February 23, 2009

I want to start by thanking everyone who participated in our February 11 and 18 strategic planning sessions, with special thanks to Chris Irwin for the expert facilitation and to Louise for the delicious chilli and cookies!

This Board package includes a first draft of a planning report. That report lists all the items we rated through the Limited Resource Priority Setting Process (LRPSP, otherwise known as dot-mocracy). At the Board meeting, I will present a series of tables evolving from the basic table in the report, ending with a concise list of consolidated priorities with suggested action steps.

Once the Board reviews and amends the report and action steps, I recommend circulating them to Applegrove's staff for a week or two to generate additional actions. Then the revised draft should go to all the participants, again with the opportunity for revisions and additional actions. These reviews should be completed in time for the report to come to the April 22 Board meeting for final approval.

It was clear from the comments at the meeting, on evaluation forms, and conversations since then, that our staff and other participants are eager to provide further input. Circulating the draft report will capitalize on this energy and generate commitment to the resulting action plan.

While Strategic Planning has been my priority over the last month, I also worked on:

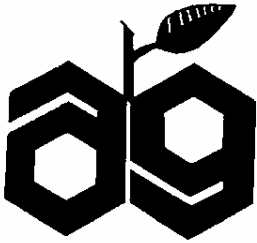
- finishing and submitting the Applicious festival grant proposal;
- preparing for collective bargaining (several meetings and many hours of reading);
- advocacy for free space and staffing for our summer programs via the Focus On Youth program by working with the TDSB, SPACE Coalition and sending a letter to the Premier and Minister of Education;
- strengthening relationships with on-site partners through attendance at the School Council meeting and participation in the On-Site Hub Committee meeting;
- addressing facility inadequacies by meeting with City Facility and Real Estate staff; and
- ensuring that Applegrove utilizes student placements effectively via a discussion with May and relevant program staff.

You, too, can advocate for the Focus On Youth program (and both increase the probability of Applegrove offering a teen Leadership program again this summer and maintain the affordability of our day camp)! I will bring letters to the Board meeting, either for you to sign at the meeting or to take home to personalize and send to the Premier McGuinty and Education Minister Wynne.

Finally, there was a question at Strategic Planning about the Board members' volunteer hours. I have included those stats on the back.

Respectfully submitted,

Susan Fletcher.



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Board Nominee Questionnaire and Membership Form

Given Name _____ Surname _____

Address: _____

Postal Code: _____

Telephone: Day (____) _____ Eve (____) _____

Cell (____) _____

e-mail: _____

Date of Birth: _____

Years resident in area: ____ (if applicable)

Experience or involvement with Applegrove: _____

Skills: Please tell us about any special skills you have, e.g., fundraising, public relations, lobbying, creative, financial management, etc.

Types of jobs held: _____

Volunteer positions: _____

Other: Anything about yourself that you would like to share – those things that make you uniquely “you”.

Since Directors are also members of the Board of Management, they must meet eligibility criteria for the Board of Management which are:

- a) at least eighteen (18) years of age;
- b) residing in the City of Toronto;
- c) not an employee of the City of Toronto nor of any of its Agencies, Boards, Commissions or Corporations;
- d) not the spouse, child or parent of a Member of Council;
- e) not serving on another City Agency, Board, Commission or Corporation, except a member of a Business Improvement Area (BIA).

The Corporations Act states, “No undischarged bankrupt shall be a director, and, if a director becomes a bankrupt, he or she thereupon ceases to be a director.”

Your signature below confirms that you meet the eligibility requirements and confirms that this form will also act as your membership form if you are not already a member.

The information on this form is collected under the authority of the Community Recreation Centres Act R.S.O. 1990, C. C22, and Chapter 25 of the Municipal Code of the City of Toronto and the City of Toronto Public Appointments Policy (Confirmatory By-law No. 1076-2006). It will be used by Applegrove staff for governance, administration of membership information about centre activities; and to enable City officials to contact members regarding service on boards and special purpose bodies. Information about Board members will be shared with other Board members, City staff and provincial and federal regulators, and may be included in funding applications. Questions about this collection may be directed to Susan Fletcher, Executive Director, Applegrove Community Complex, 60 Woodfield Road, Toronto, M4L 2W6 or phone (416) 461-8143.

