



# 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 – Monday, February 23, 2015**

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

Applegrove's mission is to be a neighbourhood partnership fostering community through social and informative programs for individuals and families.

### **6:45 Optional Light Supper**

#### **7:00**

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

7. Minutes of the January meeting (*attached*): to be accepted

#### **7:05**

8. Finance
  - 8.1. 2014 draft Financial Report: (*to be circulated at the meeting; see Executive Director's Report*) for information

#### **7:15**

9. Strategic Planning
  - 9.1. Program Development (See Revenue Generation Committee Report)
  - 9.2. Next Steps

#### **7:25**

10. Revenue Generation Committee Report (*notes and projection attached*)
  - 10.1. Discussion and decisions regarding revenues and fees
  - 10.2. Decision on Applicable budget (*attached*)
  - 10.3. Discussion of EchoAge and alternatives

#### **7:55**

11. Community Integration Committee Report
  - 11.1. Confirm proposed award recipients

#### **8:05**

12. Directors' Discussion (*see Executive Director's Report*)

#### **8:20**

13. Directors' Concerns

#### **8:25**

14. Adjournment



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## **Board of Management Meeting AGENDA -- Monday, February 23, 2015**

**8:30**

- A. Call to Order/Adoption of Agenda
- B. Declaration of Conflicts of Interest
- C. Minutes of the January 26 Board of Management Meeting (*attached*): to be accepted

**8:35**

- D. Personnel Committee Report (if any): for information

**8:40**

- E. Executive Director's Report (*attached*): to be accepted
  - E.1. Volunteers for Family Dance
  - E.2. Volunteers for AGM
- F. Correspondence List (*to be distributed at the meeting*): for information and decisions

**8:50**

- G. Adjournment

### **Next Meetings and Events**

Family Dance: February 28

AGM: Monday, March 30, 6:15 to 8:30

Next regular Board meeting: April 27 at 7 p.m.



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## **Minutes of the Board of Directors Meeting January 26, 2015**

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

Present: Tolga Ay, Kyle Brown, Irene Buncel, Lynne Gray, Vai Teng Law, Ann McKechnie  
(Chair), Neil Sinclair, Chris Sulway, Antoine Tedesco  
Regrets: Councillor McMahon  
Staff: Susan Fletcher, Louise Maynard, May Seto (Recorder)  
Guests: Matt Kindbom, Mercedes Lee, Jean Lim

### **1. Call to Order/Adoption of Agenda/Introductions**

At 7:00, Ann called the meeting to order. Quorum of 5 Directors was achieved. By consensus, the agenda was adopted as amended.

### **2. Welcome and Introductions**

### **3. Declaration of Conflicts of Interest**

None were declared.

### **4. Timekeeper**

Timekeeper for meeting – Chris

### **5. Volunteer Hours**

Members provided their volunteer hours.

### **6. Donation Envelope**

The donation envelope circulated.

### **7. Minutes**

#### **Minutes of the November 24 Board of Directors Meeting**

**MOTION** (Sinclair/Sulway)  
To accept the minutes of November 24  
**Carried**

#### **Minutes of the December 22 Board of Directors Meeting**

**MOTION** (Brown/Ay)  
To accept the minutes of December 22  
**Carried**

## 8. Finance and Fundraising

### 8.1. 2014 Statistics: for information

Susan provided an overview of the YTD statistics.

### 8.2. 2014 Preliminary Financial Report

**MOTION** (Ay/Sulway)

*To transfer the required funds for PC, EW, and HOBG from charitable donations, fundraising revenues and accumulated Afterschool surplus as appropriate.*

**Carried**

### 8.3. Children's Services Budget

**MOTION** (Sulway/Sinclair)

*To endorse the Children's Services Budget submission as revised.*

**Carried**

### 8.4. Echoage

Susan provided an overview of the fundraising initiative and outlined the costs to the agency to register. Board members discussed and asked the Revenue Generation Committee to explore further and make decision.

**MOTION** (Sinclair/McKechnie)

*To refer the issue to the Revenue Generation Committee to develop revenue goals and report back to the next Board meeting.*

**Carried**

### 8.5. Admin Budget

Irene presented information about City Budget Deputations and proposed that Applegrove send a representative to present our admin budget. Lynne and/or Neil will attend.

**MOTION** (McKechnie/Sinclair)

*To depute to the Budget committee to support the 2015 Admin budget as originally proposed.*

**Carried**

## 9. Edgewood

Susan provided an overview of the Edgewood situation. Louise presented plan for Edgewood and proposed a name change to Applegrove Connection as the current name is no longer relevant. Board members thanked Louise for her hard work and dedication to Edgewood.

**MOTION** (Gray/Ay)

*To endorse EW proposal with a maximum of \$750/month for rent costs.*

**Carried**

## 10. Strategic Planning

### 10.1. Program Development

Refer to Revenue Generation Committee Report

10.2. Committee Terms of Reference

**MOTION** (Sulway/Ay)

*To confirm the Terms of Reference for the Personnel, Revenue Generation, and Community Integration Committees as proposed.*

**Carried**

**11. Revenue Generation Committee Report**

11.1. Day Camp

**MOTION** (Brown/Gray)

*To confirm the 9-week day camp as proposed subject to availability of space.*

**Carried**

11.2. Investment

**MOTION** (Buncel/Gray)

*To change the 3 current term deposits into one 1-year redeemable term deposit at 1.05% interest AND move \$50,000 from the program chequing account into either a second 1-year redeemable term deposit or into an investment savings account, depending on cost, interest and redemption options.*

**Carried**

11.3. Seminar Series

**MOTION** (Buncel/Sinclair)

*To proceed with research and planning the Seminar Series.*

**Carried**

**12. Community Integration Committee Report**

Vai provided an overview.

**13. Directors' Concerns**

Neil mentioned that Board will need to discuss membership in the near future, due to impending changes to the Corporations Act.

**14. Adjournment**

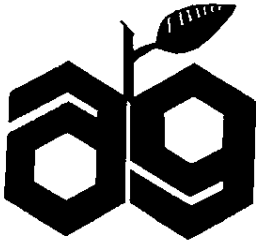
The meeting was adjourned on a motion by Neil Sinclair, seconded by Chris Sulway.

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Chair

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Secretary



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## Revenue Generation Committee Notes

7:30 p.m. on Feb. 9, 2015

**Present:** Tolga Ay, Mercedes Lee, May Seto (staff), Susan Fletcher (recorder)

**Regrets:** Neil Sinclair, Chris Sulway

### 1. Next Meeting

Monday, March 9 @ 7:30

### 2. Notes from the January meeting

### 3. Fee Review Update

- May and Susan circulated a summary of options to use potential additional fee revenue
- items included staff time and relevant related materials, supplies and purchased services for
  - current programs
    - teens
    - day camp
    - summer leadership
  - changes
    - a full-year (but not full-time) Child and Youth Worker
    - costs of having the evening Edgewood Applegrove Connection program
    - a program assistant to do outreach/involvement as well as the details of special events and fundraising.
- during discussion, we decided that we needed the 2015 and 2016 projections. May and Susan noted that we do not have wage rates for 2016 but they will draft projections allowing for a 1% increase.
- members recommended that the Board proceed with the teen, full year CY and membership options and look at the 2-year projections before proceeding on the other option.

### 4. Fundraising / Engagement Ideas

#### a. YogaThon

- Susan reported that the event went ahead even though the weather was iffy.
- 4 instructors plus a musician
- 1 participant plus a youth participant
- raised at least \$350
- she recommended not holding this event at this time next year; a different time of year might be more successful or maybe the event has reached the end of its life..

