



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, January 21, 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 November 19 Board of Directors Meeting (*White*)
6. Business Arising from the Minutes (not elsewhere on the agenda)
7. Strategic Planning, Annual General Meeting, Board Recruitment
 - 7.1. Planning Update (*Grey*)
 - 7.2. Results of Environmental Scan (*Blue, legal size*)
 - 7.3. User Satisfaction and Census Data (*White*)
 - 7.4. Applegrove Program Stats (*Yellow*)
 - 7.5. Time Served (*Yellow*)
 - 7.6. Awards [Nellie Snow volunteer awards, Golden Apple]

7:45

8. Computer and Internet Issues (*Goldenrod*)

8:00

9. Birthday Planning
 - 9.1. 30th Anniversary Logo
 - 9.2. Beaches Lions Easter Parade

8:10

10. Finance and Fundraising
 - 10.1. Monthly Financial Report (*to be distributed at the meeting*)
 - 10.2. Admin Budget Update: for information
 - 10.3. Endorse Recreation Grant Proposal for Day Camp

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.

10.4. Endorse Special Events Grant Proposal for Applicable

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.

8:20

10.5. Fundraising

- i) Yoga-Thon Update: for information and action
- ii) SPA (*Orange*): for information

8:30

11. Directors' Concerns

8:35

Adjournment



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 Management Meeting AGENDA -- Wednesday, January 21, 2009

8:45

- A. Call to Order/Adoption of Agenda
- B. Declaration of Conflicts of Interest
- C. Minutes of November 19 Board of Management Meeting (*White*)

Motion needed to discuss the next 3 items *in camera* (without guests or staff other than the Executive Director and Program Director), as it deals with identifiable individuals or confidential information.

- D. Executive Director's 2009 Performance Planner (*Blue*) for information
- E. Managers' Job Profiles (*Blue*) for information
- F. Collective Agreements: for information

8:55

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

8:33

- H. Appointment of New Board Member

8:58

- I. Correspondence/Information (*Cream*)
 - I.1. Guide to Successful Board Recruitment
 - I.2. Canadian Fundraiser eNews
 - I.3. List

8:59

- J. Adjournment

Next Meetings

Saturday, February 7 – YogaThon

Wednesday, February 11 AND 18 – Strategic Planning at 5:30

Wednesday, March 4 – Board meetings

Wednesday, March 25 – Annual Meetings



APPLEGROVE COMMUNITY COMPLEX

60 Woodfield Road, Toronto, Ontario M4L 2W6

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

www.AapplegroveCC.ca

“TOGETHER, BUILDING OUR COMMUNITY”

Minutes of the Board of Directors Meeting November 19, 2008

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

Present: Dev Balkissoon, Estelle Halbach (Chair), Elena Nielsen, Tricia Reid, Pierre Trudel, Lynn Wyminga
Regrets: Jenn Large, Sandra Bussin.
Staff: Susan Fletcher, May Seto (Recorder).

Date of Next Meetings

Wednesday, January 17, 2008 – Board Meeting

1. **Call to Order/Adoption of Agenda/Introductions**
At 7:00, Estelle called the meeting to order. Quorum of 5 Directors was achieved. The agenda was accepted as circulated.
2. **Declaration of Conflicts of Interest**
None were declared.
3. **Board Evaluation Form**
Board members completed Evaluation Forms and they were sent to the office to be compiled.
4. **Volunteer Hours**
Members provided their volunteer hours.
5. **Donation Envelope**
Donation envelope circulated.
6. **Minutes of the October 22 Board of Directors Meeting**
MOTION (Wyminga/Reid)
To accept the minutes of the October 22 Board of Directors Meeting.
Carried.
7. **Business arising from the Minutes**
None

8. Planning

8.1. Birthday Planning

Estelle provided an update regarding the Beaches Lions Tree Lighting. After some discussion, members decided to distribute a "paper apple" with the front decorated by children and the back with the 30th Anniversary logo, website, and tagline.

8.2. Strategic Planning

Susan informed the Board that the Social Work placement students were visiting agencies to find out about services in the community and a document will be compiled for the January Board meeting.