Signature

Thank you in advance for returning this questionnaire to the Executive Director.

PART V: VOLUNTARY AND CONFIDENTIAL DIVERSITY INFORMATION

Completing the following information is encouraged.

Citizens of the City of Toronto are best served by boards which generally reflect the diversity of our community. The information gathered in this survey will be used for the purpose of enabling Applegrove and the City to achieve objectives for access, equity and diversity. Applicants are encouraged to self-identify. The information will not be released for any other purpose without the permission of the persons from whom the information is collected.

The information is collected under the authority of the Municipal Freedom of Information and Protection of Privacy Act, Section 14 of the Ontario Human Rights Code, and City Council's Public Appointments Policy dated September 25, 26 and 27, 2006.

1. Gender: Female Male

2. Age: 18 – 30 31 – 64 65 and over

3. Do you consider yourself to be an Aboriginal person? Yes No
(i.e. a member of the North American Indian, Inuit or Metis people of Canada)

4. Race

(Racial groups are defined by race or colour only – not by country of birth, citizenship or religious affiliation)

Do you consider yourself to be:

Black (e.g. origins include Canadian, American, Caribbean, African, Latin American)

East Asian (e.g. origins include Canadian, Japanese, Korean, Chinese)

Latin American (e.g. origins include Canadian, Mexican, South American, American)

South-East Asian (e.g. origins include Canadian, Vietnamese, Filipino, Malaysian, Indonesian, Thai, Cambodian)

South Asian (e.g. origins include Canadian, East Indian, Pakistani, Bangladeshi, Sri-Lankan, African, Caribbean)

West Asian (e.g. origins include Canadian, North African, Middle Eastern)

White / Caucasian (e.g. origins include Canadian, American, Western and Eastern European, etc.)

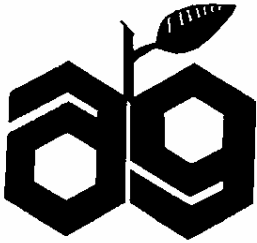
Other (e.g. Multiple Visible Minority; Visible Minority not included elsewhere)
(Please specify) _____

5. Do you have a disability? Yes No

(Disability is defined as a long term physical, mental, emotional/psychiatric or learning disability, which may result in a person experiencing disadvantage or encountering barriers to employment, public appointment or other opportunities for full participation in society.)

6. Do you consider yourself part of the LGBTT Community? **Yes** **No**
(LGBTT community includes lesbian, gay, bisexual, transgendered, and two-spirited people)

7. Additional information: *(Any other information regarding diversity not captured by this questionnaire e.g., ethno-cultural background, faith, linguistic gender etc.)*



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2009 SPA Night Planning Meeting Notes January 5, 2009

Present: Estelle Halbach, Elena Nielsen, Tricia Reid, Lynn Wyminga, Susan Fletcher (recorder).

Regrets: Pierre Trudel.

1. Next Meeting

Monday, February 2 from 7:30 to 9

2. Notes of November 19 meeting

- accepted by consensus

3. Updates on Action Items

- Elena reconnected with her L’Oreal contact
- Estelle will contact Fiorio for samples, bags and/or a silent auction donation
- Estelle provided the Danforth BIA directory for Susan to review and add new practitioners.

4. Practitioners

- reviewed practitioner lists; Susan will consolidate the “New in 09” and “Potentials” lists on legal paper for the Board meeting so volunteers can use them for their follow-up calls.
- revised draft letter. Susan will circulate for review, then amend for last year’s practitioners, potentials, donors (silent auction and gift bags), etc.
- package will include the Applegrove newsletter, last year’s brochure (clearly marked “sample”) and the 2 prior years’ SNAP coverage.
- confirmed target date to mail to last year’s practitioners is Jan. 15, to potentials is Jan. 30. If members
- Susan will provide script (based on last year’s) for phone volunteers.
- Elena, Estelle and Tricia will begin phone follow-ups to last year’s practitioners on Jan. 22, to potentials on Feb. 7. They will use the (revised) confirmation sheet to record info and send info to Susan who will update the database and generate and mail confirmation letters.
- agreed not to offer mood workshops, but to invite kick-boxing (and possibly other martial arts practitioners) to offer introductory sessions to 1 or 2 clients at a time.