#### b. Family Dance Budget and Plans

- Mercedes designed the poster for the “Winter Cider Social and Family Dance” for Feb. 28

- event will run from 2 to 4 p.m., permit from 12 to 4 (staff will check if longer permit is needed)
  - tested printing colour photos on Applegrove's photocopier; everyone agreed that the prints on card stock were good quality
  - checked placement for princesses and agreed that the change room would be ideal. Families can enter through one door and exit through the other. We will sell tix to meet the princesses. Tolga will take pictures that we will print for families can purchase or not as they wish. Families can take their own pictures, but we will not be able to print them. Each child will spend a maximum of 60 to 90 seconds with the princesses.
  - Susan will arrange for decorations to be made in advance; if volunteers arrive at noon, there should be lots of time to decorate the gym, do food prep, etc.
  - Louise has arranged to borrow an inflatable Olaf – all families can take their own pictures with him or at a photo booth.
- c. Applicious Budget
- there was not enough time for members to review the draft
  - it will go to the Board for amendment and endorsement.
- d. Sponsorship / Membership
- Susan outlined revenue needs arising from the Community Integration committee discussion on Feb. 4, including a contact management system (like MailChimp or Constant Contact but Canadian and not cloud-based) plus related first year training and data transfer costs.
- e. EchoAge and other gift and donation options:
- Board requested revenue goals and report back
  - other options include:
    - partnership with a local toy store:
      - owner messaged Susan after seeing her earlier FB post about EchoAge. Wondered if we can do something.
      - Susan is meeting with her during the week of Feb. 23.
    - CanadaHelps
      - their Fundraise Now button apparently makes the donating part easy but requires multiple steps for the family to set it up. It still requires a credit card and the receipt is not from Applegrove
      - Tolga suggested guests coming to a recent event make a donation in lieu of a gift. People donated \$180 for Applegrove through CanadaHelps and cash gifts at the event.
  - EchoAge offers the advantage of a pre-set system that is known by many neighbourhood residents, but there is a high cost for this convenience.
  - although it is easy to use the CanadaHelps button on Applegrove's website, informal input suggests people don't notice it.
  - 2 or 3 birthdays per month netting as little as \$50 each, would translate to perhaps \$1500 annually, or almost enough to pay for the contact management software
  - members suggested that if we proceed with any system other than EchoAge, we suggest that the party planners include a donation box at the event. Gifts for which a receipt is not needed could be deposited directly. If donors want a

charitable receipt, they would have to include their name and mailing address, so would need envelopes to deposit cash or a cheque.

## 5. Other Business

### a. Investment update

- Susan confirmed that \$33,383 from previous 30-day term deposits is in a single one-year redeemable term deposit at 1.05%, as of Jan. 29 (the credit union did not drop the interest rate until after that).
- \$50,000 is in a 2<sup>nd</sup> one-year redeemable, as of Jan. 30/15. The interest rate for an investment savings account is variable and dropped below 1 %, following recent Bank of Canada rate changes.

### b. New Revenue Generation Idea

- Mercedes noted the popularity of “break-out” or “escape” rooms in China and that there are some in Toronto. She suggested setting one up as a fundraiser.
- in discussion, members noted:
  - it could be aimed at teens, children or even corporate team building
  - could it be portable (e.g. in a tent)?
  - could summer Leadership group organize this and offer to other camps or events?

## 6. Next Meeting

Monday, March 9 @ 7:30

Agenda to include:

- report on dance
- seminar series topics, criteria for speakers, etc.

**Summary of Revenue Needs**      February 2015      Revised Feb. 12/15      with 2nd year projection and decreased Program Assistant

The table below summarizes revenue needs for certain current programs and proposals.

The table excludes PC, EW and HOBG; the initial proposed budgets and our current experience in donations and fundraising suggest their revenue needs can probably be covered by donations and fundraising with perhaps \$2,000 from after-school.

The 2015 estimates are based on a full year although for Teen, CY, and Program Assistant, the costs would apply for only part of the year.

The "After-school" column does NOT include anticipated 2015 or 2016 annual After-4 surplus of perhaps \$20,000.

| 2015 Estimates             | After 4 | Current Programs |          |            | Proposed changes                          |       | Program Assistant<br>@ 16 hours/week | Membership Manager |
|----------------------------|---------|------------------|----------|------------|---|-------|--------------------------------------|--------------------|
|                            |         | Teen Program     | Day Camp | Leadership | Full Year CY<br>(difference from current) | EW AC |                                      |                    |
| Staff costs                |         | 9,797            | 2,429    | 3,691      | 6,279                                     | 3,340 | 20,740                               | 1,294              |
| Materials, etc             |         |                  |          |            | 1,560                                     |       | 1,625                                | 1,740              |
| Total revenue needed       |         | 9,797            | 2,429    | 3,691      | 7,839                                     | 3,340 | 22,365                               | 3,034              |
| Surplus 2014 anticipated y | 72,926  | 0                | 18,033   | 9,331      | N/A                                       | N/A   | N/A                                  | N/A                |
| Net 2015 Revenue needed    | 46,376  | 9,797            | 0        | 0          | 7,839                                     | 3,340 | 22,365                               | 3,034              |
| Accumulated 2015 Surplus   | 26,550  | 0                | 15,604   | 5,640      |   |       |                                      |                    |

Note: accepting the Full Year CY will mean a decrease of about 4,681 in the Teen costs  
 Therefore, the 2015 revenue needed would decrease to 41,695  
 Leaving the anticipated 2015 surplus at 31,231 The same applies to the 2016 estimates.

| 2016 Estimates             | After 4 | Current Programs |          |            | Proposed changes                          |       | Program Assistant<br>@ 16 hours/week | Membership Management |
|----------------------------|---------|------------------|----------|------------|---|-------|--------------------------------------|-----------------------|
|                            |         | Teen Program     | Day Camp | Leadership | Full Year CY<br>(difference from current) | EW AC |                                      |                       |
| Staff costs                |         | 15,073           | 2,431    | 3,597      | 6,755                                     | 3,374 | 20,947                               | 0                     |
| Materials, etc             |         |                  |          |            | 1,560                                     |       | 1,560                                | 1,740                 |
| Total revenue needed       |         | 15,073           | 2,431    | 3,597      | 8,315                                     | 3,374 | 22,507                               | 1,740                 |
| Surplus 2015 anticipated y | 26,550  | 0                | 15,604   | 5,640      | N/A                                       | N/A   | N/A                                  | N/A                   |
| Net 2016 Revenue needed    | 51,009  | 15,073           | 0        | 0          | 8,315                                     | 3,374 | 22,507                               | 1,740                 |
| Accumulated 2016 Surplus   | -24,460 | 0                | 13,173   | 2,043      |   |       |                                      |                       |

An increase of \$10 weekly in after-school fees could generate \$24,000 in additional revenue  
 OR

An additional 10 children @ current rate of \$65 weekly would generate \$2,600 monthly, \$26,000 annually with minimal additional costs.  
 We could accommodate 10 more children within the current staffing model without changing the ratios.

