



# 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, June 24, 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 May 20 Board of Directors Meeting (*White*)
6. Finance and Fundraising
  - 6.1. Revised Audited Financial Statements for 2008: to be accepted
  - 6.2. Year-to-Date (March) Quarterly Financial Report (*Green*)
  - 6.3. Year-to-Date (April) Financial Report (*Green*)
7. Strategic Planning: Demonstrating the Value of Applegrove Services and Making the Case for Funding (with Chris Irwin)
8. If time permits
  - 8.1. Birthday Planning: Recipe Book
  - 8.2. Applicious (*Goldenrod*)

#### **8:45**

9. Directors' Concerns
10. Adjournment



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## **Board of Management Meeting AGENDA -- Wednesday, June 24, 2009**

**8:47**

- A. Call to Order/Adoption of Agenda
- B. Declaration of Conflicts of Interest
- C. Minutes of May 20 Board of Management Meeting (*White*)

**8:50**

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

**8:52**

- E. Correspondence/Information
  - E.1. Correspondence List
  - E.2. Fundraising by Registered Charities: for information

**8:55**

- F. Set Date and Location for Summer Social and Meeting: for decision

**8:59**

- G. Adjournment

### **Next Meetings**

August: to be determined

Wednesday, September 23 – Board meetings



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## **Minutes of the Board of Directors Meeting Wednesday, May 20, 2009**

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

Present: Claudia Filici-McMullan, Estelle Halbach, Alana Honsch, Diane Ing, Elena Nielsen,  
Tricia Reid, Pierre Trudel (Chair), Donald Yuen.  
Regrets: Sandra Bussin, Lynn Wyminga.  
Staff: Susan Fletcher, May Seto (Recorder).

### **Date of Next Meetings**

Monday, June 1 – SPA Evaluation Meeting  
Tuesday, June 16 – Neighbours Night Out  
Wednesday, June 17 or 24 – Board meeting TBD

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

At 7:00, Pierre called the meeting to order. Quorum of 5 Directors was achieved. The agenda was accepted with amendments and circulated.

#### **2. Declaration of Conflicts of Interest**

None were declared.

#### **3. Volunteer Hours**

Members provided their volunteer hours.

#### **4. Donation Envelope**

Donation envelope circulated.

#### **5. Minutes of the April 22 Board of Directors Meeting**

**MOTION** (Reid/Yuen)

*To accept the minutes of the April 22 Board of Directors Meeting as amended by adding “thanks” to Estelle for her term as Board Chair.*

**Carried.**

#### **6. Business arising from the Minutes**

None

#### **7. Strategic Planning**

7.1 Report: for amendment and adoption

Board members reviewed and discussed amended document.

**MOTION** (Filici-McMullan/Reid)

*To endorse the action plan.*

**Carried.**

## Board of Directors Minutes

May 20, 2009

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### 7.2 Funding and demonstrating the impact of Applegrove's Services

- a. There was an extended discussion of the possibility of re-naming the current "programs for families and young children" to a name that better describes their importance and the potential impact on the organization. The board agreed for Alana and Susan to identify other agencies who have been through a similar process, speak with them, ask for input from other Board members via e-mail, and draft a name.
  
- c. Program Staffing Models

Susan reviewed staffing models with the Board. Members suggested that Edgewood should have more than one worker to accommodate the increase in numbers in the past year. Susan will have to check with the funder to see if Applegrove can adjust some of the funding/staffing model. It is also important to speak to Louise to get some input. Susan also provided an overview of HAIG's funding which should carry it through to June 2010. The Board will consider options for HAIG in early 2010.
  
- d. Revenue Generation

Susan reported that Chris Irwin, the strategic planning facilitator, would attend the June Board meeting to provide information on the topic of "value for money" and making a case to access funds from Government.

Members agreed with having bulletin boards in relevant program rooms to show program participants the actual costs to operate Family Resource Programs. Visuals would also be helpful and it would be a good idea to target parents of children who come with caregivers.

The Board also considered the general issue of revenue generation; while it includes fundraising initiatives, it can also include advertising in our newsletter, 50/50 draw at Applicious, etc.
  
- e. Website re-design

Board members had a chance to view the new proposed website and supported the suggested changes to be implemented over the summer.
  
- f. Changing catchment area

Members agreed that to defer consideration of changing the catchment area to the January 2010 Board meeting for a decision at the April 2010 Board meeting.

## 8. Birthday Planning

### 8.1 Apple Recipe Book

Board Members selected #3 of the samples Lynn provided.

### 8.2 Neighbours Night Out

Susan has been working on preliminary planning and will update Pierre and Claudia, who are helping out on the day of the event.

Board of Directors Minutes

May 20, 2009

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**9. Finance and Fundraising**

9.1 Year to Date (March) Quarterly Financial Report

Item deferred and will be reviewed at next Board Meeting.

9.2 Fundraising: SPA – discussion and suggestions

Item deferred to next Board meeting to allow SPA Evaluation committee to discuss event in detail.

**10. Director's Concerns**

None

**11. Adjournment**

The meeting was adjourned on a motion by Tricia Reid, seconded by Estelle Halbach.

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Chair

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Secretary



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## **Minutes of the Board of Management Meeting May 20, 2009**

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

Present: Claudia Filici-McMullan, Estelle Halbach, Alana Honsch, Diane Ing, Elena Nielsen, Tricia Reid, Pierre Trudel (Chair), Donald Yuen  
Regrets: Sandra Bussin, Sheila Cary-Meagher, Lynn Wyminga.  
Staff: Susan Fletcher, May Seto (Recorder).

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

As Chairperson, Pierre 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 April 22 Board of Management Meeting**

**MOTION** (Reid/Yuen)

*To accept the minutes of the April 22 Board of Management Meeting with amendments of adding “thanks” to Estelle for her term as Board Chair from Donald.*

**Carried.**

### **D. Executive Director’s Report**

Board members deferred item on Risk Management to November Board Meeting. They asked Susan to provide a copy of this report again in their package as a reminder.

Susan reported that there may be an opportunity for Applicious to work with an event planning company for Applicious. Board members felt it was worth investigating the option.

**MOTION** (Nielsen/Halbach)

*To accept the Executive Director’s Report.*

**Carried.**

### **E. Correspondence/Information**

Susan highlighted correspondence/information and will get clarification on item #3.

**MOTION** (Reid/Halbach)

*To accept the suggested actions in the Correspondence List.*

**Carried.**

Board of Management Minutes

May 20, 2009

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**F. Adjournment**

The meeting was adjourned on a motion by Donald Yuen, seconded by Elena Nielsen.

Next Meetings:

Tuesday, June 16 – Neighbours Night Out

Wednesday, June 17 or 24 – Next Board Meeting (TBD)

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Chair

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Secretary



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## **Executive Director's Report**

June 15, 2009

Since the last Board meeting, I have suffered with a "flu-like" illness for nearly 3 weeks. Although I only missed a couple of days of work, I have worked shorter days (8 hours instead of 9 or 10) and done less work at home. This month also included days of labour relations bargaining and caucus, plus a day of training (Clear Language and Design) and preparation for Neighbours Night Out. Consequently, I have not accomplished as much as I would normally.

One of the items on Applegrove's Strategic Plan and Action Plan was convening a meeting regarding a "virtual hub". On June 8, representatives of 6 local services met with May and me to outline our respective services and think about what a "virtual hub" might be. We all agreed that the meeting had been useful and that we should continue to meet. We talked about putting together a short brochure. It would contain information about all of us, to welcome new residents and let them know about services available nearby. We are meeting again on June 30 to continue the discussion.

A second Strategic Plan action was to meet with school and Woodgreen childcare staff to "dream" about an early learning wing. The meeting was set for Wednesday, June 17. However, today, the provincial government released a new report recommending that school boards take over childcare. A quick skim of the report suggested that the school and childcare (and Applegrove) should read and digest the report before meeting. Consequently, I suggested postponing the meeting.

For your information, I have attached a copy of the report summary. The full report is at [http://www.ontario.ca/en/initiatives/early\\_learning/ONT06\\_018865](http://www.ontario.ca/en/initiatives/early_learning/ONT06_018865); let me know if you want it and I can e-mail the link.

Because of illness, I was unable to follow up on the May Board meeting's discussion of re-naming Applegrove's "programs for families with young children". This may be a good thing. The new early learning report proposes transforming family resource centres and pre- and post-natal programming. I have excerpted some of the report on the following pages.

If the province implements the recommendations, funding and programming in family resource centres would transform within 5 years. An example in the first excerpt says that a child care centre and family resource program in a school would merge into one integrated service. The second excerpt suggests that this service would be based on common room set-up, routines, and curriculum. That is, instead of our staff developing programming in consultation with adult participants via our advisory committees, this would be done in accordance with a common approach across the province.

Perhaps, before putting energy into re-naming our program area, Applegrove should wait to learn whether the provincial government plans to implement these recommendations. If so, the organization's energy will be needed to manage changes that would result.

Executive Director's Report  
June 2009

The report does not stop at changing supports for children up to age 6. It also recommends transforming after-school programming for children ages 6 to 8 and 9 to 12. For the younger group, school boards would provide fee-based programs. For the older group, school boards could deliver programs directly or via municipal recreation services or community agencies. Fees This would mean changing Applegrove's after-school and day camp programs as well.

Check out an exciting link at <http://neighbourhoods.royallepage.ca> . This is a contest with a \$25,000 prize for a story or video about why yours is the greatest neighbourhood in Canada. Just think how fabulous it would feel to share the prize with Applegrove – and to put that in your story or video!

Finally, in my role as chair of the SPACE Coalition (Saving Public Access to Community space Everywhere), I will chair a media conference on June 17. SPACE and Social Planning Toronto are releasing the results of province-wide research on community access to schools and to municipal facilities. Although this work does not benefit Applegrove directly, it can get the agency's name in the media, associated with positive action.

Respectfully submitted,

Susan Fletcher.

**Excerpts from “With Our Best Future in Mind: Implementing Early Learning in Ontario”**  
Charles E. Pascal.

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**Developing Best Start Child and Family Centres**

The introduction of publicly funded full-day learning for 4- and 5-year-olds and the consolidation and reengineering of existing stand-alone services will expand learning opportunities for younger children. Resources now devoted to child care for children from 4 to 12 years old will be released to Best Start Child and Family Centres as schools assume full responsibility for this age group. As staff working in existing child care with 4- to 12-year-olds take on positions with school boards, their wage grants would transfer to programs for younger children. Lower parent fees for the 4-to-12 age group mean fewer families would require subsidies, freeing up funds to expand access to others. Space in child care occupied by programs for 4- to 12- year-olds would now be available for younger children, parent/child playgroups, and parent and caregiver supports, or to deliver special needs services.

For example, in a school with a child care centre, a Parenting and Family Literacy Centre, or an Ontario Early Years Centre, these programs would merge into a Best Start Child and Family Centre. The services each offers would be rationalized, providing one-stop access for children and families. The consolidation of parenting, special needs resources, and home and group child care under a single governance will allow staff to use the full breadth of their training.

Municipal authorities will play a major role in helping service providers to merge their governance structures and resources. Transitional funding will support the reorganization, and capital funds will be needed to retrofit space for new purposes.