9. Finance and Fundraising

9.1. Quarterly Financial Report

The Board reviewed the Quarterly figures and Susan answered Board members' questions.

MOTION (Reid/Trudel)

To accept the financial report.

Carried.

9.2. Admin Budget Update

Nothing to report.

9.3. Program Budgets

The Board reviewed the Program Budgets and Summary.

MOTION (Balkissoon/Wyminga)

To authorize staff to submit funding proposals based on the program budgets.

Carried.

9.4. Fundraising

i) Yogathon

Elena provided an update on the Yogathon. All instructors who participated last year are interested in returning. She has contacted a few yoga studios in the neighbourhood and hopes to confirm a location soon.

ii) Pasta Fest Update

This year's Pasta Fest Event was a success with approximately 120 participants in attendance. May provided a preliminary financial report for Pasta Fest. The event raised a gross income of \$3060.50. Expenses have to be finalized and a full report will be available at the next Board meeting. A Board member suggested Tim for entertainment next year.

10. New Business

10.1. Board Evaluation Report

The Annual Board Evaluation Report was reviewed and a number of items and issues were identified and discussed.

11. Directors' Concerns

Dev Balkissoon informed the Board of his resignation and that this would be his last meeting. The Board accepted the resignation with regret and wished him success in his new home in British Columbia.

12. Adjournment

The meeting was adjourned on a motion by Dev Balkissoon, seconded by Elena Nielsen.

Chair

Secretary



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 November 19, 2008

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

Present: Estelle Halbach (Chair), Dev Balkissoon, Elena Nielsen, Tricia Reid, Pierre Trudel, Lynn Wyminga
Regrets: Sandra Bussin, Sheila Cary-Meagher, Jenn Large
Staff: Susan Fletcher, May Seto (Recorder).

A. Call to Order/Adoption of Agenda

As Chairperson, Estelle called the meeting to order. Quorum of 5 members was achieved. The agenda was adopted as circulated.

B. Declaration of Conflicts of Interest

No conflicts of interest were declared.

C. Minutes of the October 22 Board of Management Meeting

MOTION (Wyminga/Trudel)

To accept the minutes of the October 22 Board of Management Meeting.

Carried.

D. Business Arising from the Minutes

No Update.

E. Set Date for Executive Director's Performance Review

Board members involved will set date with Susan.

F. Executive Director's Report

MOTION (Nielsen/Wyminga)

To accept the Executive Director's Report.

Carried.

G. Correspondence/Information

Susan highlighted correspondence/information.

Dev Balkissoon informed the Board of his resignation and that this would be his last meeting. The Board accepted the resignation with regret and wished him success in his new home in British Columbia.

MOTION (Balkissoon/Nielsen)

To accept the suggested actions in the Correspondence List.

Carried.

H. Adjournment

The meeting was adjourned on a motion by Dev Balkissoon, seconded by Lynn Wyminga.

Chair

Secretary



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”



Executive Director's Report

January 13, 2009

When you look at the January Board agenda, you will see an item strangely called “Strategic Planning, Annual General Meeting¹, Board Recruitment”. As I thought about the work that the agency needs to accomplish over the next 3 months, I realized how inter-related these issues are.

First, with the recent resignations of Dave Balkissoon and Jennifer Large due to their moves out of the province, there are now 3 Board vacancies. We have an individual interested in filling one of these. With the AGM coming up at the end of March, and only the March 4 Board meeting before it, filling the other 2 vacancies should wait for the AGM.

However, the AGM also offers all Board members the opportunity to decide whether to continue or resign. (See the Time Served document.) Consequently, we may have additional vacancies.

The strategic planning sessions in February offer a special opportunity to orient prospective Board members to the work of the agency and how the Board functions. In deciding which community members and program participants to invite to Strategic Planning, the Board should consider it a recruiting opportunity as well.

With these connections among normally separate agenda items, I am suggesting a general discussion that will bring the following results:

- understanding how many vacancies we will have to fill at the AGM.
- decisions about which program participants and community members to invite to strategic planning.
- actions to recruit additional board members.
- improvements for the Annual Report – issues for the Chair and/or Executive Director to cover, ideas for program reports, format changes, etc.
- confirmation of the information to distribute in advance and at the meeting to Strategic Planning Participants.