| Applicious 2015  |                 | Proposed budget January 2015 |         |                |                 |                   |         |
|--|-----------------|------------------------------|---------|----------------|-----------------|-------------------|---------|
| Assumed 500 families of  |                 | 3 people will attend         |         |                |                 |                   |         |
| Prices net HST with whatever GST refund applies  |                 |                              |         |                |                 |                   |         |
|  |                 |                              |         | 2015 proposed  | 2014 budget     | 2014 actual       |         |
| <b>Event Expenses</b>  |                 |                              |         |                |                 |                   |         |
| <b>Facility</b>  |                 |                              |         |                |                 |                   |         |
| Rental (see below)   |                 |                              |         |                |                 |                   |         |
| Site Rep   | \$30            | hourly                       | 9 hours |                |                 |                   |         |
| noise permit   |                 |                              |         | \$125          | \$75            | \$125             |         |
| Permit Fee   |                 |                              |         | \$500          | \$416           | \$496             |         |
| Portable Toilets   |                 |                              |         |                |                 |                   |         |
| 1 Prestige double @  | \$750           |                              |         |                |                 |                   |         |
| Garbage disposal   |                 |                              | in kind | \$250          | \$250           |                   |         |
|  |                 |                              |         |                | \$875           | \$741             | \$621   |
| <b>Equipment</b>   |                 |                              |         |                |                 |                   |         |
| 50 Tables @  | \$10            |                              |         | \$500          | \$540           | \$450             |         |
| 100 Chairs @   | \$1.50          |                              |         | \$150          | \$200           | \$135             |         |
| <b>Tents</b>   |                 |                              |         |                |                 |                   |         |
| 2 10x20's  |                 | for food, children's act     |         | \$700          | \$1,000         | \$680             |         |
| 3 10x10's  |                 | borrowed @                   | \$100   | \$300          | \$300           | in kind           |         |
| 4 10x10's  |                 | Apple Grove                  |         |                |                 |                   |         |
| 1 10x10 new  |                 | Apple Grove purchase         |         | \$200          | \$200           | \$363             |         |
| 8 cement weights per tent @  | \$25            |                              |         | \$400          | \$0             | \$400             |         |
| 2 inflatables with generators  |                 |                              |         | \$1,200        | \$1,200         | \$1,496           |         |
| 2 generators @   | \$90            | (1 for bouncy, 1 for sound)  |         | \$180          | \$180           | also cotton candy |         |
| firefighters inflatable  |                 | in kind                      |         | \$300          | \$300           | in kind           |         |
| Pizza Pizza inflatable-  |                 | in kind                      |         |                | \$300           |                   |         |
| stage  |                 |                              |         |                |                 |                   |         |
| 4 pieces 4x4 @   | \$40            |                              |         | \$160          | \$160           | \$140             |         |
| Mike, amp and speakers   |                 |                              |         | \$150          | \$150           | \$150             |         |
| 5 Garbage cans @   | \$5             |                              |         | \$25           | \$25            | \$25              |         |
| Total tents, tables, chairs, stage, inflatables,   | \$3,260         |                              |         |                |                 |                   |         |
| 1 propane bbq and 3 hour tank @  | \$285           | in kind                      |         | \$285          | \$285           | in kind           |         |
| 1 spare tank   | \$30            | in kind                      |         | \$30           | \$30            |                   |         |
| Vehicle Rental   |                 |                              |         | \$350          | \$350           | in kind           |         |
| On-site signs  |                 |                              |         |                |                 |                   |         |
| Games (rental or purchase)   |                 |                              |         |                |                 |                   |         |
| 2 @  | \$100           | each                         |         | \$200          | \$400           | in inflatables    |         |
|  |                 |                              |         |                | \$5,130         | \$5,620           | \$3,839 |
| <b>Décor/atmosphere</b>  |                 |                              |         |                |                 |                   |         |
| balloons (dollar store)  |                 |                              |         |                |                 |                   |         |
| helium tank  |                 |                              |         |                |                 |                   |         |
| T-shirts for volunteers est  | @               | \$10                         |         | \$0            | \$1,000         |                   |         |
| Printed bandanas for volunteers  |                 |                              |         |                |                 |                   |         |
|  |                 |                              |         |                | \$0             | \$1,000           | \$0     |
| <b>Publicity</b>   |                 |                              |         |                |                 |                   |         |
| 2 mobile signs @   | 150             |                              |         | \$300          | \$300           | \$300             |         |
| Advertising  |                 | in kind                      |         | \$600          | \$600           | in kind           |         |
| community calendars  |                 |                              |         | \$50           | \$50            | \$25              |         |
| Website licence  |                 |                              |         |                |                 |                   |         |
| Printing   |                 | on-site or in-kind           |         |                |                 |                   |         |
|  |                 |                              |         |                | \$950           | \$950             | \$325   |
| <b>Refreshments</b>  |                 |                              |         |                |                 |                   |         |
| Food supplies  |                 |                              |         | \$250          | \$600           |                   |         |
| Juice  | Donated         |                              |         |                |                 |                   |         |
| Pop  | 8 cases of 24 @ | \$6                          |         | \$48           | \$60            |                   |         |
| Total food and beverage  |                 |                              |         |                |                 | \$263             |         |
| ice  |                 |                              |         |                |                 |                   |         |
| 5 bags @   | \$10.00         | (in kind)                    |         | \$40           | \$40            |                   |         |
| <b>Candy Floss supplies and machine-</b>   |                 |                              |         |                |                 |                   |         |
| Popcorn machine  |                 |                              |         | \$125          | \$125           |                   |         |
| cups, napkins,, gloves   |                 |                              |         | \$25           | \$50            |                   |         |
|  |                 |                              |         |                | \$488           | \$875             | \$263   |
| <b>Other supplies</b>  |                 |                              |         |                |                 |                   |         |
| Paint a mural  |                 |                              |         |                |                 |                   |         |
| participation tickets (dollar store)   |                 | on hand                      |         |                |                 |                   |         |
| participation tickets (print multi-ticket)   |                 |                              | in kind | \$25           | \$25            |                   |         |
| Prizes (purchased)   |                 |                              |         | \$100          | \$500           |                   |         |
| Prizes (donated and left over)   |                 |                              | in kind | \$300          | \$300           |                   |         |
| other program and event supplies   |                 |                              |         | \$100          | \$500           | \$47              |         |
| Craft supplies including button supplies   |                 |                              |         | \$125          | \$50            | \$112             |         |
|  |                 |                              |         |                | \$50            |                   |         |
| Total program supplies, décor, etc   |                 |                              |         |                | \$650           | \$1,425           | \$159   |
| Contingency @  | 4%              |                              |         |                | \$324           | \$424             |         |
| <b>Total Expenses</b>  |                 |                              |         | <b>\$8,417</b> | <b>\$11,036</b> | <b>\$5,207</b>    |         |
| Total InKind   |                 |                              |         | \$2,480        | \$2,740         |                   |         |
| Expenses without In kind   |                 |                              |         | \$5,937        |                 |                   |         |
| <b>Income or In Kind donations</b>   |                 |                              |         |                |                 |                   |         |
|  |                 |                              |         | 2015 proposed  | 2014 budget     | 2014 actual       |         |
| Activity tickets   |                 |                              |         |                |                 |                   |         |
| 6 per family @   | \$1             |                              | \$3,000 |                |                 |                   |         |
| Less net credit card processing @  | 2%              |                              | -\$60   |                |                 |                   |         |
|  |                 |                              |         | \$2,940        |                 | \$2,835           |         |
| Apple Grove food and Beverages   |                 | \$550                        |         |                |                 |                   |         |
| \$1 per pop or juice   |                 | \$125                        |         | \$675          |                 | \$629             |         |
| Book Table   |                 |                              |         |                | \$4,670         |                   |         |
| Apple Grove sales  |                 |                              | \$150   |                | \$200           | \$159             |         |
| Net Sales  |                 |                              |         |                | \$3,765         | \$5,070           | \$3,623 |
| <b>Admission</b>   |                 |                              |         |                |                 |                   |         |
| By donation  |                 |                              | \$250   | \$250          | \$1,500         | \$102             |         |
| Silent Auction   |                 |                              |         |                | \$500           |                   |         |
| Restaurants / Food vendors   |                 |                              |         |                |                 |                   |         |
| 2 @  | \$100           |                              |         | \$200          | \$500           |                   |         |
| Vendors  |                 |                              |         |                |                 | \$240             |         |
| \$40 in advance if we provide tabl   | 3               |                              | \$120   | \$120          | \$240           |                   |         |
| \$20 in advance if they provide tat  | 2               |                              | \$40    | \$40           | \$100           |                   |         |
| 50/50 net proceeds   |                 |                              |         |                |                 |                   |         |
| Sponsor Total cash   |                 |                              | \$2,000 | \$2,000        | \$5,000         | \$1,950           |         |
| In Kind  |                 |                              | \$2,480 | \$2,480        | \$2,740         |                   |         |
| Net Other income   |                 |                              |         | \$5,090        | \$10,580        | \$2,292           |         |
| <b>Total Income</b>  |                 |                              |         | <b>\$8,855</b> | <b>\$15,650</b> | <b>\$5,915</b>    |         |
| <b>Gross Proceeds</b>  |                 |                              |         | <b>\$438</b>   | <b>\$4,614</b>  | <b>\$708</b>      |         |
| <b>Note: One of the sponsors still owes \$300 for 2014. We have e-mailed, written and sent a registered letter without success. Has now paid! We will ensure we get their money up front for 2015!</b> |                 |                              |         |                |                 |                   |         |
| <b>Changes for 2015</b>  |                 |                              |         |                |                 |                   |         |
| Should we bring back the book table?   | Earned          | \$562                        | in 2013 |                |                 |                   |         |
| Should we bring back the Silent Auction?   |                 | \$510                        | in 2013 |                |                 |                   |         |



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## Community Integration Committee Notes

Feb 4, 2015

**Present:** Vai Teng Law (Chair), Neil Sinclair, Antoine Tedesco, Susan Fletcher (recorder)

**Regrets:** Ann McKechnie

### 1. Next Meeting

Wednesday, March 4 @ 7 p.m.

### 2. Notes from January Meeting

Accepted by consensus

### 3. Membership

- members reviewed a membership report updated from the last membership review.
- any change to membership as defined in the constitution would have to go to an Annual Meeting.
  - Proposals to enact, amend, repeal, or re-enact the Constitution may be put forward by the Board provided that intention to enact, amend, repeal, or re-enact is contained in the Notice for the Annual Meeting at which they are to be voted upon and that the text of any proposed change is posted in a prominent place at Applegrove no less than twenty-one (21) days in advance of the proposed date of such Annual Meeting.
- members agreed to wait until the next AGM for any constitutional changes
- issues noted in discussion:
  - once the new provincial Non-Profit Act is proclaimed, organizations will have 3 years to comply
  - Applegrove needs prepare for this, and to re-think membership with revenue implications
  - although our members should be our supporters, currently they have no responsibilities and no particular benefits
  - possible membership classes might include:
    - sustaining: one-time gift or pays for a piece of equipment
    - lifetime: pay once for a long time
    - honorary: at no cost to the agency
    - corporate/institutional
    - maintaining the required distinction between individuals who live in the catchment area and those who live outside it.
  - we will need to distinguish between a sponsor and a member, as well as between participants and members
  - looking at membership from the perspective of engagement:
    - what is the “program” behind membership / what benefits are there
      - engage with the Board
      - information
      - privileges
  - issues of implementation and expected drop-off in membership numbers, especially when City considers membership as one measure of effectiveness.