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**A Common Framework for Early Years Programming**

[2 paragraphs omitted]

Play is serious business for the development of young learners. This is such an important understanding. During my fact-finding, I observed people recoil at the thought of spending resources on “just having kids play”. But research and best practice indicate clearly that a deliberate and effective play-based approach supports young children’s cognitive development. When well designed, such an approach taps into children’s individual interests, draws out their emerging capacities, and responds to their sense of inquiry and exploration of the world around them. It generates highly motivated children enjoying an environment where the learning outcomes of a curriculum are more likely to be achieved. Learning to match sounds and letters is necessary to learn to read, but it is not sufficient to develop language skills required for reading to learn. Similarly, learning to count is not enough for children to develop number understanding that is required for mathematics.

Our new child and family service system must have highquality, play-based programming based on the best evidence available. The quality of children’s daily lives inearly childhood matters. How time is scheduled, how space is organized, and how things are set up to engage young

minds matter to the quality of early learning environments. Continuity of expectations and approaches to learning throughout the day and across the days and years of early childhood promotes academic success in the long term. Smooth transitions for young children have a significant positive effect on their social and emotional well-being, and this creates a better context for learning. Children from birth to age 8 in Ontario are now served by schools and by many other different early childhood programs, each with its own unique approach to learning. Ontario does not require or provide a common curriculum in regulated child care. Different guidelines on programming apply to Ontario Early Years Centres and to Preschool Speech and Language programs. The Ministry of Education has separate guidelines for programming in Parenting and Family Literacy Centres.

We need a common programming framework for all of Ontario's early childhood settings. Fortunately, thanks to the Ministry of Children and Youth Services, Ontario is well on its way with Early Learning for Every Child Today (ELECT). Developed by leading child development and education experts, ELECT guides early learning environments for children from infancy through to their transition into the primary years.

ELECT identifies six principles:

1. Early development lays the foundation for lifelong learning, behaviour, and health.
2. Partnerships with families and communities strengthen the ability of early childhood settings to meet the needs of young children.
3. Respect for diversity, equity, and inclusion are prerequisites for optimal development and learning.
4. A planned curriculum supports early learning.
5. Play is a means to early learning that capitalizes on children's natural curiosity and exuberance.
6. Knowledgeable and responsive educators are essential in early childhood settings.

ELECT sets out the organization of the early learning environment, child assessment, scheduling of routines and activities, behaviour guidance, and the organization of indoor and outdoor space. It is not only a tool for front-line educators; it also provides guidance for directors, school principals, senior administrators, and other decision makers, helping them to allocate resources and set policies that are in tune with the developmental needs of young children.

The Continuum of Development in ELECT outlines the sequence of skills that children from 0 to 8 years old can be expected to acquire across broad developmental domains (physical, social, emotional, communication/ language, and cognitive). It is intended to support observation and documentation for curriculum development purposes.

Many early childhood educators and Kindergarten teachers are now using the Continuum of Development to identify and monitor each child's learning and developmental progress.<sup>37</sup> The specific skills and indicators in the continuum can be reviewed and revised in response to new evidence about young children's development and learning.

The following guidelines of practice define an optimal, holistic curriculum and pedagogy for early learning environments for children from 0 to 8 years old, based on the ELECT principles:

- Observe what children know and can do.
- Schedule adequate time for children's activity and daily routines while reducing transitions.
- Design space to set up optimal physical environments (e.g., natural light indoors, outdoor space, quality equipment, kitchen, staff preparation areas).
- Engage young children and their families.
- Include all children, making adaptations for children with special needs.
- Emphasize emotional literacy, social competence, physical skills, comprehensive language development, emergent literacy, numeracy, inquiry experiences, and creative expression across the curriculum.
- Document children's progress through systematic collection and examination of their work, including compiling observations of educators, parents, and other caregivers.

As Ontario's new system is implemented, ELECT, the Continuum of Development, and guidelines of practice will provide a common approach, tools, and guidance for working with children from 0 to 8 years old, including in Best Start Child and Family Centres, the Early Learning Program, and the primary grades of school. It will promote the use of developmental portfolios that will travel with children, starting with their experiences in Best Start Child and Family Centres and following them into school.

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### **Recommendations:**

#### **19. The Province should:**

- [3 bullets omitted]
- provide sufficient funding to school boards to cover occupancy and related costs for the operation of extended day/year programming for children from 4 to 12 years old;
- [2 bullets omitted]
- transfer to municipal authorities funding for Best Start Child and Family Centres in a single envelope that includes all existing transfers for programs/resources that will be consolidated under Best Start Child and Family Centres, resources associated with regulation and oversight, plus all child care savings generated from implementation of the Early Learning Program;
- negotiate transitional funding, as necessary, to support program reorganization through Early Years Service Plans; . . .

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### **Parent Fees – Savings for Ontario Families**

The introduction of full-day learning and the reorganization and consolidation of services create cost-efficiencies to allow a more affordable parent fee for additional extended day requirements if needed. Parents who now use full-time licensed child care can expect significant savings.

Executive Director's Report  
June 2009

Under the new system, fees for 4- and 5-year-old children attending full-year, extended day programming would average \$6,750 annually (\$27/day). For children from 6 to 8 years old attending the year-round Extended Day Primary program, the cost would be \$5,200 annually (\$20/day). The differential reflects the variation in staffing requirements for younger and older children. The after-tax cost<sup>59</sup> to parents would be about \$5,000 per child, or about 13 per cent of the net income of a family earning the provincial median pre-tax wage of \$55,723. Details are provided in the endnotes.<sup>60</sup> Child care fee subsidies will remain essential for low-income families.

UNICEF sets 10 per cent to 15 per cent of net family income as an affordability benchmark for how much parents should pay for child care. Full-day learning would help most parents reach that benchmark. This would represent a significant achievement for Ontario.

Costs have been calculated on programs operating 11 hours per day, 50 weeks per year.

School boards would cover (already built into the costing noted earlier):

- full-year occupancy costs;
- professional development;
- staffing and supervision costs during the school day/year;
- administration;
- program costs during the school year.

Parent fees would cover:

- lunch and snacks;
- extended day/year staffing and supervision costs;
- program costs for the summer program.

Municipal authorities would continue to administer the fee subsidy program. Eligibility for fee subsidies should be modified to facilitate flexible enrolment options and should not be tied to parents' labour force participation, thus allowing more children an opportunity to participate. This would also support the government's poverty reduction goals.

## SPA Night Report 2009 Draft 2.0

This report outlines the event and includes

- the results of evaluation forms completed by clients and practitioners at the end of the evening,
- the committee's review,
- *the Board's review (to be added)*,
- financials and
- discussion among volunteers and staff after the event and at the evaluation meeting.

Overall, the event was a great success. Registration and sign-up processes went smoothly and clients and practitioners were happy. Informal comments from clients after the event were good. Net proceeds totalled about \$3,500 compared to \$2,550 last year and \$2,700 in 2007.

### SPA Summary

		☺	☹	<b>Recommendations for next year</b>
<b>Date &amp; time</b>	Tues., May 12 5:30 to 9:30	Good weather, date after Mothers Day works well		Tues. May 11, 2010
<b>Location</b>	Corpus Christi school, about 15 rooms plus gym	Provides link to programs Returning clients and practitioners know it	negative comments on rusty water	Consider alternatives
Layout	Gym for Belly Dance, Yoga and sign-up			
	Silent Auction in corridor by stairwell	Good location, lots of traffic		Use same location next year
	Musicians on second floor stairwell landing	Good acoustics for them Could hear in many rooms, at Silent Auction		Use same location next year
Cleanliness			negative comments on cleanliness	
<b>Planning process &amp; Committee</b>	5 Baord members plus Susan met monthly beginning in January, after a preliminary meeting in November			
<b>Promotional materials and Marketing</b>	Redesign of poster, brochure	Chic and elegant in pink/black on white, adequate and less expensive in black on pink paper.		
<b>Publicity</b>	in community calendars of Beach Metro (April 21 and May 5), SNAP (May)			
After event				
<b>Tickets</b>	sold out at 52 tickets about a week before event. (1 complimentary)			

		☺	☹	Recommendations for next year
	Nearly doubled the number of VIP tickets			
<b>Practitioners</b>	40 practitioners confirmed		2007 had 56 confirmed practitioners and 2008 48 confirmed including 19 CCMH (only 14 came)	
	Marca College provided 6 students (and a teacher) offering mini-facials and manicures		some students offered either manicures or mini--facials	Clearer advance info regarding the students and what they will offer.
<b>Equipment</b>				
<b>Event Staffing/ including volunteers</b>				
<b>Refreshments</b>				
Food			too much food made by volunteers at home	If volunteer-made food is needed, arrange for volunteers to make it at EW or AG (or in an appropriate kitchen)
Water	AG bottles for practitioners, bottled water for clients, asked clients to bring their own refillable bottle			
<b>Finances</b>	Ticket revenue = \$			
	Expenses = \$			
	Silent Auction revenue = \$			

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## 1. Logistics

### A. Date and time

- Tuesday after Mother's Day
- officially 5:30 to 9:30, actually 5 to 9:35
- doors opened at 5, sign-up supposed to start at 5:30, delayed about 5 min.
- allowed 7 time slots – 2 large group classes, 5 appointment times

### B. Venue

- applied for permit in June but approval did not come until the fall.
- permitted the gym, Edgewood room, office and 14 classrooms/offices on the first and second floor. 2 classrooms were unusable (used offices instead).
- had registration of clients inside Edgewood room to allow practitioners to enter through main and side doors, west gym, and northwest exit.
- like prior years, the client and practitioner packages included a floor plan.
- the caretaker cleaned all rooms the week before the event.
- there were some negative comments about the condition of the rooms.
- committee considered the possibility of alternative locations due to concerns about cleanliness and the potential sale of this property
  - S.H. Armstrong: may not be available, may be too expensive or may not have enough separate spaces.
  - Claudia will check into the Mennonite Centre and the Days Inn.
  - Corpus Christi is a good location because clients and practitioners know where it is and it provides a direct connection with our EW program.

### C. Layout

- registration of clients inside Edgewood room allowed practitioners to enter through main and side doors, west gym, and northwest exit.
- used Edgewood room for refreshments; registration table was in coat hanger area facing the door.
- because the college of massage cancelled, we were able to use the west gym for sign-up (which meant that sign-up could continue during belly dance)
- east gym for the yoga and belly dance classes.
- used a second-floor room as a practitioners' lounge until 6:30, then as secondary food station
- 4 rooms for massage
- 1 room for paraffin and manicures
- 1 room for henna
- 1 room for mini-facials (Marca College)
- 1 room for consultations
- 1 room for Studio CPB and Edie (make-up)
- Mayfair in nurse's office
- Esthetics by Carmen in former kitchen
- main office: Salon Fortelli haircuts (3) and manicures (2)
- overall, the match of practitioners to spaces was good.
- empty room upstairs, gym empty through much of evening
- Pierre directed clients and practitioners to respective entrances
- most practitioners drove, so came through gym or "daycare" doors.