5. Sponsorship

- a) types of businesses to approach
 - contractors
 - dentists, doctors
 - lawyers
 - insurance
 - councillors, MPP’s

b) package: will include a letter based on the practitioner letter plus the brochure, newsletter and SNAP article

c) recognition levels

| Amount | Name | Benefits |
|--------|---------|---|
| \$50 | Blossom | on the website in small print at the bottom, on the event hand-out and can have material in gift bag |
| \$100 | Branch | larger print and higher on website and hand-out |
| \$250 | Apple | Prominent on website and hand-out If money received by brochure deadline, will be on brochure If they sponsor food, there will be a sign near the food as well Can speak at the event, i.e., a welcome before belly-dance |

d) Donors of silent auction items

- NOT sponsors
- listed (as donors) on website and gift bag materials
- listed (as donors) on brochure (if item actually received by deadline).

6. Silent Auction

- when doing phone follow-ups, if a business cannot participate, invite them to donate an item to the silent auction.
- the phone volunteer will be responsible to note that silent auction donations on confirmation forms, pick them up and deliver them to Tricia.
- Tricia will ensure that Susan knows what items are received so she can update database and generate thank you's.
- agreed that Silent Auction items must be received by March 16 for listing on brochure, and must be received by May 1.

7. Updated and added to Critical Path

| Task | Leader | Support | Deadline | Comments/progress |
|-----------------------------------|----------------|----------------|--|---|
| Decide event mission | Estelle | Staff | November 19 | "The mission of this event is to raise funds for and awareness of Applegrove Community Complex. |
| Decide event goals | Committee | Staff | Nov. 19 | 1. \$2,500 2. 60 participants 3. 5 media mentions before and after the event. 4. Overall participant and practitioner satisfaction scores of 3.75. |
| Establish event committee | Board Staff | Staff Board | Nov. 19 | Chair = Estelle. Members = Elena, Tricia and Lynn. Staffed by Susan |
| Committee meetings | Chair | Staff | The first Monday of the month, starting Jan. 5, from 7:30 to 9 | Most of the work will be done by sub-committees, each of which should bring a short report of progress to the main committee |
| Establish conveners | Chair | Committee | Nov. 19 | See Convener List |
| Decide content of event | Committee | | Nov. 19 | Similar to 2008, starting with a belly dance class for everyone, ending with a yoga class for everyone, with 5 appointment times for 4 treatments and a spare. VIP clients receive advance selection only. Ticket prices as last year \$50 regular, \$80 VIP with \$5 discount for second VIP ticket. |
| Decide general logistics of event | Committee | | Nov. 19 | Is it open to men? The date was chosen to market to women, and has been confirmed for 2009. Keep issue in mind during evaluation to consider a different date for 2010. This year, possibly include men via "bring the women in your life . . ." Appointments could include massage, hair cut, facial, manicure w/out polish, etc. |
| Decide sponsorship levels | Committee | Staff | Nov. 19 | Jan. 5. Confirmed sponsorship at the Blossom (\$50), Branch (\$100) and Apple (\$250) levels |
| Decide venue | Committee | | May, 2008 | Corpus Christi school |
| Book venue | Susan | | Oct. 2008 | Booked. Estimated cost \$56 |

SPA 2009 Planning Meeting – January 5, 2009

| Task | Leader | Support | Deadline | Comments/progress |
|-------------------------------------|------------------------|---------------------|-----------------|--|
| Recruit practitioners | Practitioner Convener | Susan Elena, Tricia | January 15 | Send letters to prior practitioners mid-January with phone follow-up within 2 weeks. Send letters to additional prospective practitioners end of January (continuing as additional prospects identified.) |
| Plan marketing package | Marketing Convener | | February 15 | What pieces are needed, what overall design |
| Identify & secure catering services | Food/catering Convener | | April 15? | |
| Enlist ticket sellers/door openers | Tickets Convener | | April 1 - | |
| Enlist volunteers/helpers | Volunteers Committee | | April 1 - | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |

Other Decisions

1. At the event, give Applegrove water bottles to practitioners instead of bottled water.

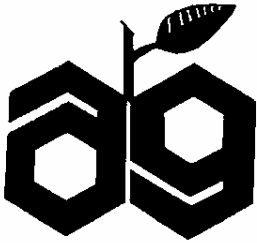
2009 SPA Timeline (Revised Jan. 5)

Meeting dates are bold

| | |
|-------------------|---|
| December | Discuss sponsorship by e-mail Susan will send prior practitioner letters and info to committee. |
| Jan 2 | Susan will send draft practitioner letters to committee |
| Jan 5 | Planning Meeting |
| Jan 15 | Send letters to prior practitioners |
| Jan. 21 | Divide up practitioner lists among volunteers doing follow up |
| Jan 22 | Begin follow-up calls to practitioners |
| Jan 30 | Send letters to prospective practitioners |
| February 2 | Planning Meeting (focus on marketing materials and practitioners) |
| March 2 | Planning Meeting (focus on food) |
| March 16 | Deadline for practitioner/sponsor inclusion in brochure (can be delayed to March 20 for individual practitioners) |
| March 16 | Web page goes up |
| March 18 | Finalize ticket, poster and brochure design |
| March 23 | Tickets, posters and brochures sent to printer |
| March 30 | Tickets, posters and brochures back from printer |
| April 1 | Begin selling tickets |
| April 6 | Planning Meeting |
| early April | Volunteers distribute posters to stores in neighbourhood |
| early April | Mail brochures and posters to practitioners WITH request for gift bag items. |
| Mid-April | Train volunteers giving facials |
| April 30 | Plan room assignments |
| May 1 | Begin compiling gift bags |
| May 1 | Deadline to receive Silent Auction Donations |
| May 4 | Planning Meeting |
| May 5 | Design and print client and practitioner evaluation forms |
| May 6 | VIP Ticket cut-off |
| May 9 to 11 | Compile client and practitioner welcome packages |
| May 11 | Reminder / confirmation calls to clients |
| May 12 | Event |
| May 20 | Thank volunteers, practitioners and clients Compile practitioner and client evaluations |
| June 2? | Evaluation Meeting? |

SPA 2009 Conveners

| Sub-committee name | Responsibilities |
|-----------------------------------|--|
| Logistics and Facilities Susan | Venue, site organization, signage, equipment, supplies, parking, insurance, security, transportation, money handling Include décor and atmosphere Pierre (parking) |
| Program | Content and sequencing of program, including entertainment, event agenda etc. (In large events, such as a conference, the program committee might break out into three groups such as: education sessions, plenaries, social program) |
| Food/catering Elena | Ordering, serving, clearing up food and beverages. Tableware, tablecloths, food staging etc. Alcohol related issues. |
| Volunteers/event 'staff' | Assigning jobs to volunteers, setting up work schedules, volunteer orientation and supervision, volunteer recognition, organize celebration event May and Carmi (will not attend meetings) |
| Tickets/audience Lynn | Sell tickets, enlist ticket sellers, get people in the door |
| Marketing/sponsorship Estelle | Logo, tag line, messages, communications, PSAs, advertising, news releases and conferences, sponsorship, packaging, web site, follow up announcement. (In large events such as a conference, marketing and sponsorship might break out into separate committees) Lynn (website) Tricia |
| Silent Auction Tricia | Liaison with donors, arrange for pick up of items, arrange and manage Silent Auction at the event |
| Gift Bags Elena | Obtain bags and items for them, including gift items and materials from practitioners |
| Practitioners Estelle | Sign letters to practitioners, phone follow-ups, liaison at the event, etc. Susan (maintain database, send confirmation letters, etc.) Elena and Tricia |



APPLEGROVE COMMUNITY COMPLEX

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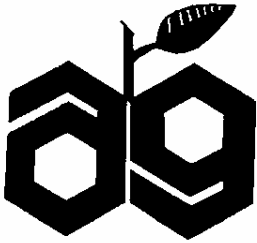
“TOGETHER, BUILDING OUR COMMUNITY”