Charitable Number: 10671 8943 RR0001

- as the Revenue Generation committee considers possible uses for additional revenue, we should include costs of email/engagement program, such as MailChimp <http://mailchimp.com/about/> or Constant Contact <http://www.constantcontact.com/campaigns> but Canadian and not cloud-based.
  - we will need a better way to communicate with members and participants as well as to maintain our membership data
  - while this should be supported by the City, we will need to move ahead even without City funding.
  - would be nice if members could update their info on-line.

#### 4. Online Presence

##### a. Website refresh

- quick review of last month's discussion, as well as Marina's thoughts
- Susan reported that she had sent updated (and outdated) links as requested.
- Antoine will move forward.

##### b. Social media

- Antoine suggested thinking of social media as opportunities to inform the broader community on relevant issues and to position Applegrove as an information resource.
- he has set up a Twitter account that is getting followers even though there have not been any tweets yet!
- we should also have a Twitter account for youth, as well as a program cell phone so the relevant youth staff can communicate with teens and with program staff via Twitter and text message.
- overall, we need to move toward an integrated communication strategy.
- Susan reported that the agency does not pay for her mobile or May's, and that the current program cell phones are not smart phones
- Susan will add a program smart phone to the revenue needs.
- because tweets can be scheduled (and included on Facebook), Applegrove can set up some regular tweets
  - our program staff can generate a list of short parenting tips that we would schedule on a weekly basis
  - we can set up regular tweets about the Monday and Wednesday evening programs.

#### 5. AGM Planning

##### a. Awards

##### i. Nellies

PC = Maria Sirbos (Dimmy's wife) and Verona Rillamas

EW= (none)

HOBG = Ulena Mathurien

Seniors = Colour Crafters Group

Youth = Makeda Benitez

AG as a Whole = Ann McKechnie

##### ii. Golden Apple

tbd

- iii. Dot (partnership)  
Ted @ Casa di Giorgio

b. Volunteer Recognition

- the committee reviewed the attached proposal from the Program Director to include volunteer recognition at the AGM.
- while appreciating the concept, members were concerned that this would deflect attention from the business of the AGM and/or not adequately thank volunteers.
- other options for volunteer recognition for the future might include:
  - finding a business to sponsor (or donate towards) a thank you event
  - holding a barbecue (in warmer weather) at Maple Cottage
  - adding this to the proposed event planner's tasks.
- for this year, members suggested having everyone who volunteers stand up for recognition.

c. Board nominations

- with at least 3 nominations expected for 2 vacancies, this committee needs to consider how to review nominations, communicate with nominees and run the election
- members emphasized that no nominee should feel slighted
  - preferably, there will be slate of nominees equal to the number of vacancies.
  - if needed, one of the current Board members offered to step down but remain involved via committees
  - other involvement opportunities for potential nominees include working with this committee, Revenue Generation or Applicable planning.
  - the committee will take a first look at applications at the March meeting.

**6. Diversity**

- Last month, the committee suggested using the attached survey as the starting point for a "snapshot" of program participants
- There is a good possibility that we might have York University social work research students to administer and analyse the survey
- Considered additional questions for the survey including:
  - what language(s) do you speak at home – based on census categories but breaking down Chinese into Mandarin, Cantonese and other.
  - how long have you been coming to Applegrove
  - how did you first hear about Applegrove

**7. Next Meeting**

Wednesday, March 4 @ 7 p.m.

Agenda to include

- preliminary review of Board nominations

## Volunteer Celebration Proposal

### Purpose:

- To acknowledge and celebrate Applegrove volunteers.

### Proposed Date:

- Monday, March 30 at our Annual General Meeting

### Pros:

- We hand out agency and program volunteer awards at the AGM and it would make sense to celebrate the rest of Applegrove volunteers at the same time.
- We don't have to plan for a 2<sup>nd</sup> event.
- Many of the patrons who have attended our past volunteer celebrations attend the AGM as well.
- Whatever budget is allocated for volunteer event can be combined with AGM budget.

### Cons:

- Volunteer week is during mid April. (However in past years, we have not been able to coordinate a celebration during volunteer week)
- Combining the event may result in too many attendees for the space we have permitted

## VOLUNTARY AND CONFIDENTIAL DIVERSITY INFORMATION

Applegrove and City Council recognize that the City of Toronto is best served by boards which generally reflect the diversity of our community.

You are encouraged to complete this confidential diversity questionnaire. The information gathered is used by Applegrove's Nomination Committee to help the agency achieve its objectives for access, equity and diversity. The information provided will not be released for any other purpose without your permission.

The Nomination Committee will report to the Board on the self-identified diversity data in summary form, but will keep the identities of specific candidates confidential. This is done to assess how well diversity objectives have been met, and decide what improvements can be made, such as targeted outreach or removing barriers to participation.

Applegrove collects this information in compliance with provisions of the Municipal Freedom of Information and Protection of Privacy Act , the Ontario Human Rights Code, and City Council's Public Appointments Policy confirmed under By-law 1076-2006.

### 1. Gender:

Female     Male     Transgender     Other

1a. If other, please specify.

### 2. Age:

18- 24     25-34     35-44     45-54     55-64     65 and over

### 3. Aboriginal Peoples

A person is an Aboriginal if he or she is a member of the First Nations, Inuit or Métis peoples of Canada.

Based on this description, do you consider yourself to be an Aboriginal person?

Yes     No

### 4. Ethnicity/Race

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

Please identify which of the following best describes your ethnicity or race:

- Black (e.g., origins include Canadian, American, Caribbean, African)
- Central and South American (e.g., origins include Canadian, Mexican, Brazilian, Cuban, Chilean, El Salvadorean)
- East Asian (e.g., origins include Canadian, Japanese, Korean, Chinese)
- Pacific Islands (e.g., origins include Canadian, Fijian, Hawaiian, Polynesian, Samoan)

- South Asian (e.g., origins include Canadian, Indian, Pakistani, Bangladeshi, Sri-Lankan, Caribbean, African)
- South-East Asian (e.g., origins include Canadian, Vietnamese, Filipino, Malaysian, Indonesian, Cambodian, Thai)
- West Asian or Arab (e.g., origins include Canadian, North African, Armenian, Egyptian, Iranian)
- White or Caucasian (e.g., origins include Canadian, American, Western, Eastern European)
- Any other non-white racial group not identified above (e.g., multiple racial origins, Aboriginal Peoples of the Pacific Islands, South or Central America)

**5. Disability**

A person with a disability has an ongoing physical, mental, sensory or learning impairment which may result in experiencing disadvantage or barriers to full participation in society.

Based on this description, do you consider yourself to be a person with a disability?

- Yes       No

**6. Sexual Orientation**

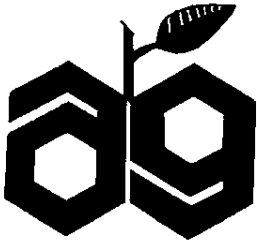
LGBTTIQQ2S is an abbreviation used to represent a broad array of identities such as, but not limited to, lesbian, gay, bisexual, transexual, transgender, intersex, queer, questioning, and two-spirited.

Based on this description, do you consider yourself LGBTTIQQ2S?

- Yes       No

**7. Additional diversity information**

You are welcome to provide any additional diversity information not captured by the questions above (e.g., ethno-cultural, faith, linguistic)



# 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”**



## **Membership Report Updated from May 2011**

February 2015

### **A. Summary**

Applegrove has more than 5,000 members. About 60% participate in programs, and about 40% are adults. In 2010, Applegrove began to consider increasing membership fees after many years with a fee of \$0. The June 2011 Board meeting considered the information in this report and recommended revisiting the issue in a year.

Due to the restructuring and short-staffing, we did not consider this issue in 2012; consequently, it was on the February 2013 agenda to follow through on the 2011 discussion.

At the February 2013 Board meeting, after considering possible membership benefits (such as advance registration or a discount for camp and after-school programs), the Board agreed not to implement membership fees at this time.

### **B. Applegrove Membership**

#### **1) Joining**

When new people attend the family resource and seniors' programs, they are asked to complete a membership form (sample attached). Membership information is incorporated into the Over the Rainbow, Helping Our Babies Grow, After-school and summer registration forms.

#### **2) Renewing and Resigning**

Because the constitution defines the AGM notice to members “in good standing”, each year in January, Applegrove sends out a “save the date” notice for the Annual General Meeting (AGM) at the end of March, together with a request to update membership information. Any returned mail is deemed not in good standing. Some members take this opportunity to resign. During year, members resign due to moving out of the area, no longer attending programs or other reasons.