- Susan and teen volunteers stationed outside at gym door, and Estelle/Elena at front door, gave out maps to practitioner packages, told/showed them where their rooms were, sent teens to help. (their welcome packages were in their rooms)
- by 6 p.m., Elena did all the outside directions, Susan helped with sign-up
- recorder trio in the second floor stairwell. They could be heard in 2<sup>nd</sup> floor massage rooms, Second floor lounge?

D. Set-up

- volunteers moved furniture and put up signs during the day and the day before.
- several volunteer runners and helpers including ?? teens (more than expected)

E. Signage

- large outdoor banner posted about 3 days before event (since it was sold out).
- each room had a list of practitioners outside it. Inside, as appropriate, each practitioner's name was on their desk/table/chair (along with their welcome package)
- also posted duplicate schedule sheet for each room by the time the first session started.

F. Equipment and supplies

- where possible, each practitioner was asked to complete and return a form noting their special needs. Many did not.
- like last year, we provided bar stools for Salon Fortelli.
- school has lots of student desks and chairs on the second floor
- Edgewood has a number of extra folding chairs
- had Applegrove's microphone and waistband amp for the announcement of "last call" for the silent auction.
- intended for Silent Auction volunteer to have a bell to signal start and end of sessions. She made do with a drum.

G. Décor and atmosphere

- via Pierre, Bill's Garden Center (his contact was Larry) loaned 4 hanging baskets.
- Louise and Estelle loaned candles and lamps
- Estelle loaned silk cherry blossoms. (Susan will ask the store to donate 20 or more, to be kept only for SPA.)
- Susan and Estelle loaned white sheets/table cloths to cover furniture in EW room
- used pink disposable table cloths for tables (and sides of some furniture)
- also used pink table cloths in upstairs lounge
- the café looked great.
- pink and white colour scheme worked well and should be repeated.
- the committee suggested a special committee on décor whose only job would be to beautify rooms (or maybe just decorate the doors) – flowers, table cloths in appropriate practitioner rooms, etc. using re-usable or borrowed items.

H. Parking

- had practitioners park behind the gym, allowing street and parking lot for clients
- no comments about parking, so it must have been adequate.

I. For next year

- hold event on Tuesday after Mother's Day, close EW on the Wednesday.

- consider having an AG staff run EW on the Tuesday.
- practitioner welcomers are needed at parking entrance, front door and gym door from 4:45 to 6 p.m. They cannot do anything else during this time.
- put practitioner lounge on second floor from 5 to 6:30 (including coffee/tea or hot water) and then room becomes info, water and snack station for clients AND practitioners with a volunteer (with cell phone) staffing it throughout. Volunteer should welcome and thank practitioners, answer their questions, talk about Applegrove, etc.
- do not put room 120 (no tiles) or 122 (full of furniture) on permit. Include rooms 112 and 119 (main floor offices in west wing) and probably 123 (“kitchen” beside 122)
- unless the windows are repaired or it is a very warm day, do not use room 121 for massage.
- on afternoon of event, while 2 volunteers/staff are putting up signs in rooms, another volunteer needs to put boom boxes, check for other special needs (urn of hot water), etc.
- consider a Décor Committee.
- washrooms need special attention:
  - during the room check in the first week of May, run the water in all sinks and flush all toilets
  - on the day of the event, run water and flush again BEFORE putting signs on washrooms.
- we need a better way to signal the beginning of each session and break, e.g, runners who visit each room, a gong, etc. Also, the start and end signals should be announced during the welcome.

## 2. Practitioners

### A. What worked, concerns, issues

- contacted over 100 practitioners by letter. For most of them, volunteers followed up by phone later.
- most of those who agreed to participate were sent a confirmation letter, outlining the event, what they would do, etc., as well as confirming their information for the brochure.
- early April, sent a follow-up letter with a poster and some brochures, a request to confirm data for gift bag listing and options for their gift bag items.
- although we contacted CCMH (Canadian College of Massage and Hydrotherapy) as in 2 prior years, about 2 weeks before the event, the college said they had been unable to recruit any students.
- about 40 practitioners confirmed. 2007 had 56 confirmed practitioners and 2008 48 confirmed including 19 CCMH massage students (but only 14 came).
- 3 other practitioners did not come (one of the 3 ITM) compared to 1 cancellation or no-show last year and 9 the prior year
- like 2008, and including the 2 classes, there were 7 20-minute time slots with 10-minute breaks. Clients had the 2 classes, 4 appointments and a supper break. This was accomplished by starting sign-up at 5:30 and holding the yoga class from 9:15 to 9:35.
- when practitioners arrived, the “welcomers” gave them a floor plan; their welcome packages were in their rooms. Packages included information, name tags, appointment cards, etc.
- 20 of the 30 practitioners completing comment forms confirmed that they would like to participate again. The one who said not was a student. In 2008, 17 of the 26

practitioners completing comment forms confirmed that they would like to participate again. The prior year, of the 24 non-student practitioners completing comment cards, 18 said they would participate next year.

- a couple of the practitioners offered to help organize next year.
- Best to make follow up call on Tuesdays and Thursdays late morning and early afternoon as most are very busy on Fridays and often closed on Mondays.
- popular with VIP clients (5 or more appointments before event started)
  - cranio/sacral and reiki with Renée;
  - shiatsu by Healing on the Danforth;
  - massage by Melissa (Athlete's Care);
  - paraffin hand treatments by Gladys;
  - hair cuts by Salon Fortelli
  - manicures or mini-facials by Mayfair
  - massage by ITM
- few clients (3 or fewer appointments altogether)
  - belly dance with Laurie
  - exercise consultation by Kew Gardens Health Group
- although last year, the 4 or 5 hair stylists were not completely booked, this year, the 4 hair stylists were full.
- as of May 15, there were 40 confirmed practitioners. 2007 had 56 confirmed practitioners and 2008 48 confirmed including 19 CCMH (only 14 came)
- Diversity
  - enough massage that every client could have had one. However, because several VIP clients had booked more than one massage before CCMH cancelled, not every client actually received massage.
  - clients' evaluations gave "selection of individual services" its highest rating ever, and the 3<sup>rd</sup> highest overall.
- Cancellations
  - when CCMH cancelled, staff re-assigned VIP clients to other types of massage.
  - another practitioner who was in the brochure cancelled the week before the event, but made a generous donation to the silent auction.
  - in spite of confirming phone calls and messages on the Thursday and Friday before the event:,
    - one manicurist and one henna did not come,
    - between Friday and Tuesday, the 3 practitioners from Esthetics by Carmen went down to 0; Tricia's negotiating skills brought one back.
    - Elena stepped in at the last minute to provide mini-facials because 1 Mayfair practitioner had a family emergency.
    - on the Thursday, ITM said they would have 4 to 6 practitioners and ended up with 4. They did not clarify this when they arrived so we had proceeded with sign-up for 6.
  - for no-shows and cancellations, consider only asking for a donation next year.
  - the committee considered whether to contact the practitioners on the day before the event (as well as the week before), by phone or e-mail, but felt that it probably would not have made a difference for the no-shows and cancellations.
- Duration of treatments
  - some practitioners suggested longer appointments or shorter breaks.

#### B. For next year

- send letters to '09 practitioners in January and ensure timing follow-up phone calls within 2 weeks. The letter should include requests to help recruit practitioners and advertise the event to clients.
- there were some communication problems when practitioners confirmed with volunteers and info was delayed or incomplete reaching Applegrove. How can this process be easier? e.g., using Google Documents or a secure area of the website for volunteers to enter data? A web-based form?
- Marca College was a great resource for manicures and facials; however, because some students offered only manicures or facials. Clearer info about students would help next year's sign-up.
- we need more practitioners, especially massage. Claudia has a contact at Centennial College.
- invite practitioners to bring items to personalize their room.

### 3. Program

#### A. Welcome and sign-up

- the event was sold out (at 40 practitioners / 52 clients) nearly a week before.
- the evening before, Louise called all clients to remind them about the event, etc. She also prepared personal registration packages for all clients.
- each package had personalized waiver form, "menu" of services, appointment card (completed for VIP clients), evaluation form, floor plan/layout, list of silent auction items.
- clients signed and returned the waiver/release.
- redesigned appointment cards to reflect the new materials.
- on clients' comment cards, welcome/registration received the highest rating, not just for this year, but ever!
- Susan included VIP client on sign-up sheets, so regular clients could easily see the benefit of VIP tickets!
- number was put on a separate ledger sheet and posted on the gym wall in the same order as on the clients' list (in room number order). As clients' numbers were drawn, they went with one of the volunteers to choose their appointments. The volunteer wrote the clients' names on the ledger sheets and the practitioners' names, services and room numbers on the clients' cards using erasable ink. However, the "removable" tape did not stick well enough.
- with 5 or 6 staff, sign-up took about 45 minutes. The "service menu" helped reduce the time needed for clients to make up their minds what they wanted
- last year, one client suggested that the waiver should be distributed in advance. We gave it to those who purchase tickets in person or in time to mail them a brochure.
- sign up via first-come, first-served. Smoothest year ever
- used last year's sign-up process. Each practitioner's name, service and room
- during belly dance, volunteers transcribed sign-up sheets onto second sheets and posted them outside or inside rooms. (Probably better post inside rooms or on doors where practitioners can see them?) Practitioners were responsible for their own appointment cards.
- spent about ½ hour during the afternoon for sign-up volunteers to practise registration. This cannot take place until most of the sign-up sheets are in place, but is useful. As appropriate, if one of the sign-up or food volunteers will be a client, she can be the tester.

- B. Agenda, appointment times, content and sequencing
- 5 appointment times of 20 minute appointments with 10 minute breaks in between (like 2008 and 07 and unlike 2006's 30 minutes with 5 minute breaks).
  - some practitioners knew in advance that they could take 2 clients in one time slot. We counted on this to allow flexibility and in anticipation of some practitioners not coming.
  - need to be out of the building by 10 or pay caretaking overtime
  - all clients had the belly dance class at 6:15 and yoga at 9:15. Several practitioners commented that the belly dance was among the event's best things. Many clients had intended to stay for yoga (brought yoga mats) but left during the last break. Possibly yoga may work better as an option throughout the evening, giving an additional appointment time?
- C. Social aspects
- practitioners and clients' comment cards showed they enjoyed meeting new people, the friendly atmosphere and networking
- D. Gift Bags
- purchased 100 cellophane bags and 2 spools of ribbon
  - all practitioners were invited to provide about 100 business cards, brochures, etc. for gift bags, and many did; however, a number did not meet the deadline of one week in advance of the event.
  - donation from Unilever: cases of full size shampoo and conditioner and soap, and sample-size body mist.
  - May approached a contact with ??; it was too late for this year, but might donate next year.
  - volunteers and Susan collated bags with complete listing of practitioners; used different bags/ribbon for clients/volunteers and practitioners.
  - distributed as clients and practitioners handed in their evaluations. Massage students did not receive evaluations or bags.
  - about 5 gift bags left over.
  - everyone appreciated the gift bags.
  - consider alternatives if Unilever is unable to help with gift bag items.
- E. MC
- Estelle acted as MC and media rep. These jobs conflicted when she had to be with a journalist and do the welcome announcements.
- F. For next year
- ensure there are at least 5 volunteers and a runner for sign-up
  - do a sign-up training in the afternoon.
  - use something other than "removable" tape for sign-up sheets.
  - MC's ONLY job from 4:30 on should be MC.
4. **Silent Auction**
- A. Items and management
- had over 35 items (26 last year); net proceeds about \$1300, more than twice last year's total of \$550.
  - value ranging 20 – 400 dollars.