SPA Planning Meeting Notes

February 2, 2009

1. **Notes of January 5 meeting** (accepted by consensus)
2. **Updates on Action Items**
3. **Practitioners**
 - a) Update on prior practitioners
 - volunteers shared their updates
 - b) “New” practitioner letters and call lists
 - divided the “new” lists among volunteers.
 - with manicure shops, agreed to emphasize gift certificates.
4. **Marketing**
 - we have now used up the last of the “desert sand” coloured poster paper, so can think about a different background colour, etc.
 - we need a poster (letter and ledger size) and brochure
 - committee agreed to ask a volunteer who has offered to redesign them for us
 - possibly we can have colour via a “letterhead” template with black printing for information that will change each year.
 - Susan will follow up to have concepts for the next meeting.
5. **Food**
 - instead of purchasing/making food, committee agreed to ask a number of restaurants in the area to donate one platter each of “finger foods” like appetizers, sandwiches, desserts, etc.? If we don’t have a lot of success, we can always buy/make food.
 - possible also spring rolls
 - contact the Metro (Dominion) at Victoria Park
 - Louise will be in charge
6. **Tickets**
 - a) Clarify/confirm ticket prices
 - Nov. 19 committee decision: Ticket prices as last year \$50 regular, \$80 VIP with \$5 discount for second VIP ticket.
 - committee considered whether, given the economic situation, these prices still make sense
 - confirmed VIP ticket price as \$80, or \$150 for two. No further discount for larger groups.
 - b) Confirmed VIP ticket rules (from last year)
 - the new VIP Ticket means that a number of clients will arrive with their appointments already scheduled. While we will book their appointments with specific



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practitioners, they will only have “massage”, “hair-cut”, etc., not “Salon Fortelli hair cut” on their confirmation forms.

- the VIP Ticket purchasers will have to understand
 - their appointments will be subject to change should a practitioner be unable to attend.
 - they will not be able to change their appointments once booked, even if they would prefer different practitioners or additional practitioners confirm after they make their appointments.

7. Sponsorship

a) recognition levels

| Amount | Name | Benefits |
|--------|---------|---|
| \$50 | Blossom | on the website in small print at the bottom, on the event hand-out and can have material in gift bag |
| \$100 | Branch | larger print and higher on website and hand-out |
| \$250 | Apple | Prominent on website and hand-out If money received by brochure deadline, will be on brochure If they sponsor food, there will be a sign near the food as well Can speak at the event, i.e., a welcome before belly-dance |

- b) Letters and call lists
Susan will provide to Estelle for follow-up

8. Other Business

a) Men?

- members considered in some detail whether men would be welcome and whether to market the event to men and women both.
- agreed to ask about including men on the evaluation forms of both clients and practitioners.

9. Next Meeting

Monday, March 2 (Note that Board meeting is Wed. March 4)

10. YogaThon Update and Plans

- one instructor had to withdraw
- Susan will bring
 - the amplifier and mike,
 - 12 Applegrove water bottles for prizes and gifts to instructors
 - spa gift bag for prize
- committee members should arrive at about 12:15