Applegrove has a renewal rate better than 80%.

#### **3) Numbers**

As of the AGM in March 2011, there were about 2,000 voting members (in good standing and 18 years or older). As of the beginning of May, there were 5,600 members, many of whom were under 18 years old so they would not be voting members for the AGM. When we mail newsletters, we mail to about 1200 households. The difference is because some members have requested no mail and because there are multiple members at one address.

There were about 3,150 different participants in 2010. The difference between the number of participants and number of members is that some people remain as members after their children no longer attend programs.

C. **Initial Background Information, August 2010**

Applegrove has had a membership structure for many years. The current version of the Constitution says the following:

**6. Membership**

6.1. Membership Categories

- i) Community Membership  
Any person residing within the Catchment Area may become a Community Member.
- ii) Associate Membership
  - a) All other persons interested in Applegrove's programs and activities will be eligible to become Associate Members of Applegrove.
  - b) Associate Members will enjoy all the privileges and responsibilities of membership, except those of nominating individuals to the Board of Directors and nominating and voting for candidates to be recommended to Community Council and Council for appointment to the Board of Management.
- iii) Institutional and Corporate Membership
  - a) Organizations and corporations directly affiliated with Applegrove or interested in Applegrove's programs and activities, will be eligible to become Institutional Members of Applegrove.
  - b) Institutional Members will enjoy the privileges and responsibilities of membership, except those of nominating individuals and voting at Annual and Special Meetings of the Membership.

6.2. Dues

- i) The Board will, from time to time, establish membership fees for the various Member Categories on an annual basis.
- ii) The Board may waive fees upon request for good cause.
- iii) The Board may initiate a fee waiver without request in special circumstances.
- iv) Members whose membership has lapsed will have a grace period of two months to renew membership without loss of privileges.

6.3. Responsibilities of Membership

Acceptance of membership in Applegrove will bind the member to abide by the Constitution and by decisions of its governing body/bodies.

6.4. Privileges of Membership

- i) All Members  
All members of Applegrove, except as otherwise restricted, will have the right to:
  - a) periodically receive information about Applegrove and its programs;

## Membership Report – January 2015

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- b) receive rights and considerations offered to them by the various groups or programs in Applegrove; and
  - c) participate in the activities of Applegrove's Committees, and vote on all matters brought before those committees of which they are members.
- ii) Adult Members
- Members of Applegrove who are 18 years of age and over, except as otherwise restricted, will have the right to:
- a) nominate individuals as Directors and members of the Board of Management;
  - b) vote in the election of individuals as Applegrove's Directors and members of the Board of Management subject to the processes and limitations set forth in the Constitution; and
  - c) vote on any and all matters brought before the members at the Annual Meeting, and any Special Meeting, subject to the processes and limitations set forth in the Constitution.

When membership started in the 90's, fees were about \$3 for Community Members and \$5 for Associate Members. Within a few years, the Board set the annual fees at \$0 due to the work involved in collecting these small amounts; waiving fees; and maintaining information about program participants separately from members.

It makes sense to look at membership fees again and consider:

- whether there should be fees.
- what benefits members would receive.
- what is the appropriate fee level for this community and the identified benefits.
- under what circumstances would fees be waived.
- when the fees would start.

Factors in this discussion include:

- there are over 1500 active members from a thousand different addresses.
- the work involved in collecting fees.
- the potential loss of members who do not pay.
- the financial results of membership fees.

### D. Notes from August 2010 Board/Staff Meeting

Issues and questions raised in discussion included the following:

- If people have to pay, they may pick and choose more of their activities in the community.
- \*\*membership = ownership!!
- Hard to collect fees; new participants may not feel welcome after being told about the fee; will it deter people from coming to programs. Can fee be voluntary?
- Challenge of tracking membership
- Fees will be very helpful financially but will fees impact donations?
- Should our message about donations be more clear; currently a bit subtle
- Might be hard to collect initially but may get easier through the years
- Proposal of an evening meeting to explain our situation
- Membership needs to outline what you're entitled to (i.e., discounts, early registration, etc.)

## Membership Report – January 2015

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- Applegrove's family resource programs are all Early Years satellites so cannot charge a fee for participation. Should fees apply only to programs other than Early Years?
- Keep in mind that not all can afford it
- Details of membership at other AOCCs – further investigation and decision at a future meeting

### E. **Other Centres**

Includes information requested at the August 2010 meeting.

**AOCC Membership Summary**      September 2010

Where 2 fees are shown, the first is for those living in the catchment, the second is for those outside the catchment area

| Centre           | Categories                 | Fee                      | Notes   | # of members                    | approximate membership income     | If membership provides a decreased fee for programs (any programs), do you issue membership cards and require them before people register? If not,  | What program do you use to track membership? If it is Access, who designed the membership database and who maintains it (not the data entry, but the updates, new reports, etc.)?  |
|------------------|----------------------------|--------------------------|---|---------------------------------|-----------------------------------|---|--|
| Eastview         | children and youth         | \$5                      | Eastview members have access, free of charge to all of our programs and activities with the exception of our Day Camp programs and 3 specific Newcomer Service's programs   | 400 adults                      | \$5,000 (inc. Youth/children)     | don't use membership cards anymore--we used to, but it was a nightmare keeping track, and re-issuing lost ones. We believe what people tell us, and if compelled to check we look at our database (computer or hard copy) | Access software. We have self -designed it several times now--used KidTrax for a while to try to monitor usage stats with our children/youth database and there are membership cards to that system--but whatever we try its really problematic for record-keeping. On the surface it is simple enough, but there is a ongoing challenge updating regularly and correctly, as well as having program staff submit paper forms. |
|                  | adults and seniors         | \$8                      |   |                                 |                                   |   |  |
|                  | families                   | \$20                     |   |                                 |                                   |   |  |
| Cecil            | single                     | \$5                      |   | 600                             | not enough to cover mailing costs | N/A   | Access. Have made no significant changes to the structure since we did this years ago. Receptionists are responsible for entering membership data, generating reports, etc.  |
|                  | family                     | \$8                      |   |                                 |                                   |   |  |
| Swansea          |                            | \$2                      |   | 40 (in the separate associaton) |                                   |   | Excel  |
| Central Eglinton | Family                     | \$35                     | CECC memberships are available, renewable annually (and please note, memberships are non-refundable). Family members can attend all drop-ins for free. CECC Family membership is required for registration in FRC and day camp programs. Membership entitles members to a discount in the 50+ and Community programs. | 742 (families and individuals)  | \$15,000 +                        | Use membership cards. People need the card OR their membership number to register.  | Income Manager (membership, registration, mailing and donation database)   |
|                  | Individual                 | \$25                     |   |                                 |                                   |   |  |
|                  | Older Adult (50+)          | \$25 single, \$30 couple |   |                                 |                                   |   |  |
|                  | Groups                     | \$75                     |   |                                 |                                   |   |  |
| Centre 55        |                            | no fee                   | Membership is open to everyone.   |                                 |                                   | Membership card   |  |
| 519              | Member or Community Member | \$10                     | You will receive a charitable tax receipt for your fee. If you are currently not able to pay the \$10 fee, our front desk staff would be happy to assist you in making other arrangements.  |                                 |                                   |   |  |
| Harbour-front    | Family                     | \$11 / \$15              | Avoid paying the 10% surcharge on all programs for non-members.   |                                 |                                   |   |  |
|                  | Adult                      | \$7 / \$10               |   |                                 |                                   |   |  |
|                  | Youth                      | \$5 / \$7                |   |                                 |                                   |   |  |
|                  | Child                      | \$4 / \$5                |   |                                 |                                   |   |  |
|                  | Senior                     | \$5 / \$7                |   |                                 |                                   |   |  |
| Scadding         | Family                     | \$8 / \$15               | May join adult athletic program for a low seasonal fee<br>May join all our free activities<br>May participate in early morning swim for a low seasonal fee  |                                 |                                   |   |  |
|                  | Adult                      | \$5 / \$10               |   |                                 |                                   |   |  |
|                  | Youth(13-17)               | \$2 / \$4                |   |                                 |                                   |   |  |
|                  | Senior                     | \$1 / \$2                |   |                                 |                                   |   |  |
|                  | Child                      | \$1 / \$2                |   |                                 |                                   |   |  |
| Thornton         |                            |                          |   |                                 |                                   |   |  |

**F. Fall 2010**

The September Board meeting set up a sub-committee to consider membership. At the November meeting, that committee proposed a survey to be completed by the end of 2010. Due to competing priorities, Applegrove was unable to implement the proposed survey.