To help prepare for this discussion, the Correspondence/Information includes a 4-page “Guide to Successful Board Recruitment” and 2-page Canadian FundRaiser eNews article on Annual Reports.

Please note that the discussion of the AGM should also confirm the suggested date of Wednesday, March 25 and make decisions about awards. In 1991, the Board began the Nellie Snow awards which recognize volunteers within the family resource programs, a youth volunteer, senior volunteer, and one for the agency as a whole. In 1999, to recognize the agency's 20th year, the Board designed the Golden Apple award for an outstanding contribution to the organization. Only one Golden Apple will be awarded in any year, and only when there is a special achievement. Volunteers, staff, members, funders and friends can all be considered,

¹ Annual General Meeting = AGM

except that volunteers cannot receive both a Golden Apple and another award. I will bring staff members' suggestions for the Nellies and Golden Apple to the meeting.

I would also like to suggest that the Board meeting include a general discussion regarding Applegrove's internet presence. Now that Lynn has done a wonderful job on the website, we need to think about additional issues including:

- Facebook: should Applegrove be there as a "cause"? If so, who is responsible for content and updating?
- links on Applegrove site: currently we have links to local agencies, funders, etc. Should we have "fun" links as well? For example, I found www.applejuice.org while looking for something else entirely (turn down the volume before you visit). If so, who says yes or no to inclusion and what criteria should be used?
- do we want other people to list Applegrove as a link? For example, I saw that Chang'e studio's website listed a number of links, including a film production company called Red Apple. Should we ask them to add an Applegrove link?
- should we change our time-consuming, hard-to-update email list of our members to a discussion list or list-serve? I knew almost nothing about these tools before reading the enclosed article, "A Few Good E-mail Discussion List Tools". I would be pleased if any Board members know enough about them to brief the rest of us and make recommendations.
- Chinese: when we began developing the website, we planned to have pages in Chinese, but only to add these after about a year of successful functioning. At that time, our virtual volunteer designed the site to have very few changes, just new calendars and board packages monthly. That would have allowed us to design Chinese content once and update it rarely. However, with Lynn's dynamic site, keeping up in a second language would be challenging. Over the next few months, Franki will evaluate a translation utility and other methods of offering Chinese information on our site.
- there is a related issue – what English-only print documents should be translated? For example, should we have the yogathon pledge sheet in Chinese?

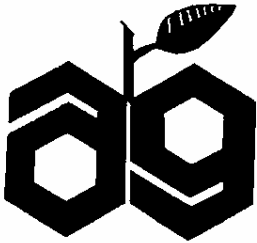
As you see, this requires another general discussion resulting in some decisions, some directions, and some requirements for additional information before making a decision.

Tricia has sent regrets in advance for the January 21 Board meeting. Because of the resignations, that means we need all the other Board members to achieve quorum.

Respectfully submitted,

Susan Fletcher.