- all clients and practitioners received a numbered list of auction items. The same numbers were used on bid sheets and gift certificate's envelopes. Where a donor gave several items, they were numbered, for example, 13A, 13B, etc.
- gift certificates were photocopied, the copy posted with the bid sheet, and the originals kept securely.
- In order to increase income, Tricia set a starting bid on the bigger items. However, this meant that some clients started bidding at a lower level and then declined to pay after the event when they learned how much they would pay.
- offered practitioners the option to donate to it.
- Tricia began to arrange items well before event started and stayed with the auction until it closed at 8:40. Needed a second person to help with closing; Louise had offered to do this, but was needed at the goodbye desk.
- we had planned for the items to be arranged during belly dance and then start as clients exited the gym.
- auction closed during second last break, preceded by Pierre making announcements of last call.

#### B. For next year

- we have tried having the auction in the café, gym, corridor by EW and this year, corridor by stairwell– all have advantages and disadvantages, but this year's location worked the best.
- ensure one volunteer is in charge of the silent auction, and a second person (not from goodbye table) helps with closing. The Silent Auction convenor should coordinate with staff during the week before the event to set minimum bids.
- make the last call announcement during the break prior, i.e., between 8:05 and 8:15.

### 5. Food and Refreshments

#### A. Ordering and preparation

- received a high rating from clients.
- Louise provided bean salads, pasta and potato salads.
- tea and coffee
  - about 2 pots of coffee and 2 kettles of hot water
  - there were comments about coffee and tea.
- for the first time, we requested donations from restaurants. About 30 requests produced 4 donations of food plus a donation of chocolates for each gift bag and something for the Silent Auction.
  - one tray of cookies (Red Rocket).
  - 250 cocktail samosas (Sultan of Samosas)
  - tray of spring rolls (Green Basil)
  - mini-quiches and mango cheesecake (Melanie's Bistro)
- May/Susan purchased
  - 6 loaves of bread and 3 bags of ciabatta rolls
  - cheeses (4 x 500 g)
  - crackers
  - tuna – 1 huge tin bought from Costco
  - veggies (2 big bags of carrots, peppers, cucumbers) and dip.
  - fruit (4 watermelons, grapes, 4 boxes of strawberries, kiwi(too hard), Duke apples)
  - cutlery
  - disposable plates, napkins, etc.
  - 2 containers of spring mix

- 2 bottles of dressing – 1 balsamic and 1 raspberry vinegarette
- 4 cases of water (24's) – 2 cases + were left over (it helped when clients brought their own water bottles)
- on the day of the event, volunteers made egg, tuna and cream cheese & cucumber bunwiches and sandwiches and prepared the veggie, cheese and fruit trays.
- Wally prepared about 150? pink and white cupcakes and 100 cookies
- Lynn: about 100 cookies
- Elena: about 100 mini-muffins
- Estelle: 2 Caesar salads
- baked several kinds of sweets and savouries, enough for 600 servings (5 each for the estimated 120 clients, practitioners and volunteers). We paid \$40 for materials.
- McDonald's supplied 1 large cooler of ice that kept drinks cold.
- left-overs included
  - bean salad (to PC)
  - sandwiches (3 loaves of cucumber sandwiches; 1 bag of ciabatta – most tuna)
  - veggie trays – 2 full veggie trays left over as we did 4 of them
  - green salad (1½ container) – Caesar salad worked better
  - 2 watermelons (bought by teen and HOBG)
- meeting public health requirements will mean that next year, volunteers CANNOT make food at home unless their kitchens meet public health standards.

#### B. Water

- needed to respect environmental concerns while providing convenient water for clients and practitioners
- decided to provide
  - free AG bottles to each practitioner (with a label for their name)
  - bottled water for clients (with a label for their name)
- in her reminder calls to clients, Louise asked them to bring refillable bottles

#### C. Serving and clean-up

- Mary, Louise and Barbara were in charge of food in EW room, with Ulina in the upstairs room

#### D. Tableware and cloths

- used disposable pink tablecloths throughout.

#### E. Food staging

- Food was put out at 5 pm after preparations were completed. Coleslaw, bean salad, potato salad and a selection of all other foods were put in practitioners lounge. We did not divide the Melanie's Bistro donation because there wasn't enough to divide.

#### F. Quantities, quality, variety

- sandwiches (last year 4 trays)
- bean salad
- (last year 2 bags of green salad, 2 each of potato and pasta salad)
- (last year, 1 tray each of veggies/dip, fruit, cookies)
- (last year, about 300 servings of sweets plus cake)
- (last year, 8 large cheese bars; 2 jumbo boxes of crackers and 4 regular; 3 quarts of strawberries; bag of apples; 1 cored and peeled pineapple; 1 watermelon)

## G. For next year

- use whole wheat bread and ciabatta buns, fewer choices of fillings, no pasta salad.
- continue to have the practitioners' lounge on the second floor from 5 to 6:30; then it becomes a staffed secondary food and info station for clients AND practitioners.
- clean AG water bottles ahead of time.
- bake cookies, etc. at Applegrove beforehand, e.g., an evening or Saturday.
- use new cookbook recipes.

**6. Volunteers and Event Staff**

## A. Jobs, schedules

- recruited youth volunteers as runners and to help practitioners.
- detailed listing of jobs and timing circulated to May 5 committee meeting and posted on EW fridge.

## B. Orientation, supervision, recognition

- important to treat volunteers very well. They appreciated gift bags, opportunities to have henna or hair cut.
- we had not asked volunteers to sign waivers, but probably should incorporate this in future years.
- some teens were playing basketball and some were rude to volunteers or practitioners.
- the runners were great.
- practitioners reported that they received a warm welcome.

## C. For next year

- recruit more adult volunteers.
- supervise teens more closely.

**7. Tickets**

## A. Sales, handling, pricing

- last year, sales went slowly and took off Thursday before the event.
- stats on when the tickets were sold

Date	# regular tickets sold	# VIP tickets sold	Total clients
April 7	1		1
April 8		4	5
April 8	1 complimentary		6
April 16	4		10
April 15		2	12
April 17		2	14
April 22	3	2	19
April 28	2	1	25
April 29	11		36
April 30		2	38
May 4	5		43
May 5	3	2	48

Date	# regular tickets sold	# VIP tickets sold	Total clients
May 6	4		52 (including one complimentary)
	37 (40 in 2008)	15 (8 in 2008)	

- biggest bump in sales was on Wednesday, April 29. This was at least partially due to Applegrove staff telling their friends that the event was half-sold.
- Ticket price
  - as recommended after last year's event, VIP tickets were discounted by \$5 each when buying 2.
  - the committee considered whether to reduce the number of services or increase the price of regular tickets
  - the committee also considered whether to include an AG water bottle with all tickets.

B. For next year

- consider who is our target audience – when the event started, we targeted it at women in Riverdale and Beaches, NOT our clients. What can they afford?
- the committee generally agreed to increase the regular ticket price to \$60.
- maintain VIP “Bring-a-friend” discount: if 2 people register and pay at the same time for VIP tickets, the second person gets a \$5 discount, i.e., 2 tickets for \$155 instead of \$160. Not cumulative – 3<sup>rd</sup> person does not get a discount!

**8. Marketing and sponsorship “dam good job!”**

A. Poster, brochure

- Janet's re-design produced a elegant and inviting layout – worked fairly well as black on pink for less expensive flyers
- added TTC information and intersections to Queen & Kingston to facilitate directions
- practitioners received one (or more) posters and several brochures in early April, much earlier than last year's late April (when they picked up business cards)
- volunteers distributed posters to local businesses (about how many??) in April
- mailed about 1,100 black on pink posters to Applegrove members in early April and agencies in late April

B. Website

- On-going updates on website, thanks to Lynn

C. Printing

- checked printing prices at 5 other printers; Printing House still cheapest
- printed posters on glossy card stock, brochures on heavy paper
- printed brochures, tickets and posters at the beginning of April
  - \$597 net of GST in 2009 (2 colour printing, 1,000 brochures)
  - in 2008, \$63.13 for posters + \$143 for 500 brochures at the end of April (black & white)

D. PSA's and advertising

- Posted on toronto.com, facebook
- Estelle sent to
  - NOW magazine

- Eye weekly
- SNAP
- Mirror/Guardian
- Susan sent to Beach Metro in time to be included in 2 editions (April 21 and May 5)
- posted on
  - craig's list
  - CharityVillage
  - Help We've Got Kids
- staged a photo which we hoped would be carried in May 5 Beach Metro and May 8 Mirror (but it was not)
- stories/pix in June Town Crier and SNAP Beaches.

#### E. Sponsorship

- sent out about 30 requests for sponsorship to local dentists and other services
- no interest.
- Elena approached a number of businesses to sponsor gift bags with no success

#### F. Follow-up

- sent thank-you e-mail to organizers the next day.
- to send thank you's to clients and volunteers
- to send thank you certificates to practitioners with SNAP Beaches tearsheet

#### G. For next year

- arrange for photo before April 15 and send to Beach Metro, etc.
- add to the client evaluation questions, where did you first hear about the event this year.
- edit the poster to be less wordy

### 9. Overall

#### A. What worked well, concerns

- event had fewer confirmed practitioners than last year and the year before. To make more money, we should consider offering
  - opening large group class; then 3 services, one small group class and a break; and a closing class OR
  - opening class, 3 services, 2 small group classes and a break
  - that would mean 48 practitioners could service 80 clients, not 60, raising potentially \$1000 more
- a couple of clients suggested the event would be better with a wine-tasting or wine bar. TCDSB Permit Rules say that alcohol will NOT be allowed in any part of the building or Board property. Consequently, we cannot even have a (sponsored) wine tasting tent on the property if the event stays at Corpus Christi.
- we asked practitioners and clients about marketing the event to men. While the majority of practitioners were in favour, a strong majority of clients said no.

#### B. For next year

- Board members feel it is their responsibility to ensure that the décor and atmosphere meet their standards.

### 10. Summary of Learnings and Recommendations (numbered for convenience only)

- #### A. schedule event on Tuesday, May 11, 2010; close EW on the Wednesday.