**G. 2011**

The January Board meeting requested that a survey be undertaken at the Annual General Meeting at the end of March. The results of the survey were circulated at the April Board meeting and are copied below.

**H. Membership Survey Results**

The Annual Meeting agenda included some information about membership and a short survey. This report summarizes the results.

Most questions used a 4-point forced-choice rating system. Unlike Applegrove's prior use of this model, for this survey, positive responses received +1 or +2 points, negative responses -1 or -2. If half the responses were positive and half negative, the total would be 0. More positives than negatives would return a positive total. With 20 responses altogether, if all responses were positive, the maximum result would total 40.

**Results Summary**

| Question   | Total    | Average |
|--|----------|---------|
| 1. How do you feel about membership fees?                                  | 13       | 0.65    |
| 2. How would you react to an annual family fee of \$25?                    | 5        | 0.26    |
| 3. How do you feel about the following possible benefits of membership?    |          |         |
| a) First chance to register for After-school program                       | 16       | 1.33    |
| b) First chance to register for Day Camp and Leadership                    | 23       | 1.9     |
| c) Discount when registering for After-school program                      | 14       | 1.55    |
| d) Discount when registering for Day Camp and Leadership                   | 16       | 1.45    |
| e) Discount when registering for Seniors programs                          | 15       | 1.5     |
| 4. Do you think you would ask for the fee to be waived?                    | -2       | -0.4    |
| 5. If you currently donate to Applegrove, do you think you would continue? | Yes = 13 | No = 2  |

Another possible benefit suggested by one respondent was a monthly draw for members only.

**Analysis**

The people who attend the AGM are some of the most involved and enthusiastic Applegrove members. Their responses must be viewed through this filter.

Overall, the respondents were somewhat positive about membership fees, less so about a fee level of \$25 for families. Except for early registration for summer programs, the relative responses for other benefits were about the same, slightly more than twice the average for membership fees in general. Respondents were significantly more positive about early registration for summer programs.

## Membership Report – January 2015

There was a slight negative response to requesting a fee waiver. This may reflect the income level of AGM participants. Alternatively it may result from misunderstanding the intent of this question. The intent was that a positive response would mean the respondent would likely ask for a waiver.

### Background Information on Survey Form

Applegrove is considering membership fees. Many other community organizations have fees for membership. Similar community centres charge \$8 to \$10 for adults, \$15 to \$25 for families, \$5 to \$8 for seniors.

The constitution allows the Board to set the membership fee, and back in the 1990's, Applegrove charged a small fee for membership. However, for many years, the fee has been \$0. But costs are increasing and we need to increase income for programming.

If we have membership fees, we will have a way to waive them under certain circumstances. And we want offer some benefits for membership as well.

Please answer a few questions and become eligible for a prize.

✓✓ = very positive    ✓ = positive    ✕ = negative    ✕✕ = very negative  
N/A = not applicable

### Detailed Results

|   | Rating (choose one)   | Scores  |
|---|-----------------------|---|
| 1. How do you feel about membership fees?                               | ✓✓   ✓   ✕   ✕✕   N/A | 1,1,-1,-1,1,1,1,2,1,2,<br>1,1,1,1,2,-1,-1,-2,1,2<br>=13<br>Average = 0.65       |
| 2. How would you react to an annual family fee of \$25?                 | ✓✓   ✓   ✕   ✕✕   N/A | 2,1,-1,-1,-1,-1,1,2,2,2,<br>na, -2,2,1,2,-1,-1,-2,-2,2<br>=5<br>Average = 0.26  |
| 3. How do you feel about the following possible benefits of membership? |                       | na, 2,na,1,-1,na,2,2,2,2<br>-2,2,2,na,2,na,na,na,na,2<br>=16<br>Average = 1.33  |
| f) First chance to register for After-school program                    | ✓✓   ✓   ✕   ✕✕   N/A | na,2,2,1,2,na,2,2,2,2,<br>na,2,2,na,2,na,na,na,na,2<br>=23<br>Average = 1.9     |
| g) First chance to register for Day Camp and Leadership                 | ✓✓   ✓   ✕   ✕✕   N/A | na,2,na,1,-1,na,2,2,na,2<br>na,2,na,na,2,na,na,na,na,2<br>=14<br>Average = 1.55 |
| h) Discount when registering for After-school program                   | ✓✓   ✓   ✕   ✕✕   N/A | na,2,-2,1,2,na,2,2,na,2<br>na,2,na,1,2,na,na,na,na,2<br>=16<br>Average = 1.45   |
| i) Discount when registering for Day Camp and Leadership                | ✓✓   ✓   ✕   ✕✕   N/A |   |

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|  | Rating (choose one)  | Scores   |
|--|--|--|
| j) Discount when registering for Seniors programs                          | ✓✓    ✓    x    xx    N/A  | na,na,na,1,-2,na,2,2,na,2<br>na,2,na,na,2,2,2,na,2,na<br>=15<br>Average = 1.5    |
| 4. Do you think you would ask for the fee to be waived?                    | ✓✓    ✓    x    xx    N/A  | -2,-2,-2,-1,-1,na,2,2,-2,na<br>na,na,na,na,na,-1,1,2,2<br>=-2<br>Average = -0.04 |
| 5. If you currently donate to Applegrove, do you think you would continue? | Yes: 1,1,1,1,1,1,1,<br>1,1,1,1,1, 1<br>= 13  | No: 1,1,na,na,na<br>=2   |
| 6. What other benefits can you suggest?                                    | <p>A. Great value for the price. Outstanding opportunities for adults &amp; children to be involved. Thank you.</p> <p>B. What about a monthly draw for all members for a basket made of items you get from donations of businesses?</p> <p>C. More fundraising opportunities</p> <p>D. Better snacks @ camp &amp; afterschool.</p> <p>E. Special membership letter.</p> |  |

### Other Comments (from different/various clients)

Q#1 & 2: One of the best things now is that membership is free for everyone. Charging a fee changes the dynamics.

Q#1: Fees: Just thinking about low income families.

Q#1: Membership fees must be sliding scale

Q#2 (annual fee): If there are provisions for large families.

Q#2: Annual fee: Who cannot afford fee!

Q#3: Membership should not be first come, first served. A better way is needed (equal way)

Q#3: Day Camp & Leadership are so busy, membership could be a benefit. Re discounts, what is the point of giving \$25 to get \$5 off?

Q#4: There is a problem with asking for fees to be waived. If you are organized, you should be able to afford. And then people don't and show up with high-priced clothes & gadgets but tell you they got the fee waived. I would rather write a cheque for \$100 than pay a \$25 fee.

Q#7: Other comments

I used a drop in often last minute & with much gratitude. Paying money when I was organized. I know lots of mums & nannies who had trouble when money

## Membership Report – January 2015

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was asked. Things are awkward & losing people may be the result. This year, we spent \$200 extra on prizes at the fundraiser. That is what we like to do.

GR8 job Applegrove. Love you

Since most attendees are caregivers, I feel that charging may end up making some feel that they can't come.



# Applegrove Community Complex

60 Woodfield Road, Toronto, Ontario, M4L 2W6

416-461-8143 fax 416-461-5513

www.ApplegroveCC.ca



## Membership Form 2015

**Applegrove is "a neighbourhood partnership fostering community through social and informative programs for individuals and families."**

*Completing this form means you agree with this mission.*

|  |                                       |   |  |  |
|--|---------------------------------------|---|--|--|
| New Member<br><input type="checkbox"/> | No change<br><input type="checkbox"/> | Update Only<br><input type="checkbox"/> | Please Remove Me<br><input type="checkbox"/> | Today's Date<br>Month                      Day                      Year |
|--|---------------------------------------|---|--|--|

|  |                 |
|--|-----------------|
| First Member (Person who is completing the form and will receive mail) | AG Membership # |
|--|-----------------|

|          |             |
|----------|-------------|
| Surname: | Given Name: |
|----------|-------------|

|         |         |
|---------|---------|
| Street: | Apt. #: |
|---------|---------|

|       |              |
|-------|--------------|
| City: | Postal Code: |
|-------|--------------|

|               |      |        |       |
|---------------|------|--------|-------|
| Phone Numbers | Day: | Night: | Cell: |
|---------------|------|--------|-------|

|                        |      |       |  |
|------------------------|------|-------|--|
| Date of Birth - Month: | Day: | Year: | (members must be 18 or older to vote at Applegrove's Annual Meeting) |
|------------------------|------|-------|--|

|                   |                                 |                               |
|-------------------|---------------------------------|-------------------------------|
| Languages Spoken: | Female <input type="checkbox"/> | Male <input type="checkbox"/> |
|-------------------|---------------------------------|-------------------------------|