Applegrove Community Complex																										
Year to date Income Statement as at 31/12/2008																										
	Admin		Program Total		P/C Drop-in		Edgewood Drop-in		HAIG Drop-in		Teen Program		Aftersch		Perinatal Program		Therapeutic Play		Summer Program		Fund-raising	Board & Others	Nevada	CPNP	Lead-ership	
	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget						
EXPENSES																										
Salary	233,275	237,676	① 219,890	222,402	86,516	79,342	④ 14,322	14,308	6,760	10,632	15,407	16,972	17,376	21,751	10,838	9,425	⑧ 19,188	24,842	⑦ 40,270	44,293	0	4,289	0	2,305	2,619	
Benefit	52,163	54,556	① 42,160	41,552	28,228	26,203	④ 5,626	5,465	427	1,069	1,558	1,697	875	2,393	450	241	⑧ 1,264	1,746	3,048	3,543	0	302	0	179	202	
Material & Supplies	8,357	6,142	② 47,211	55,432	3,754	5,079	2,720	2,247	β 828	2,247	2,402	1,128	3,011	6,722	19,162	22,146	⑩ 677	3,900	⑦ 5,328	4,818	714	6,206	1,287	0	1,121	
Furniture/Equipment/Computer	2,844	3,164	1,472	375	287	300	0	75	0	75	86	0	0	0	0	0	1,001	0	0	0	0	97	0	0	0	
Purchased Services	73,362	71,946	③ 33,404	24,706	3,251	5,376	1,244	1,165	446	1,035	1,654	2,483	928	1,680	933	500	319	650	8,425	8,304	480	9,206	4,845	0	1,468	
TOTAL EXPENSE	370,001	373,484	344,136	344,467	122,036	116,300	23,912	23,260	8,462	15,058	21,108	22,280	22,191	32,546	31,383	32,312	22,449	31,138	57,070	60,958	1,194	20,101	6,132	2,483	5,410	
INCOME																										
City of Toronto	376,679	375,400	130,951	120,422	95,412	94,148	⑤ 18,044	17,948	0	0	1,737	2,572	0	0	0	0	0	0	9,296	5,754	0	6,462	0	0	0	0
Province of Ontario	0	0	12,570	2,400	7,364	0	④ 0	0	2,970	0	0	0	0	0	0	0	0	0	2,236	2,400	0	0	0	0	0	0
Federal Government	0	0	38,488	40,544	0	0	0	0	0	0	0	0	0	0	27,074	28,294	0	0	11,414	12,250	0	0	0	0	0	0
Total Government	376,679	375,400	182,009	163,366	102,776	94,148	18,044	17,948	2,970	0	1,737	2,572	0	0	27,074	28,294	0	0	22,946	20,404	0	6,462	0	0	0	0
Grant/Donation/Fundraising	0	0	38,035	55,493	0	0	0	0	0	0	7,500	11,493	1,462	1,562	0	0	13,375	25,000	⑨ 16,525	16,500	0	(827)	0	0	0	0
Grant/Agency's donation	0	0	23,593	27,500	2,050	0	813	0	160	0	1,664	0	100	0	300	0	0	0	50	5,500	761	12,694	0	0	5,000	0
Donation	0	0	16,369	2,100	1,651	1,000	647	1,000	331	700	0	0	0	0	0	0	0	0	0	100	3,891	656	9,192	0	0	0
Fundraising	0	0	77,997	85,093	3,702	1,000	1,461	1,000	491	700	9,164	11,493	1,562	1,562	300	0	13,375	25,000	16,575	22,100	4,652	12,523	9,192	0	5,000	
Grant/Donation/Fundraising	0	0	32,863	0	0	0	0	0	0	0	0	0	7,527	2,450	0	0	0	0	17,970	18,456	2,954	4,102	0	0	310	
Fee/Retro Funding	129	0	4,604	0	756	0	1,158	0	β 0	0	0	0	0	0	0	0	0	0	0	0	0	1,106	3	1,581	0	
Miscel	129	0	37,467	0	756	0	1,158	0	0	0	0	0	7,527	2,450	0	0	0	0	17,970	18,456	2,954	5,208	3	1,581	310	
Total Others	129	0	37,467	0	756	0	1,158	0	0	0	0	0	7,527	2,450	0	0	0	0	17,970	18,456	2,954	5,208	3	1,581	310	
TOTAL INCOME	376,808	375,400	297,472	248,459	107,234	95,148	20,662	18,948	3,461	700	10,901	14,065	9,089	4,012	27,374	28,294	13,375	25,000	57,491	60,960	7,606	24,193	9,195	1,581	5,310	
SURPLUS(DEFICIT)	6,807	1,916	(46,664)	(96,008)	(14,802)	(21,152)	(3,250)	(4,312)	(5,001)	(14,358)	(10,207)	(8,215)	(13,102)	(28,534)	(4,009)	(4,018)	(9,074)	(6,138)	421	2	6,412	4,092	3,062	(902)	(100)	
Funds transfer			0												4,187	⑧						(4,187)				
Surplus(deficit)-beginning			101,114		0		0		19,295	δ	17,951	δ	15,479	δ	4,592		32,850		3,604		5,643	3,170	1,988		0	
Surplus(deficit)-ending		1,916	54,450	(96,008)	(14,802)	(21,152)	(3,250)	(4,312)	14,294	(14,358)	7,744	(8,215)	2,378	(28,534)	4,771	(4,018)	23,776	(6,138)	4,025		12,055	3,075	5,050	(902)	(100)	
NOTE:																										
① EHT not included																										
① Budgeted salary include yearend merit pay																										
② Printing of newsletter and cheque increase material cost.																										
③ Over-budgeted amount made up of postage and copying for mass mailing plus next month rent, and will be further increased as 08 audited fee is not booked in yet																										
④ Expenses/Incomes include non-budgeted Special Needs Worker and Program Assistant(reimbursed by EYET funding)																										
⑤ Include retroactive payment																										
⑥ HAIG development assistant's salary is under-spent																										
⑦ Therapeutic Play has a lower take-up than expected																										
⑧ Expenses/income includes Board funded position																										
⑨ 2nd half funding is not received yet																										
⑩ Perinatal's fiscal year ends in March where more material will be purchased before the fiscal year end																										
β Items include non-budgeted expenses and incomes from EYET (100% reimbursement)																										
δ Accrued surplus of these programs from 2007 are used to cover 2008 deficit																										