- B. consider having an AG staff run EW on the Tuesday.
- C. do not market this event to men. Consider a separate MANspa (Money for Applegrove Now [for internal reference only!]) OR Men And Nurturing
- D. practitioner welcomers needed at parking entrance, front door and gym door from 4:45 to 6 p.m. They cannot do anything else during this time.
- E. put practitioner lounge on second floor from 5 to 6:30 (including coffee/tea or hot water) and then room becomes info, water and snack station for clients AND practitioners with a volunteer (with cell phone) staffing it throughout.
- F. do not put room 120 (no tiles) or 122 (full of furniture) on permit. Include rooms 112 and 119 (main floor offices in west wing) and probably 123 (“kitchen” beside 122)
- G. unless the windows are repaired or it is a very warm day, do not use room 121 for massage.
- H. on afternoon of event, while 2 volunteers/staff are putting up signs in rooms, another volunteer needs to put boom boxes, check for other special needs (urn of hot water), etc.
- I. consider a Décor Committee.
- J. washrooms need special attention:
  - o during the room check in the first week of May, run the water in all sinks and flush all toilets
  - o on the day of the event, run water and flush again BEFORE putting signs on washrooms.
- K. we need a better way to signal the beginning of each session and break, e.g., runners who visit each room, a gong, etc. Also, the start and end signals should be announced during the welcome.
- L. send letters to ‘09 practitioners in January and ensure timing follow-up phone calls within 2 weeks. The letter should include requests to help recruit practitioners and advertise the event to clients.
- M. there were some communication problems when practitioners confirmed with volunteers and info was delayed or incomplete reaching Applegrove. How can this process be easier? e.g., using Google Documents or a secure area of the website for volunteers to enter data?
- N. Marca College was a great resource for manicures and facials; however, because some students offered only manicures or facials. Clearer info about students would help next year’s sign-up.
- O. we need more practitioners, especially massage. Claudia has a contact at Centennial College.
- P. invite practitioners to bring items to personalize their room.
- Q. ensure there are at least 5 volunteers and a runner for sign-up
- R. do a sign-up training in the afternoon.
- S. use something other than “removable” tape for sign-up sheets.
- T. MC’s ONLY job from 4:30 on should be MC; someone else should be media liaison.
- U. have the auction in the corridor by stairwell like this year..
- V. ensure one volunteer is in charge of the silent auction, and a second person (not from goodbye table) helps with closing. The Silent Auction convenor should coordinate with staff during the week before the event to set minimum bids.
- W. make the last call announcement during the break prior, i.e., between 8:05 and 8:15.
- X. use whole wheat bread and ciabatta buns, fewer choices of fillings, no pasta salad.
- Y. continue to have the practitioners’ lounge on the second floor from 5 to 6:30; then it becomes a staffed secondary food and info station for clients AND practitioners.
- Z. clean AG water bottles ahead of time.
- AA. bake cookies, etc. at Applegrove beforehand, e.g., an evening or Saturday.

- BB. use new cookbook recipes.
- CC. recruit more adult volunteers.
- DD. supervise teens more closely.
- EE. consider who is our target audience – when the event started, we targeted it at women in Riverdale and Beaches, NOT our clients. What can they afford?
- FF. the committee generally agreed to increase the regular ticket price to \$60.
- GG. maintain VIP “Bring-a-friend” discount: if 2 people register and pay at the same time for VIP tickets, the second person gets a \$5 discount, i.e., 2 tickets for \$155 instead of \$160. Not cumulative – 3rd person does not get a discount!
- HH. arrange for photo before April 15 and send to Beach Metro, etc.
- II. add to the client evaluation questions, where did you first hear about the event this year.
- JJ. edit the poster to be less wordy

## Summary of Evaluation Cards

Clients and practitioners received an evaluation card with their registration packages, and most completed them. Reports containing all their comments are included at the end of this report. While practitioners and clients alike greatly enjoyed the event, they differed considerably on the question of marketing to men. Clients significantly preferred keeping the event women-only, while most practitioners would welcome men.

### Practitioners

	Average					
	2004	2005	2006	2007	2008	2009
Day and time	not asked	3.86	3.84	3.78	3.88	3.83
Brochure, poster	3.25	3.43	3.7	3.67	3.62	3.86
Layout	3.00	3.05	3.82	3.56	3.67	3.67
Event organization	3.44	3.38	3.82	3.69	3.62	3.60
Event overall	3.47	3.45	3.89	3.73	3.77	3.86

Many practitioners identified the warm and friendly people (event staff/volunteers and clients) and organization as the “best things”.

Issues identified from comments include cleanliness, temperature and water quality.

The ratings suggest increased satisfaction over last year. Similarly to 2007 and 2008, there were 4 ratings of less than satisfactory.

### Clients

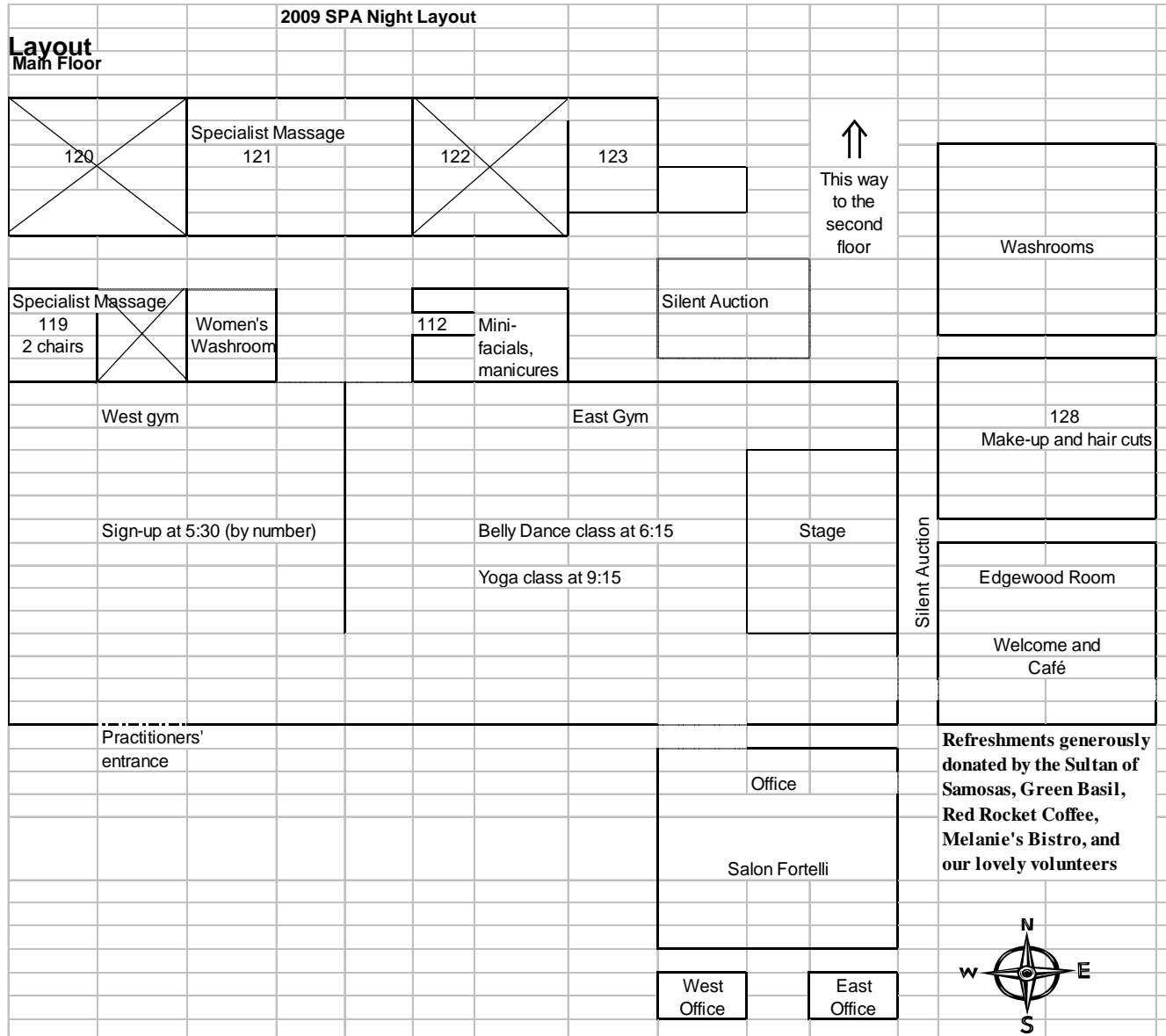
	Average					
	2004	2005	2006	2007	2008	2009
Welcome and registration	(not asked)				3.82	3.98
Selection of individual services.	3.78	3.83	3.77	3.62	3.44	3.91
Selection of classes.	3.57	3.52	3.70	3.69	3.60	3.71
Refreshments	(not asked)				3.86	3.87
Layout and organization	3.21	3.46	3.44	3.78	3.78	3.82
Event overall	3.56	3.83	3.74	3.67	3.79	3.95

The 2009 scores were the highest ever!

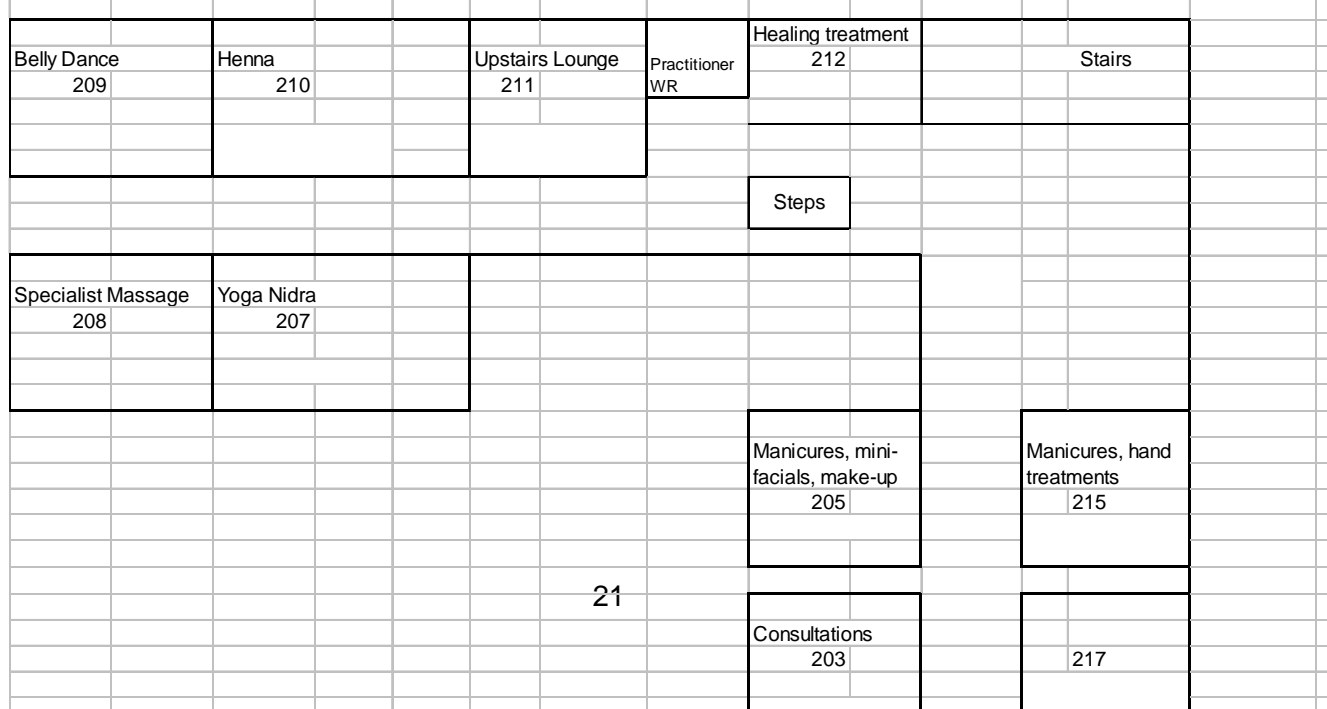
Many clients mentioned refreshments, services, organization, friendliness, variety as among the “Best Things”. Almost every card included a comment on “best thing”, compared to about half the cards for “improvements”. Some of the improvements, such as offering wine or other beverages, are not possible in the school location. Others are out of Applegrove’s control, such as “not having to work all day” and particular services being booked up.