|                |
|----------------|
| Email Address: |
|----------------|

|                       |   |   |  |
|-----------------------|---|---|--|
| Current Participation | <input type="checkbox"/> Applegrove Drop-in | <input type="checkbox"/> Edgewood Connection    | <input type="checkbox"/> Helping Our Babies Grow |
|                       | <input type="checkbox"/> After School       | <input type="checkbox"/> Summer Camp/Leadership | <input type="checkbox"/> Teen                    |
|                       |   |   | <input type="checkbox"/> Older Adult Programs    |

|                                 |             |
|---------------------------------|-------------|
| 2 <sup>nd</sup> Member Surname: | Given Name: |
|---------------------------------|-------------|

|                                 |                               |                        |      |       |
|---------------------------------|-------------------------------|------------------------|------|-------|
| Female <input type="checkbox"/> | Male <input type="checkbox"/> | Date of Birth - Month: | Day: | Year: |
|---------------------------------|-------------------------------|------------------------|------|-------|

|                                 |             |
|---------------------------------|-------------|
| 3 <sup>rd</sup> Member Surname: | Given Name: |
|---------------------------------|-------------|

|                                 |                               |                        |      |       |
|---------------------------------|-------------------------------|------------------------|------|-------|
| Female <input type="checkbox"/> | Male <input type="checkbox"/> | Date of Birth - Month: | Day: | Year: |
|---------------------------------|-------------------------------|------------------------|------|-------|

|                                 |             |
|---------------------------------|-------------|
| 4 <sup>th</sup> Member Surname: | Given Name: |
|---------------------------------|-------------|

|                                 |                               |                        |      |       |
|---------------------------------|-------------------------------|------------------------|------|-------|
| Female <input type="checkbox"/> | Male <input type="checkbox"/> | Date of Birth - Month: | Day: | Year: |
|---------------------------------|-------------------------------|------------------------|------|-------|

|   |
|---|
| <b>PHOTO CONSENT:</b> I give permission for staff to take photos of me to be used in printed and electronic Applegrove materials which may be distributed widely. YES _____ NO _____ (Please initial) _____ |
|---|

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. It will be used by the Applegrove staff for fundraising, administration of membership and information about centre activities. 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.



# 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”**



## **Minutes of the Board of Management Meeting January 26, 2015**

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

Present: Tolga Ay, Kyle Brown, Irene Buncel, Ann McKechnie (Chair), Neil Sinclair, Chris Sulway, Antoine Tedesco  
Regrets: Councillor McMahon, Lynne Gray  
Absent: Trustee Cary-Meagher.  
Staff: Susan Fletcher, May Seto (Recorder)  
Guests: Matt Kindbom, Jean Lim

### **A. Call to Order/Adoption of Agenda**

Ann called the meeting to order. Quorum of 5 members was achieved. By consensus, the agenda was adopted as circulated.

### **B. Declaration of Conflicts of Interest**

None were declared.

### **C. Minutes**

Minutes of the November 24 Board of Management Meeting

**MOTION** (Sulway/McKechnie)

To accept the minutes of November 24.

**Carried**

Minutes of the December 22 Board of Management Meeting

**MOTION** (Brown/McKechnie)

To accept the minutes of December 22.

**Carried**

### **D. Committee Terms of Reference**

**MOTION** (Sulway/Ay)

To confirm the Terms of Reference for the Personnel, Revenue Generation, and Community Integration Committees as proposed.

**Carried**

### **E. Personnel Committee Report**

An overview was provided.

### **F. Executive Director's Report**

**MOTION** (Brown/Sulway)

To accept the Executive Director's report.

**Carried**

**G. Correspondence/Information**

**MOTION** (Sulway/Tedesco)

*To accept the suggested actions.*

**Carried**

**H. Adjournment**

The meeting was adjourned on a motion by Chris Sulway, seconded by Irene Buncel.

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Chair

---

Secretary

**Next Meetings**

Board Meeting – February 23 at 7 p.m.

YogaThon – February 7 (snow date – Feb. 28)

Family Dance – February 28



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## **Executive Director's Report**

February 12, 2015

This is a short report this month, as much of my work is outlined in the committee notes

### **Family Dance**

Our plans for the Feb. 28 afternoon event are proceeding and I am working with volunteer Mercedes Lee on this. We will need volunteers (photographer, refreshments, crafts, etc.) so please let May know how you can help. I am also planning a "craft-evening" on Wednesday, Feb. 25, for volunteers to make some decorations and prepare craft materials.

### **Edgewood Applegrove Connection (AC) Update**

Earlier today, the Children's Services consultant toured the space where we hope to locate AC. She noted some work to be completed before we could begin programming and will also need a sign-off by her supervisor. This will push the earliest possible start date to March 3. A further complication is that the space will not be available over March Break. May and I will have an update at the Board meeting.

### **Summer 2015**

As noted last month, the TDSB is planning repairs to the area around the Woodfield door, making that entrance unusable this summer. The TDSB Engineer reported that he expects to convert one of the windows by the Woodfield stairwell into a door which will allow access to our PC room and the summer camp rooms over the summer.

### **Admin Budget**

With Irene's help in drafting a deputation, Lynne and Neil made a presentation to the City Budget Committee requesting a 9% increase in the admin budget. Unfortunately, the budget committee did not change the recommended budget.

### **Financial Reports**

Please note that

- a) there is no January financial report for a number of reasons including that the 2014 books have not yet been closed, the City has not yet passed the 2015 budget, and a January report would have minimal useful information.
- b) I hope to have a revised 2014 year-end financial report to distribute at the Board meeting but this depends on the City getting certain year-end adjustments to us. The auditor's field work starts on Monday, March 2.

### **Annual General Meeting**

We will need some help at the AGM including at the registration table, preparing and serving dinner, photographing award recipients, etc.

### **Board Agenda**

The November Board meeting included a discussion of options to enhance discussion among Board members. The December social was one opportunity for informal discussion and our

committee meetings offer other opportunities to bring new ideas or concerns.<sup>1</sup> I have included a different opportunity on the February agenda. Since it will be the last meeting of the current Board, I am suggesting that members share what thought they could bring to **and** learn from the Board when you originally joined, how it has worked out, and what you would like to learn or do over the next year. I have scheduled this at the end of the Board of Directors meeting, so everyone can operate from shared information about our plans for the rest of the year.

### **Complaints and Grievances**

As agreed in 2011, the Executive Director's Report includes "Complaints". There have been no additional complaints since my September report. I referred a complaint to the Board.

As advised previously, there was a grievance in June regarding a request for an alternate rate. The "Step 3" meeting for the union, Labour Relations and myself took place on Feb. 12.

As previously reported, the union suspended discussions on job evaluation pending resolution of applications to the Pay Equity Commission.

In addition, there are 2 group or policy grievances from another center in 2013 proceeding to arbitration. An arbitration decision might apply to all centres.

Respectfully submitted,

Susan Fletcher.

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<sup>1</sup> I am finding it so exciting to work with the committee members to generate ideas and looking at how we do things!

Excerpt from Budget Analyst Notes

**2015 Operating Budget**

**Association of Community Centres**

**Recommendations**

The City Manager and Chief Financial Officer recommend that:

1. City Council approve the 2015 Recommended Operating Budget for the Association of Community Centres of \$7.872 million gross and \$7.474 million net for the following services:

| <u>Service</u>                           | Gross<br>(\$000s) | Net<br>(\$000s) |
|--|-------------------|-----------------|
| 519 Church Street Community Centre:      | 1,422.8           | 1,278.8         |
| Applegrove Community Complex:            | 368.7             | 368.7           |
| Cecil Community Centre:                  | 700.6             | 700.6           |
| Central Eglinton Community Centre:       | 632.1             | 632.1           |
| Community Centre 55:                     | 758.9             | 758.9           |
| Eastview Neighbourhood Community Centre: | 547.3             | 547.3           |
| Harbourfront Community Centre:           | 1296.9            | 1296.9          |
| Ralph Thornton Centre:                   | 698.6             | 659.2           |
| Scadding Court Community Centre:         | 910.3             | 910.3           |
| Swansea Town Hall:                       | 535.7             | 320.8           |
| Total Program Budget                     | <u>7,871.9</u>    | <u>7,473.7</u>  |

2. City Council approve the 2015 recommended service levels for the Association of Community Centres as outlined on pages 9 of this report and associated staff complement of 77.9 positions.