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”



Planning Update – January 9, 2008

1. Principles

- a) build momentum through a quick process;
- b) enhance information through a wide range of participants; and
- c) promote involvement through fun and informative activities.

2. November to early January: Research and Data Gathering

- a) information about the local service network: provided to Board for information
- b) information about the neighbourhood: census data provided to Board for information.
- c) information about Applegrove: outline of programs, their usage, funding, staffing, etc. Results of user satisfaction surveys where available.
- d) information from participants: proposed a small survey or focus group meetings in programs to ask members how Applegrove benefits them and what else they would like the agency to do: no progress to date

3. Board approval of information at January 21 Board meeting

4. Planning Meetings

- a) Feb. 11 and 18 (the February Board meeting has been moved to Mar. 4)
- b) activities
 - share the information obtained in the research phase;
 - identify local needs;
 - identify Applegrove's strengths, weaknesses, opportunities and threats; and
 - generate and prioritize ideas for directions, development and/or programming.
- c) facilitators
 - Susan and May
 - possible volunteer from Management Advisory Service
- d) participants
 - all Board members, as many staff as possible, representatives of on-site agencies, key funders and partners, program participants from a range of programs.
 - requesting all participants to commit to both nights.
- e) what is the maximum number of people who can effectively participate?
 - program participants
 - EW and PC participants are well represented on the Board so we probably do not need additional participants
 - someone who attends HAIG: Louise is following up
 - parent(s) of after-school or day camper: 2 have been invited
 - Euchre Club: while most of the members are older seniors who are generally reluctant to come out in the evening, there are a few younger members.

Planning Update – January 2009

- Helping Our Babies Grow: half of the participants have new babies and many of the others have young children (may be attending for a second or subsequent pregnancy)
- all staff will be invited at staff meeting on January 13. Would like staff representation from all program areas.
 - Parent/Child Drop-in: Laura, Carmi, Jennifer, Qing.
 - Edgewood: Louise (meetings are during her regular evening office coordinator work time so she will participate)
 - HAIG: Louise, Barb
 - Helping Our Babies Grow: Joanne, Barb, Qudisia, Mary, Afsha
 - Therapeutic Play: Nikki, Jennifer, Laura, Louise.
 - Teens: Carmi, Renée (just started).
 - After-School: Stephanie, Allannah, Vai Yee, Vai Teng.
 - Day Camp: staff will not be hired in February, but will probably include most of the After-School staff.
 - Summer Leadership: staff will not be hired in February, but may include some current staff.
 - Admin: Franki, May, Louise, Susan.
- if all staff participated, that would be 20 different individuals (including Susan). However, most of the after-school staff will be unable or uninterested in participating and some of the other staff will have other commitments.
- on-site organizations:
 - advised the School Council and Principal at school council meeting on Nov. 25 and sent invitations in early January.
 - invited daycare
 - invited recreation center
- key funders and partners: invited in early January.
 - Ontario Early Years Center (East York/East Toronto Family Resources)
 - Children's Services (City of Toronto)
 - Public Health (City of Toronto) [in progress – determining who to invite]
 - East End Community Health Center
 - City of Toronto AOCC Liaison: either Chris Brillinger or Debra Williams
- how can we have the youth staff participate effectively (they run programs on Wednesday evenings) AND have youth participation in the planning process?
 - have one staff run program and the other accompany 2 or 3 selected participants?
- other key informants invited
 - MPP, school trustees, City councillors
 - local service club: Rotary. What about Lions?
- who else should be invited
 - local BIA's (Business Improvement Areas): Beach, Gerrard-India Bazaar, Danforth Mosaic (Greenwood to Woodbine)?