**Second Floor** Please note that there are no washrooms on the second floor.





## SPA Night 2009

### Silent Auction Items

Special thanks to all the donors for the following items for our silent auction (received by May 11)

1. 'Office on the go' tote with selection of speciality items including keyboard cleaner, highlighter, letter opener, tape flags, and more donated by Anonymous valued at over \$30.
2. Aveeno gift basket and beach bag donated by Anonymous valued at \$75
3. Cream-coloured tote bag donated by Anonymous valued at \$20
4. Gift cert for Cranial Sacral Treatment donated by Renée Long valued at \$100
5. Gift certificate for Arbonne products donated by Arbonne International Pure Swiss Skin Care (Maryanna Radeff) valued at \$75
6. One hour healing session donated by Centre for Spiritual Living (Barbara Schreiner-Trudel)
7. 4 3-month memberships donated by Christine's Fitness & Personal Training (ChristineSteiger) valued at \$299
8. 3 gift certificates for acupuncture and traditional Chinese medicine donated by Healing from the Root (JulianJones) valued at \$100 each
9. Gift certificate for Reiki treatment donated by Healing Hands Reiki-Massage (SallyHunter) valued at \$55
10. Gift certificate for consultation donated by HealthyInToronto.com (DarylSarkisian) valued at \$150
11. 1 gift cert for 90-minute trance medium/reiki session (\$150) AND 1 gift cert for soul portrait (\$100) donated by Heart Beat Productions Unlimited (Mary Anne Atell)
12. Gift cert for a make-over donated by Intuitive Touch Therapies and Body Care Shop valued at \$40
13. 400 gram box of fresh Belgian chocolates donated by Leonidas Fresh Belgian Chocolates valued at \$50
14. Gift basket donated by Marca College of Hair and Esthetics (Camelia Belanger) valued at \$75

15. Signature package (facial, pedicure, manicure) donated by Salon Fortelli & Spa valued at \$130
16. Espresso machine donated by Sphere Entertainment (John McHugh) valued at \$165
17. Package of 2 gift certificates for \$20 each donated by Sultan of Samosas (Reza Mecklai) valued at \$40
18. Gift certificate for a basic facial donated by The Art of Beauty valued at \$45
19. Gift certificate for garden items donated by The House & Garden Co. valued at \$50
20. Gift cert for 5 Progressive Pilates Mat Classes donated by The Pilates Barr (Carolyn Barr) valued at \$85
21. 2 gift certificates @ \$100 each for acupuncture facelift and TCM massage donated by The Scollard Street TCM & Acupuncture Clinic (PeterPavolotsky)
22. Gift certificate for pedicure donated by Timeless Nails & Spa (Yen) valued at \$30
23. 3 women's bathing suits, sizes 8, 10 and 14 (\$89 each) donated by Ups and Downs (MaryAbbinante)
24. 4 gift cards @ \$80 each, 3 for accu-touch, 1 for head massage, all offering lomi-lomi as alternative (lomi-lomi is a Hawaiian, oil-based decompressing massage to lighten your existence) donated by [www.GoodEnergyBreak.com](http://www.GoodEnergyBreak.com) (Joanna Recine)

## SPA 2009 – Summary of Evaluation Cards

### SPA Night 2009 – Practitioner Evaluation Summary

Thirty practitioner evaluation cards were collected and they provided an overall satisfaction rating of 3.86 on a 4-point scale. Only 4 items were rated less than satisfactory; one person who rated both layout and organization as unsatisfactory did not give reasons. A very unsatisfactory rating for layout was due to how cold it was in that practitioner's room. A very unsatisfactory rating for organization was due to the practitioner lacking equipment; however, there had been several changes in that practitioner's plans and Applegrove staff did not receive the request for 2 tables.

Practitioners' comments on the "best things" included the warm and friendly people (event staff/volunteers and clients) and organization. There were fewer "improvements" than "best things", although some practitioners noted issues in the area for comments on the ratings. Overall, these issues centered on cleanliness, temperature and water quality.

Practitioners were very positive in their "other comments", noting how good the food was and how much they enjoyed it. Twenty respondents said they would come back next year. The one who said no was a student. Three practitioners offered to help organize next year's event.

On the issue of marketing the event to men, most practitioners were positive, with 6 feeling it was better to keep the event women-only.

Area	😊😊	😊	😞	😞😞	# of checks	Total score	Average
Day and time	✓✓✓✓✓ ✓✓✓✓✓ ✓✓✓✓✓ ✓✓✓✓✓ ✓✓✓✓✓	✓✓✓✓✓			30	115	3.83
Brochure, poster	✓✓✓✓✓ ✓✓✓✓✓ ✓✓✓✓✓ ✓✓✓✓✓ ✓✓✓✓✓ ✓	✓✓✓✓✓			30	116	3.86
Layout	✓✓✓✓✓ ✓✓✓✓✓ ✓✓✓✓✓ ✓✓✓✓✓ ✓✓✓✓✓ ✓✓✓	✓✓✓✓✓	✓	✓	30	110	3.67
Event organization	✓✓✓✓✓ ✓✓✓✓✓ ✓✓✓✓✓ ✓✓✓✓✓ ✓	✓✓✓✓✓ ✓✓	✓	✓	30	108	3.6
Event overall	✓✓✓✓✓ ✓✓✓✓✓ ✓✓✓✓✓ ✓✓✓✓✓ ✓✓✓✓✓ ✓	✓✓✓✓✓			30	116	3.86

[one person rated everything "Very Unsatisfactory" but made very positive comments, so those ratings were moved to "Very Satisfactory"]

Please comment below on any items less than satisfactory.

- everything is perfect, great people!
- I did not receive the requested equipment
- cleanliness of the venue
- to have rooms a little less dusty
- location
- rooms were pretty dirty looking
- water was rusty
- the sign-up sheet wasn't updated correctly – the client informed the practitioner
- a little on the cold side for body therapies
- no garbage cans available in classrooms and lounge
- (rated event organization as Very Unsatisfactory) – not sure what happened with bookings, we were short 2 tables? No breaks taken
- (rated layout as Very Unsatisfactory) – so cold for massage. Just really cold in room 121. All folks were wonderful

[one practitioner who rated layout and organization 'unsatisfactory' did not provide comments.]

The best thing about The SPA was

- everything and everyone
- the joy that seemed to fill this place
- very fun and interesting
- the women
- selection, happy women
- sharing a room with Cris
- it is very chilled & fun
- teamwork
- great people (volunteers & clients)
- all the volunteers and well organized
- meeting new clients, meeting other practitioners
- friendly staff
- ran smooth
- the staff and people who had some time for themselves
- meeting great people
- everyone had a good time
- networking
- meeting fun women interested in their health
- clients had a great time
- being there
- making clients feel good
- the organization and # of events
- belly dancing

The SPA would have been better if

- we had clean running water
- the room was warmer
- if I had a better location (was shifted around)

- people were on time
- someone from the organization to meet with the practitioners during meal to be available to answer questions.
- mirrors for hair
- the room was warmer for massage
- we could always get some decorations
- there were less breaks – keeps the energy levels up!
- paint rooms (donated paint /student volunteers paint)
- ?
- n/a
- /
- it was like the Windsor Arms Hotel !!!
- it was more organized

Other comments

- great food (x2)
- very good
- gorgeous flyers and posters
- I had a great time!
- the event gets better every year.
- I would plan my stuff sooner. You all did a great job.
- great touch with food for practitioners
- thanks for having us.
- I love this event and can't wait till next year to join in again.

I would like to participate next year.  
I would like to help organize next year's event.

Participate			Organize	
Yes	No	Unsure	Yes	No
✓✓✓✓✓	✓	✓✓✓✓✓	✓✓✓	✓✓✓✓✓
✓✓✓✓✓				✓✓✓✓
✓✓✓✓✓				
✓✓✓✓✓				

We are thinking of marketing the event to both women and men next year. What do you think?

- great!
- fine
- I think that's a good idea.
- sure (x 3)
- sounds like a good idea. Good luck! (x 2)
- yes!!!
- I think it is a great idea. (x 2)
- I would like it. I have no problem with men being included.
- good idea (x 2)

- sounds great!
- it should have been done long time ago, a lot of men like to go to spa services.
- sure, why not – men need to be pampered too 😊
- yes (x 3)
- sounds like a good idea.
- yes! why not?
  
- I think the absence of men lets women free of their inhibitions
- men in a SPA environment tend to tone down the fun factor a bit. Some, if not most, women tend to get more self-conscious.
- the participants of this year didn't seem to think that was a good idea. Unless there is something specifically geared to men, it may not bring them in. Things that may work: pro teaching golf swings, etc.
- separate times or days would be best.
- I think women benefit more & SPA services are generally geared towards women but I would be very happy to participate for a fathers day spa day.
- keep it separate

## SPA Night 2009 – Client Evaluation Summary

Although 47 cards were completed, only 46 were counted for the ratings below. The averages for all areas were above 3.7 on a 4-point scale. There were only 2 items rated less than satisfactory. The person who rated refreshments Unsatisfactory asked for wine to be served at the event. The rating of Very Unsatisfactory for “classes” was an ✘ although the individual rated other items with check marks. Possibly this meant that the individual did not feel she had a selection of classes.

Clients’ comments on the “best things” covered refreshments, services, organization, friendliness, variety and more. Almost every card included a comment on “best thing”, compared to about half the cards for “improvements”. Some of the improvements, such as offering wine or other beverages, are not possible in the school location. Others are out of Applegrove’s control, such as “not having to work all day” and particular services being booked up.

Most of the “other comments” were positive, such as “will come again”, “well organized” and “wonderful”. Two clients commented negatively on an extra client being scheduled and on missing an appointment due to a backlog. Correspondingly, one client’s “best thing” was being squeezed in for an appointment. For next year, the event staff should determine the relative worth of making one client happy and others unhappy.

4 clients offered to help organize next year’s event, and 4 others requested additional information about Applegrove.

Finally, the answer to whether to market the event to men = an overwhelming negative! Of the 38 comments, 31 were negative and 7 varying degrees of positive.