11. Updated and added to SPA Critical Path

| Task | Leader | Support | Deadline | Comments/progress |
|-----------------------------------|----------------|----------------|--|--|
| Decide event mission | Estelle | Staff | November 19 | "The mission of this event is to raise funds for and awareness of Applegrove Community Complex. |
| Decide event goals | Committee | Staff | Nov. 19 | 1. \$2,500 2. 60 participants 3. 5 media mentions before and after the event. 4. Overall participant and practitioner satisfaction scores of 3.75. |
| Establish event committee | Board Staff | Staff Board | Nov. 19 | Chair = Estelle. Members = Elena, Tricia and Lynn. Staffed by Susan |
| Committee meetings | Chair | Staff | The first Monday of the month, starting Jan. 5, from 7:30 to 9 | Most of the work will be done by sub-committees, each of which should bring a short report of progress to the main committee |
| Establish conveners | Chair | Committee | Nov. 19 | See Convener List |
| Decide content of event | Committee | | Nov. 19 | Similar to 2008, starting with a belly dance class for everyone, ending with a yoga class for everyone, with 5 appointment times for 4 treatments and a spare. VIP clients receive advance selection only. Ticket prices as last year \$50 regular, \$80 VIP with \$5 discount for second VIP ticket. Is it open to men? The date was chosen to market to women, and has been confirmed for 2009. Keep issue in mind during evaluation to consider a different date for 2010. This year, possibly include men via "bring the women in your life . . ." " Appointments could include massage, hair cut, facial, manicure w/out polish, etc. |
| Decide general logistics of event | Committee | | Nov. 19 | |
| Decide sponsorship levels | Committee | Staff | Nov. 19 | Jan. 5. Confirmed sponsorship at the Blossom (\$50), Branch (\$100) and Apple (\$250) levels |
| Decide venue | Committee | | May, 2008 | Corpus Christi school |
| Book venue | Susan | | Oct. 2008 | Booked. Estimated cost \$56 |

SPA 2009 Planning Meeting – February 2, 2009

| Task | Leader | Support | Deadline | Comments/progress |
|-------------------------------------|------------------------|---------------------|-----------------|--|
| Recruit practitioners | Practitioner Convener | Susan Elena, Tricia | January 15 | Send letters to prior practitioners mid-January with phone follow-up within 2 weeks. Send letters to additional prospective practitioners end of January (continuing as additional prospects identified.) |
| Recruit sponsors | | Susan, Estelle | February 18 | Identify potential sponsors and send letters in early February with phone follow-up within 2 weeks |
| Plan marketing package | Marketing Convener | | February 15 | What pieces are needed, what overall design Revised deadline, working with volunteer designer |
| Identify & secure catering services | Food/catering Convener | | April 15? | |
| Enlist ticket sellers/door openers | Tickets Convener | | April 1 - | |
| Enlist volunteers/helpers | Volunteers Committee | | April 1 - | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |

Other Decisions

1. At the event, give Applegrove water bottles to practitioners instead of bottled water.

2009 SPA Timeline (Revised Feb. 2)

Meeting dates are bold

| | |
|-------------------|---|
| December | Discuss sponsorship by e-mail Susan will send prior practitioner letters and info to committee. |
| Jan 2 | Susan will send draft practitioner letters to committee |
| Jan 5 | Planning Meeting |
| Jan 15 | Send letters to prior practitioners |
| Jan. 21 | Divide up practitioner lists among volunteers doing follow up |
| Jan 22 | Begin follow-up calls to practitioners |
| Jan 30 | Send letters to prospective practitioners |
| February 2 | Planning Meeting (focus on marketing materials and practitioners) |
| Feb 5 | Send letters to potential sponsors |
| Feb. 20 | Begin follow-up calls to sponsors |
| March 2 | Planning Meeting (focus on food and marketing materials) |
| March 16 | Deadline for practitioner/sponsor inclusion in brochure (can be delayed to March 20 for individual practitioners) |
| March 16 | Web page goes up |
| March 18 | Finalize ticket, poster and brochure design |
| March 23 | Tickets, posters and brochures sent to printer |
| March 30 | Tickets, posters and brochures back from printer |
| April 1 | Begin selling tickets |
| April 6 | Planning Meeting |
| early April | Volunteers distribute posters to stores in neighbourhood |
| early April | Mail brochures and posters to practitioners WITH request for gift bag items. |
| Mid-April | Train volunteers giving facials |
| April 30 | Plan room assignments |
| May 1 | Begin compiling gift bags |
| May 1 | Deadline to receive Silent Auction Donations |
| May 4 | Planning Meeting |
| May 5 | Design and print client and practitioner evaluation forms |
| May 6 | VIP Ticket cut-off |
| May 9 to 11 | Compile client and practitioner welcome packages |
| May 11 | Reminder / confirmation calls to clients |
| May 12 | Event |
| May 20 | Thank volunteers, practitioners and clients Compile practitioner and client evaluations |
| June 2? | Evaluation Meeting? |