Planning Update – January 2009

- other business contacts, such as Applicable sponsor TD Bank?
- Chinese and South Asian participants?
-

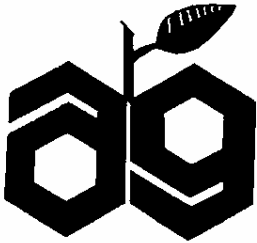
f) basic agenda

- 5:30 to 6:30 Arrival and supper
- 6:30 to 6:45 Welcome and introductions
- 6:45 to 8:15 Information sharing
- 8:15 to 8:45 Generate ideas
- 8:45 to 9:00 Summary, next steps and evaluation

5. Issues to consider during sessions (numbered for convenience only, not priority)

- a) catchment area: keep it or change it?
- b) does current mix of programs meet neighbourhood needs?
- c) staffing models in family resource programs

6. Board develops and approves action plan at the March 4 meeting (extension if needed).



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”

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 Events and Board / Committee Meetings –January 23, 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.

January Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
11	12	13 Staff Meeting	14	15	16	17
18	19	20	21 Board	22	23	24
25	26	27 [Duke of Connaught School Council]	28	29	30	31

February Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 7:30 SPA Planning Committee	3	4	5	6	7 YogaThon
8	9	10	11 <u>Strategic Planning</u>	12	13	14
15	16 Applegrove Closed for Family Day	17	18 <u>Strategic Planning</u>	19	20	21
22	23	24 [Duke of Connaught School Council]	25	26	27	28 (alt date for YogaThon)

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 Board	19	20	21
March Break						
22	23	24	25 AGM	26	27	28
29	30	31 [Duke of Connaught School Council]				

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 –January 23, 2009
Office Phone 416-461-8143

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		

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	25	26 [Duke of Connaught School Council]	27	28	29	30
31						

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

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 –January 23, 2009
Office Phone 416-461-8143

21	22	23	24	25	26	27
28	23	30	July 1 Applegrove Closed for Canada Day			

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



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 Members – Time Served

January 2009

Name and position on the Board	Date came on board (D/M/Y)	Time completed (at the AGM)	Term	Renew?
Sandra Bussin (City Council Rep)	7/01/98	N/A 11 years		N/A
Sheila Cary-Meagher (TDSB Rep on Board of Management)	27/03/02	N/A 7 years		N/A
Estelle Halbach (Chair)	29/03/06	3 years	1 st year of 2-year term ending March 2010	
Elena Nielsen	23/01/08	1+ year	Completing a term ending March 2009	
Tricia Reid	26/03/08	1 year	1 st year of 2-year term ending March 2010	
Pierre Trudel	28/03/07	2 years	1 st year of 2-year term ending March 2010	
Lynn Wyminga	26/03/08	1 year	1 st year of 2-year term ending March 2010	
Donald Yuen	23/04/08	1 year	In-year appointment for a term ending March 2009	

Vacancy created by Debbie Grainger’s resignation is for a term ending March 2010, i.e., a one-year term.

Vacancies created by Dave and Jen’s resignations are for terms ending March 2009, i.e., two-year terms.