Area	😊😊	😊	😞	😞😞	# of checks	Total score	Average
Welcome and Registration	✓✓✓✓✓✓ ✓✓✓✓✓✓ ✓✓✓✓✓✓ ✓✓✓✓✓✓ ✓✓✓✓✓✓ ✓✓✓✓✓✓ ✓✓✓✓✓✓ ✓	✓			44	175	3.98
Selection of individual services	✓✓✓✓✓✓ ✓✓✓✓✓✓ ✓✓✓✓✓✓ ✓✓✓✓✓✓ ✓✓✓✓✓✓ ✓✓✓✓✓✓ ✓✓✓✓✓✓ ✓✓✓✓✓	✓✓✓✓✓			44	172	3.91
Selection of classes	✓✓✓✓✓✓ ✓✓✓✓✓✓ ✓✓✓✓✓✓ ✓✓✓✓✓✓ ✓✓✓✓✓✓ ✓✓✓✓✓✓	✓✓✓✓✓✓✓ ✓✓✓✓✓		✓	46	171	3.71

Area	😊😊	😊	😞	😞😞	# of checks	Total score	Average
Refreshments	✓✓✓✓✓✓ ✓✓✓✓✓✓ ✓✓✓✓✓✓ ✓✓✓✓✓✓ ✓✓✓✓✓✓ ✓✓✓✓✓✓ ✓✓✓✓	✓✓✓✓	✓		45	174	3.87
Layout and organization	✓✓✓✓✓✓ ✓✓✓✓✓✓ ✓✓✓✓✓✓ ✓✓✓✓✓✓ ✓✓✓✓✓✓ ✓✓✓✓✓✓ ✓	✓✓✓✓✓✓ ✓✓			45	172	3.82
Event overall	✓✓✓✓✓✓ ✓✓✓✓✓✓ ✓✓✓✓✓✓ ✓✓✓✓✓✓ ✓✓✓✓✓✓ ✓✓✓✓✓✓ ✓✓✓✓✓✓	✓✓			43	170	3.95

Did not count one card that had checks for Welcome and Registration in all 4 columns, then checks for all the other items in "very unsatisfied". Comments were very good.

Comments on

Welcome and Registration

- greeted warmly at the entrance
- very organized, great!
- lovely

Selection of individual services

- given assistance form menus was great
- some double booking
- great for VIP bookings

Selection of classes

- na?

Refreshments

- excellent
- not enough chocolate
- very delicious / cookies were great
- wine please!

Layout and organization

- windows could be closed in massage rooms!

### Event overall

- exceptional evening, will do this again
- Thank you!

### The best thing about SPA Night was

- reiki and the awesome cookies
- refreshments and food / relaxation belly dancing
- everything and [a specific volunteer]
- how much fun it was
- belly dance was great
- very friendly practitioners
- facial and haircut
- haircut by Chris (CPB)
- seeing friends
- reiki
- it was for the ladies (ME)
- getting pampered
- classes and treatments
- my haircut
- the “helpers” and the organization overall
- us women having a special nite to pamper ourselves
- [a volunteer] was very helpful and kind to me and had Salon Fortelli give me a haircut during the break. Thank you.
- my friends
- the mix of practitioners available
- food and choice of services, belly dancing
- mini-facial and manicure
- the massage and the mini-facial
- socializing
- all the treatments, belly dance
- the great variety
- that it was so well organized, that everything went smoothly and everybody (hopefully) had fun.
- 1. belly dancing 2. spending time with friends 3. friendliness of service persons
- the selection of individual services
- social interaction and massages
- the hospitality and friendliness of everyone
- the friendly attitude of all the people
- everything great!
- great organizers, organization and food was fantastic. Services were terrific. Really, really enjoyed the night – will come back!!!
- belly dancing and food!
- belly dance class, relaxed atmosphere & cheer

- organization – food and the staff – super great
- the nice people and treatments
- very well planned
- the people! friendly all-around!
- love belly dancing to start, food treatments
- I came away feeling happy & relaxed
- very good
- the fun I had
- fabulous, feel so pampered and special

#### SPA Night would have been better if

- there were a few more massages
- I could have had a glass of wine
- could get service persons to show up
- n/a
- there was music in every room
- excellent
- it was great!
- it happened more often
- it was more often!
- the treatments were a bit longer
- there was some confusion re: one session, holding back subsequent ones
- couldn't be better
- there was a few more minutes for each session
- there was a selection of counsellors that focus on choices, i.e., nutritionist, career coaches, etc.
- I didn't have to work all day long
- bathrooms were cleaned, coffee and tea served downstairs
- there had been a "mimosa" or two (or a bellini)
- the massages were longer!
- I could do my treatments with my friends
- the sessions were 5 minutes longer
- more time for/between appointments
- more explanation of what to do at start
- food and gait analysis wasn't fully booked
- it had been a little bit warmer
- it started earlier

#### Other comments

- it was fun. I enjoyed the services. It was relaxing and the service providers were very professional
- VIP evening when selections are done ahead is the best
- wonderful evening
- everything was very very good
- it was wonderful

- wonderful event. Keep the hard work
- mirrors! And tall stools for the make-up/facial people
- amazingly organized. However, after all the VIP planning and “extra” payment, that a VIP client was bumped for a “favour” haircut for a friend of an organizer [specific volunteer] who leapfrogged and bumped the queue and as a result bumped my VIP friend.
- great job! I will come next year!
- the entire evening was very well planned. I enjoyed every moment of it.
- considering the time for the services, the massages were great.
- wonderful; well organized, worth way more!
- didn't like the Gait Analysis . . . she didn't really say anything.
- had a great night, loved to belly dance.
- well done, I would come again and again. (I mix up both my ???)
- I really enjoyed the experience
- appointments backlogged, which caused me to miss 1 whole appointment. Also didn't have chance to peruse/bid on silent auction
- I had a blast and the staff were awesome!
- a relaxing evening – great work!

I would like to help organize the next event. ✓✓✓✓

I would like more information about Applegrove. ✓✓✓✓

We are thinking of marketing the event to both women and men next year. What do you think?

- women only
- I like women only.
- loved that it was women only!
- I think it's good to have a “Men Only” night that is separate from a “Women Only” night. A co-ed spa night would seem like a dating mixer event and the dynamic would be different
- I think the event is special just marketed towards women; it is something my mother and I do together as a time to relax and have fun. Plus, I wouldn't feel comfortable belly dancing in front of men. Please keep it separate!
- no (x4)
- no way !!
- no. I like the women's event, comfortable & less exposure. Fellowship and not couples (not men) which reduces the communication openness
- a great idea, but not next year
- women
- I think us women need and enjoy this special evening just women
- keep it women.
- absolutely NOT
- nah, it's a girl's night out
- prefer just women
- I think it should remain women only
- keep it separate! I think women are more relaxed as a group. Add a different sex and the dynamics change.

- No – women only
- no, just women
- I feel that it should just be for women. If men ere here, it would be inhibiting and people would be less likely to try something that might embarrass them.
- Nah!
- I don't think enough men would be interested to warrant having it just women.
- all's fair in love & war – but I will bow to group pressure and say no. Let's keep this for the ladies.
- no way, we ladies need a night to ourselves.
- I wanted to say yes to both, but the spirit of the event would change and I think we need this to stay as it is – so if we are at capacity for fund raising, we should leave it.
- it is wonderful to spend time on a woman`s night. Do not have any real objection to men attending but who will look after the kids?
- think its great, except, who will take care of the kids when us women get pampered
  
- it's very great
- Great!
- great. Men need pampering too!
  
- sure
- I guess . . .
- I think that men would enjoy the event. Hopefully women would not feel constrained.
- no problem
- eh . . . will probably do better with women only, who seem to adore these services (Nothing against lovely men!)

Info

Michelle Gregersen

Melanie Neglia

Laverne Louis

Angie Melyn Alojpin

Help organize

Mya Barson

Gayle Waterer

Dorothy Conroy

Practitioner Participate:

Jonalisa Archer  
Naushaba Fatima  
Neha Fatima  
Luella Louis  
Edie Gagliano  
Northwinds  
Renee Long  
Salon Fortelli (Beulah, Hanna Haukers, Tiffany Sawler, Nicole)  
Elisha Arthurs  
MaryAnn Atell  
Daryl Sarkisian  
Maryanna Radeff  
Tim Phillips  
Cris B  
Melissa Kerr  
ITM (Renée Pilgrim)  
Marca College (Camelia Belanger, Mirivic Cruz)  
Kew Gardens Health Group (Kristine Salmon)

Barbara Schreiner-Trudel: I have many people at the Center for Spiritual Living who would be interested in donating to the silent auction and many who, I am sure, would offer their services for the evening. I would be happy to contact my folks and get them involved. This may help with the next event.

Organize:

Jonalisa Archer  
Barbara Schreiner-Trudel  
Neha Fatima



# 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”**



## Applicious Committee Meeting Notes

May 25, 2009

**Present:** Susan Fletcher, Pierre Trudel, Claudia Filici-McMullen, Donald Yuen.





**Regrets:** Alana Honsch

### 1. Combine with BIA?

- Board recommended investigating this, keeping our date and location
- Susan will follow up

### 2. Sponsorship

- the committee endorsed the Board recommendation of

Name	Financial Level	Recognition
Crispin 	\$250	<ul style="list-style-type: none"> <li>• Signage at event</li> <li>• Exclusive “ownership” of event activity</li> <li>• Website recognition</li> <li>• Recognition signage for your place of business</li> <li>• Opportunity to display marketing material at event</li> </ul>
MacIntosh 	\$500	<ul style="list-style-type: none"> <li>• Link on applicious.ca website</li> <li>• Signage at event</li> <li>• Exclusive “ownership” of event activity</li> <li>• Website recognition</li> <li>• Recognition signage for your place of business</li> <li>• Opportunity to display marketing material at event</li> <li>• Logo on Applicious Poster (if confirmed by Aug. 18)</li> </ul>
Golden Delicious 	\$1,000	<ul style="list-style-type: none"> <li>• Name on flyer and in paid advertising</li> <li>• Logo on Applicious poster (if confirmed by Aug. 18)</li> <li>• Link on applicious.ca website</li> <li>• Signage at event</li> <li>• Exclusive “ownership” of event activity</li> <li>• Website recognition</li> <li>• Recognition signage for your place of business</li> <li>• Opportunity to display marketing material at event</li> </ul>
Royal Gala 	\$5,000 (reduce to \$2,500 for 2009)	<ul style="list-style-type: none"> <li>• “Presented By” Sponsor</li> <li>• Industry exclusivity</li> <li>• Logo on event Tickets</li> <li>• Logo and quote (if desired) in media releases</li> <li>• Name on flyer and in paid advertising</li> <li>• Logo on Applicious poster (if confirmed by Aug. 18)</li> <li>• Link on applicious.ca website</li> <li>• Signage at event</li> <li>• Exclusive “ownership” of event activity</li> <li>• Website recognition</li> <li>• Recognition signage for your place of business</li> </ul>

		<ul style="list-style-type: none"><li>• Opportunity to display marketing material at event (sample apple pictures from the Ontario Apple Growers' website <a href="http://www.onapples.com">www.onapples.com</a>)</li></ul>
--	--	---

- members suggested a sponsorship cut-off date of September 1, i.e., cheque received.
- members will think about their business contacts (insurance, real estate, stores, auto maintenance, etc.) and provide contact info
- additional potential sponsors include Kumon, Oxford and Silvan (learning/tutoring), local daycares (maybe sponsor face-painting)
- sponsors for the \$1,000 level should be sent a photo of an inflatable saying that their name could be on this at the event.
- the website and materials at the event will have to say that sponsorship does not imply that Applegrove endorses the business.
- sponsorship invitations should be sent before the end of the school year.
- the Applicious site should be updated with sponsorship information.