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## Applegrove Events and Board / Committee Meetings – February 12, 2015

Office Phone 416-461-8143

“Together, Building Our Community”

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

| <b>February</b><br>Sunday | Monday                                 | Tuesday                     | Wednesday | Thursday | Friday | Saturday  |
|---------------------------|--|-----------------------------|-----------|----------|--------|---|
| 15                        | 16<br>Applegrove closed for Family Day | 17                          | 18        | 19       | 20     | 21  |
| 22                        | 23<br>Board                            | 24<br>[Duke School Council] | 25        | 26       | 27     | 28<br><b>2-4 Winter Cider Social and Family Dance</b> |

| <b>March</b><br>Sunday | Monday                       | Tuesday                     | Wednesday                             | Thursday | Friday                    | Saturday |
|------------------------|------------------------------|-----------------------------|---------------------------------------|----------|---------------------------|----------|
| 1                      | 2                            | 3                           | 4<br>7 p.m. Community Integration     | 5        | 6                         | 7        |
| 8                      | 9<br>7:30 Revenue Generation | 10                          | 11                                    | 12       | 13                        | 14       |
| 15                     | 16                           | 17                          | 18<br>Seniors Wellness Fair (daytime) | 19       | 20                        | 21       |
| March Break            |                              |                             |                                       |          |                           |          |
| 22                     | 23<br>Board?                 | 24                          | 25                                    | 26       | 27<br>[Duke Family Night] | 28       |
| 29                     | 30<br>6:15 AGM               | 31<br>[Duke School Council] |                                       |          |                           |          |

| <b>April</b><br>Sunday | Monday                                   | Tuesday                     | Wednesday                   | Thursday | Friday                                 | Saturday |
|------------------------|--|-----------------------------|-----------------------------|----------|--|----------|
|                        |  |                             | 1                           | 2        | 3<br>Applegrove Closed for Good Friday | 4        |
| 5                      | 6<br>Applegrove Closed for Easter Monday | 7                           | 8<br>Community Integration? | 9        | 10                                     | 11       |
| 12                     | 13<br>Revenue Generation?                | 14                          | 15                          | 16       | 17                                     | 18       |
| 19                     | 20                                       | 21                          | 22                          | 23       | 24<br>[Duke Family Night]              | 25       |
| 26                     | 27<br>Board                              | 28<br>[Duke School Council] | 29                          | 30       |  |          |

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

**Applegrove Events and Board / Committee Meetings – February 12, 2015**  
**Office Phone 416-461-8143**

| <b>May</b> | Sunday | Monday                                      | Tuesday                     | Wednesday                      | Thursday | Friday                    | Saturday |
|------------|--------|---|-----------------------------|--------------------------------|----------|---------------------------|----------|
|            |        |   |                             |                                |          | 1                         | 2        |
| 3          |        | 4   | 5                           | 6<br>Community<br>Integration? | 7        | 8                         | 9        |
| 10         |        | 11<br>Revenue Generation?                   | 12                          | 13                             | 14       | 15                        | 16       |
| 17         |        | 18<br>Applegrove Closed for<br>Victoria Day | 19                          | 20                             | 21       | 22                        | 23       |
| 24         |        | 25<br>Board                                 | 26<br>[Duke School Council] | 27                             | 28       | 29<br>[Duke Family Night] | 30       |
| 31         |        |   |                             |                                |          |                           |          |

| <b>June</b>                                 | Sunday | Monday                     | Tuesday | Wednesday                           | Thursday                 | Friday      | Saturday                                    |
|---|--------|----------------------------|---------|-------------------------------------|--------------------------|-------------|---|
|   |        | 1                          | 2       | 3                                   | 4                        | 5<br>PA day | 6   |
| 7   |        | 8                          | 9       | 10                                  | 11                       | 12          | 13<br>[School Maker Faire<br>and Yard Sale] |
| 14<br><b>Toronto Challenge<br/>Run/Walk</b> |        | 15                         | 16      | 17                                  | 18                       | 19          | 20  |
| 21  |        | 22<br>Board                | 23      | 24                                  | 25<br>Last day of School | 26          | 27  |
| 28  |        | 29<br>First Day of<br>Camp | 30      | Applegrove closed<br>for Canada Day |                          |             |   |

| <b>July</b> | Sunday | Monday | Tuesday | Wednesday                                | Thursday | Friday | Saturday |
|-------------|--------|--------|---------|--|----------|--------|----------|
|             |        |        |         | 1<br>Applegrove closed<br>for Canada Day | 2        | 3      | 4        |
| 5           | 6      | 7      | 8       | 9  | 10       | 11     | 12       |
| 12          | 13     | 14     | 15      | 16                                       | 17       | 18     | 19       |
| 19          | 20     | 21     | 22      | 23                                       | 24       | 25     | 26       |
| 26          | 27     | 28     | 29      | 30                                       | 31       |        |          |

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**Applegrove Events and Board / Committee Meetings – February 12, 2015**  
**Office Phone 416-461-8143**

| <b>August</b><br>Sunday | Monday                                   | Tuesday | Wednesday | Thursday | Friday                 | Saturday |
|-------------------------|--|---------|-----------|----------|------------------------|----------|
|                         |  |         |           |          |                        | 1        |
| 2                       | 3<br>Applegrove Closed for<br>Simcoe Day | 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<br>Last Day of Camp | 29       |
| 30                      | 31                                       |         |           |          |                        |          |

| <b>September</b><br>Sunday | Monday                                   | Tuesday                             | Wednesday | Thursday | Friday | Saturday                |
|----------------------------|--|-------------------------------------|-----------|----------|--------|-------------------------|
|                            |  | 1                                   | 2         | 3        | 4      | 5                       |
| 6                          | 7<br>Applegrove Closed for<br>Labour Day | 8<br>After-school Program<br>starts | 9         | 10       | 11     | 12                      |
| 13                         | 14                                       | 15                                  | 16        | 17       | 18     | 19<br><b>Applicious</b> |
| 20                         | 21                                       | 22                                  | 23        | 24       | 25     | 26                      |
| 27                         | 28<br>Board                              | 29                                  | 30        |          |        |                         |

| <b>October</b><br>Sunday | Monday                                      | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--------------------------|---|---------|-----------|----------|--------|----------|
|                          |   |         |           | 1        | 2      | 3        |
| 4                        | 5   | 6       | 7         | 8        | 9      | 10       |
| 11                       | 12<br>Applegrove Closed for<br>Thanksgiving | 13      | 14        | 15       | 16     | 17       |
| 18                       | 19<br>Federal Election                      | 20      | 21        | 22       | 23     | 24       |
| 25                       | 26<br>Board                                 | 27      | 28        | 29       | 30     | 31       |

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**Applegrove Events and Board / Committee Meetings – February 12, 2015**  
**Office Phone 416-461-8143**

| <b>November</b><br>Sunday | Monday       | Tuesday | Wednesday                                      | Thursday | Friday | Saturday |
|---------------------------|--------------|---------|--|----------|--------|----------|
| 1                         | 2            | 3       | 4  | 5        | 6      | 7        |
| 8                         | 9            | 10      | 11<br>Applegrove Closed for<br>Remembrance Day | 12       | 13     | 14       |
| 15                        | 16           | 17      | 18   | 19       | 20     | 21       |
| 22                        | 23           | 24      | 25   | 26       | 27     | 28       |
| 29                        | 30<br>Board? |         |  |          |        |          |

| <b>December</b><br>Sunday | Monday                                    | Tuesday | Wednesday | Thursday | Friday   | Saturday |
|---------------------------|---|---------|-----------|----------|--|----------|
|                           |   | 1       | 2         | 3        | 4  | 5        |
| 6                         | 7   | 8       | 9         | 10       | 11   | 12       |
| 13                        | 14  | 15      | 16        | 17       | 18   | 19       |
| 20                        | 21  | 22      | 23        | 24       | 25<br>Applegrove Closed<br>for Christmas             | 26       |
| School Break              |   |         |           |          |  |          |
| 27                        | 28<br>Applegrove Closed for<br>Boxing Day | 29      | 30        | 31       | January 1<br>Applegrove Closed<br>for New Year's Day |          |
| School Break              |   |         |           |          |  |          |

| <b>January 2016</b><br>Sunday | Monday              | Tuesday | Wednesday | Thursday | Friday                                       | Saturday |
|-------------------------------|---------------------|---------|-----------|----------|--|----------|
|                               |                     |         |           |          | 1<br>Applegrove Closed<br>for New Year's Day | 2        |
| 3                             | 4<br>School resumes | 5       | 6         | 7        | 8  | 9        |
| 10                            | 11                  | 12      | 13        | 14       | 15   | 16       |

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**Applegrove Events and Board / Committee Meetings – February 12, 2015**  
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|    |             |    |    |    |    |    |
|----|-------------|----|----|----|----|----|
| 17 | 18          | 19 | 20 | 21 | 22 | 23 |
| 24 | 25<br>Board | 26 | 27 | 28 | 29 | 30 |
| 31 |             |    |    |    |    |    |

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