A Guide to Successful Board Recruitment



Once a non-profit or voluntary organization is past its founding stage, finding new board members can be a challenge. Here are some ideas to assist your board in being more successful with board recruitment.

It is important to recognize that there are some obstacles to people joining your board, most of which you can easily, if not quickly, address with the suggestions here. The main obstacles to successful recruitment often are:

- People know little about your particular organization or the people involved.
- Many will not be sure what contribution they are able to make, what you believe they add to the board team, and what they can reasonably expect from others involved (board members and staff). Those without board experience may feel intimidated by the mere idea of becoming a board member
- People may have experience on other boards but it may not be not good experience. Perhaps they have attended too many unfocused board meetings or have joined a board only to discover the organization had some internal conflicts.
- Some candidates will not have the time; perhaps they are already heavily committed to another community organization or are at a stage in their life when career and/or family commitments are heavy. Some people may say they do not have the time when one of the other factors is really standing in the way of them saying yes.

A successful board recruitment effort depends on there being a reasonable organizational foundation in place. Your organization's work in the community must be valued and generally understood beyond the present board and staff group. The existing board must also be willing to devote some time, inside and outside of meetings, leading the board recruitment process; it really should not be a staff job. Your board meetings need to be relatively well run and well attended. In other words, it is important that there already is at least a small core of committed board members.

Ten ideas for successful recruitment

1. Invest in making your organization more visible in the community

- Treat your recruitment effort as an opportunity to promote the importance of what your organization does or the difference it makes in people's lives. The benefits of being on your board will include the opportunity it provides for someone to contribute to his/her community.
- Look at invitations to make presentations about your organization as board prospecting

opportunities.

- Ensure that you have some marketing materials, a brochure and a web site that informs and promotes your organization in the community.
- Pay attention to the work of building and maintaining relationships. For example, schedule conversations with your funders and other stakeholders when they do not expect it, not just when you are looking for money or have something specific to report.

2. *Make your board and its job more visible*

- When you talk about your organization include your board in the the picture.
- Use your newsletter to communicate externally what your board is currently working on.
- Put board recruitment advertisements in your newsletter or in other community publications.
- List your board members on your web site, perhaps including your board member job description.
- Involve the chairperson or other board members in meetings that the executive director would otherwise attend alone.
- Produce and distribute to your stakeholders a modest annual report, one that includes a report from the board.
- Pay attention to helping your board be more like a team than a committee. There needs to be more to what the board is about than hearing and approving reports or making decisions.

The East Side
Community Centre is a
nonprofit organization
governed by a
volunteer board of
directors

3. *Be clear about the role of the board, what you expect of board members and what they should expect of the organization*

- Develop a board member's job description which includes a realistic estimate of the time commitment expected of volunteer board members.
- Have a clear job descriptions for the board chair and other officers.
- Create a code of conduct for board members to guide behaviour inside and outside of meetings
- Establish a policy outlining the normal term for board members.
- Indicate an expectation that board members should, with increasing experience, assume more responsibility (e.g., chair, vice chair, secretary) but with time limits attached to these positions. No one is likely to aspire to these important roles if they are likely to be stuck with them indefinitely.
- Communicate what new board members can expect in terms of orientation, mentoring, meeting notices and reports.

4. *Know what you are looking for in new board members*

- Discuss what kinds of additions would make for a stronger and more dynamic board from an external (membership or stakeholder) and internal (board and staff) perspective.
- Pay attention to moving towards greater diversity in age, gender, race, constituencies, backgrounds and experience. You will certainly want people who share the core values of the organization, but not necessarily people who will have the same take on things as the majority. Avoid the tendency to recruit board members just like yourselves.
- Be very careful about recruiting people for their administrative or management skills (an accountant as treasurer, an HR person for the personnel committee) rather than their community knowledge and commitment to your mission.¹

5. *Do not hide your current challenges*

- Tell prospective board members, and those helping you identify candidates, about the challenges the organization faces, financial and otherwise, not just its past accomplishments and strengths.
- Give them some sense of your history, what the organization has been through and what it is going through.
- Speak to them about the strategic issues for the organization and the organization's long and short term objectives.