### 3. Location / Layout

- Board recommended location and layout like last year.
- after discussing vendors, the committee suggested revising the layout as shown

### 4. Event Planner

- Susan confirmed that last year's event planner, Geoff Hendry, would be hired.

### 5. Event Evaluation

- a) Purposes
  - fun and interaction for neighbourhood residents
  - offer partnership and fundraising opportunities to local services and organizations
  - promotion of local businesses/services/organizations
  - market Applegrove and support programs
- b) Objectives
  - target number of participants = 600
    - members considered how to count participants,
    - ideas included clickers at ticket sales or an apple tree with families' names on apples and leaves (could be posted on the side of one of the huts on the north side)
  - target money raised
    - the target last year was to break even (lost about \$1500)
    - the target for this year will be to break even
    - 5 publicity mentions on the day of and after event (TV, local newspapers, etc.)
  - 75% satisfaction rating (see below).
- c) participant evaluation
  - using a form like last year for participants to complete on-site or on-line

### 6. Vendors

- the committee confirmed that we should have vendors, but that these would be restricted to "mom-preneurs" and cottage industry; the focus will be promoting local artisans.
- allow a 10x10 foot space but no shade

- recommended charging \$20 plus an item for a draw, silent auction or “pick-a-prize” auction or \$40 plus an item if we provide a table and 2 chairs.
- we will NOT list them on the website
- restrictions would be:
  - local produced (within 100 km of Applegrove) OR by an Applegrove participant or their relative OR services that can be provided at the event
  - vendors can sell food items but must meet Public Health requirements and must provide proof of this.
- staff will draft a letter and form (based on the Beaches Lions Canada Day form) to send out, for committee members to distribute and to post on the website.
- deadline of September 10 to receive payment and item
- we will not provide special security of vendors’ property and money; they can relieve each other.
- 2 (or more) vendors can share a table or space
- the suggested layout with the children’s activity tent near the vendors will help to increase their traffic.

## 7. Logos

- Recommendation from last year was:
  - Work with Word/bubble for posters and AG for information packages
  - Division of where to use “bubble” and where to use AG to be decided by 2009 committee
- the committee wanted to capitalize on the success of the word bubble and promote the AG as our brand.
- recommended using the AG but replacing its “applicious” with the word bubble.
- before finalizing, the committee asked to see a mock-up with the 30<sup>th</sup> Anniversary AG with the word bubble.



## 8. Food sales

- the committee considered how to make money from food and follow public health rules.
- maybe Applegrove can barbecue hot dogs
- should sell apples
  - if the Ontario Apple Growers donate 1,000 apples again, we will not reserve nearly as many for games and apple peeling
  - we should purchase at least 500 more
- is there a way to use same tickets as for activities, such as
  - i. use single tickets for food – participants redeem them at food booths, we redeem them from vendors at discounted price. Sell them to participants at same price as multi-tickets
  - ii. other ways?
- or should all food sales be cash.
- other food sales (or vendors?) might be have barbecued corn (Gerrard Street), roast sweet potatoes (farmers’ market at City Hall), samosa (Claudia to follow up with a contact).

## 9. Entertainment

- ideas included:
  - new drumming group at Duke of Connaught

- gymnastics
- Tim
- mascots (e.g. mascotts.ca and sphere entertainment)
- clowns and face painters
- Claudia's contact with a Cuban musician
- mini-talent show (Apple Idol or Applicious Got Talent): ½ hour or so for children (free) and adults (\$5?) to sing or dance. No prizes, just a certificate of participation. Susan will check with Geoff whether the equipment can allow this to be karaoke style.
- members considered
  - offering a free vendor booth to entertainers (e.g., they could sell their CD's)
  - allowing them to pass a "hat" for donations.
  - paying a small amount to several entertainers instead of a larger amount to one.

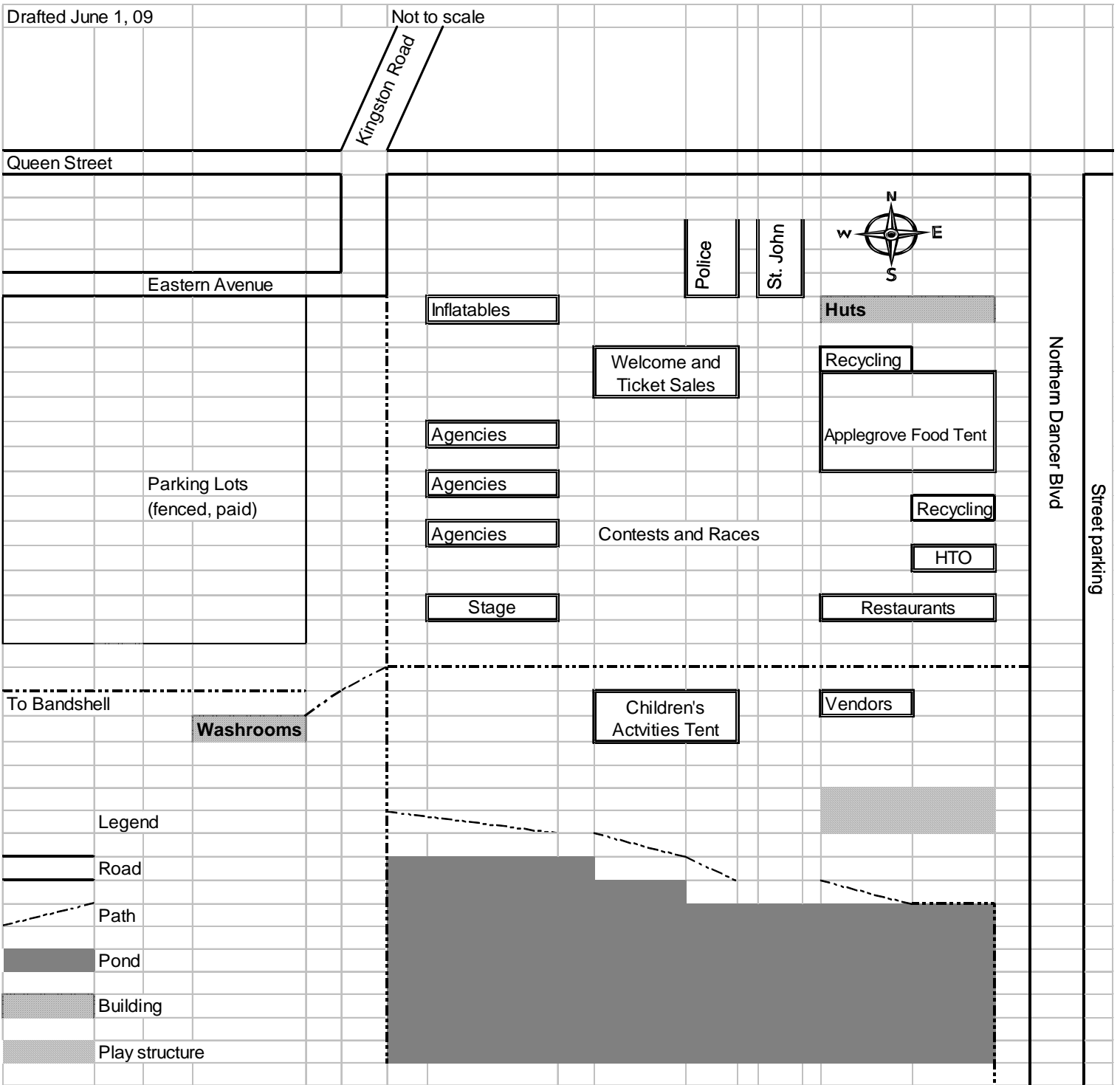
#### **10. Games and Activities**

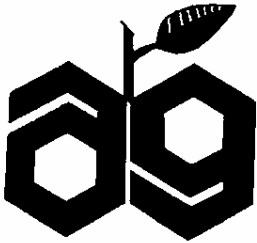
- the group learned group juggling and agreed that group Apple Juggling (with artificial apples) should be added.

#### **11. Advertising and Publicity**

#### **12. Committee Organization**

- a) Do members want to take on specific responsibilities, e.g., Vendor convenor, entertainment convenor, etc? Not at this time
- b) Is there a preferred committee report format? This format is fine
- c) Meeting Dates  
June 29, August 10, August 24, August 31 and September 14





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## CORRESPONDENCE/INFORMATION

June 2009

<b>From (Date Received)</b>	<b>Regarding</b>	<b>Action</b>
1. City Clerk (May 28)	Council adopted a City-Wide Security Plan including a direction for security audits of AOCCs (by Corporate Security)	Staff to find out more details
2. Eastview Neighbourhood Community Centre (June 1)	Invitation to AGM June 18	R&F
3. City (May 20)	Public Open House about Ashbridges Bay Treatment Plant, May 27	R&F
4. City (June 8)	Public Information Session on Biosolids master plan, June 25, Mennonite New Life Centre, 7 to 9 p.m.	Post
5. City (June 9)	Recruiting for Committee of Adjustment. Info session June 16	R&F
6. City (June 11)	Public meetings about Light Rail Transit vehicle maintenance and storage, June 16, 17 and 18	Posted in PC
7. Parks, Forestry and Recreation (May 25)	Recommending Minor Rec grant of \$3,570 (we requested \$3,500 for day camp)	Thank
8. Parks Forestry and Recreation (May 25)	Recommending Special Events grant of \$4,590 (we requested \$4,000 for Applicious)	Thank

R&F = Receive and File



**Applegrove Events and Board / Committee Meetings –June 19, 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.**

<b>June</b> Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
14	15 <b>Wear purple for World Elder Abuse Awareness Day</b>	16 Neighbours Night Out	17 (pick up Board package)	18	19	20
21	22	23	24 Board Camp Staff Start	25	26	27
28	29 6 to 8 Applicious Planning Committee	30				

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

<b>August</b> Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3 Applegrove Closed for Simcoe Day	4	5	6	7	8
9	10 6 to 8 Applicious Planning Committee	11	12	13	14	15
16	17	18	19	20	21	22
23	24 6 to 8 Applicious Planning Committee	25	26	27	28 Last day of camp	29
30	31 6 to 8 Applicious Planning Committee					

**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 –June 19, 2009**  
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<b>September</b> Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7 Applegrove Closed for Labour Day	8 First day of school!	9	10	11	12
13	14 6 to 8 Applicious Planning Committee	15	16	17	18	19 Applicious!
20	21	22	23 Board	24	25	26
27	28	29	30			

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

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

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<b>December</b> Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16 Board?	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

<b>January</b> Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Applegrove Closed – Program Resume week of January 4				1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20 Board	21	22	23
24 31	25	26 [Duke of Connaught School Council]	27	28	29	30

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

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**Applegrove Events and Board / Committee Meetings –June 19, 2009**  
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<b>March</b> 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
March Break						
21	22	23	24	25	26	27
28	29	30	31 Annual General Meeting?			

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

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