6. *Look far and wide for board candidates*

- Assume that there are lots of people interested in the work of your organization that are not known to you.
- Look to those parts or elements of the community that are not presently "represented" on the board.
- Prospect for new board members by asking your stakeholders for leads.
- Do not exclude anyone you are interested in from being on the list.
- Recruit with a three year perspective. Approach people you want even if you suspect they are not interested now - they could be interested next year or perhaps the year after that.

7. *Recruit with style*

- Develop a recruitment package containing the mission of organization, a short history and description of what you do, a board member's job description, the list of current board members and the executive summary of your strategic plan.
- Know before you approach them what it is about the person the board wants and your organization needs.
- Try a three-step approach: ask if they would consider serving, if you can give them a recruitment package and then follow-up in a week. If they say no, ask if they would mind if you asked them again next year.
- Contact prospects initially by paying them a visit, making a telephone call, or sending an e-mail
- Invite prospective board members to a board meeting.
- Consider a formal application and interview process to underscore the importance of the decision for both the board and the candidate.

8. *Make recruitment a team building effort*

- Make recruitment part of every board member's job even if you give the detailed work to a committee.
- Set recruitment goals and time lines.
- Celebrate successes.
- Evaluate your approach.

9. *Prepare new board members to participate*

- Give new members a board manual (by-laws, policies, minutes and other resources).
- Have an orientation session to review your governance practices.
- Have an existing board member meet with each new member as a mentor.
- Tour the facilities or offices and meet the staff.

10. *Focus on recruitment regularly*

- Put board recruitment on the agenda throughout the year – at least quarterly.

- Set up a standing board recruitment committee.
- Maintain a board prospects list.
- Keep several copies of your board recruitment package on hand.

Seven easy steps to a successful board recruitment campaign

If you are at the beginning of your recruitment process (and you have not really had one in the past) it may seem like an overwhelming task. If you are a board that meets monthly, here are some first steps:

1. Starting now, put board recruitment on the board's agenda for a 15-20 minute discussion at each of the next **five** board meetings. If your AGM is coming up fast, do not tie your recruitment process to it.
2. At the first meeting discuss **what** you are looking for in new board members. This is probably **the most important recruitment conversation** you can have. Also ask yourselves how many new board members you want to recruit in the next year. (One new board member for every three prospects contacted is reasonable).
3. At the second meeting create a list of potential candidates (those you know of) and a list of the people you need to talk who can suggest candidates. Divide up the latter list of people (not your actual prospects) amongst the board. The members should "fan out" to prospect for candidates. Every board member should agree to make at least one prospecting call before the fourth meeting.
4. Before the third meeting get three board members together to put together a draft recruitment kit including a draft letter of invitation and bring it to the third meeting for board review, editing and approval (with changes).
5. At the fourth meeting put your heads together and outline a recruitment "script". Develop a list of ten candidates, divide up the list and give each member a recruitment kit for the person they agree to approach. E-mail each board member the draft letter of invitation that they can customize to the candidate they are approaching. The approach should be made before the fifth meeting.
6. At the fifth meeting report on results of the month's recruitment effort, evaluate, plan follow-up and, if necessary, continue the process with some additional candidates.
7. Hold on to your list of prospective candidates – note who you have called and when to get back to them. Schedule your next recruitment discussion and set up a standing recruitment or nominations committee.

¹ While recruiting board members with management expertise is a common practice, you may want to give this a second thought. Some of the best board candidates may be people seeking a separation of their work lives and volunteer lives. Recruiting for management skills also can lead to too much board micro-management of matters that should be the responsibility of the senior staff person.

If the organization needs management expertise you should ask if it is the executive director who needs the advice, or the board. If it is the former then it is up to the ED to obtain it. A committee, reporting to the ED, is one mechanism. If it is the board that needs advice, then the question is does it want independent advice or will the advice of an expert on the board do? If you are using board member expertise, be sure that you try to use everyone's advice not just that of "professionals".

This publication may be freely copied by volunteer organizations for their own use. We would greatly welcome any feedback. Our website is www.dal.ca/cce/nonprofit; e-mail is npsl@dal.ca.