



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, October 22, 2008

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.

6:00 Optional Supper

6:15 YogaThon Planning Meeting

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 September 17 Board of Directors Meeting (*White*)
6. Business Arising from the Minutes (not elsewhere on the agenda)
7. Planning
 - 7.1. Birthday Planning
 - 7.2. Strategic Planning (to be distributed at the meeting): for decision

7:15

8. Finance and Fundraising
 - 8.1. Monthly Financial Report (to be circulated at the meeting)
 - 8.2. Admin Budget Update: for information

7:25

- 8.3. Fundraising
 - i) Yoga-Thon Responsibilities and Deadlines: for decision
 - ii) Pasta Fest update: for information
 - iii) Applicious: (Draft report on *Goldenrod*: results of evaluation meeting to be distributed at the meeting.

8:00

9. New Business

8:05

10. Directors' Concerns

8:10

Adjournment



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Board of Management Meeting AGENDA -- Wednesday, October 22, 2008

8:15

- A. Call to Order/Adoption of Agenda
- B. Declaration of Conflicts of Interest

- C. Minutes of September 17 Board of Management Meeting (*White*)

- D. Business Arising from the Minutes (if any)

8:20

- E. New Business
 - E.1. Update on Code of Conduct for Board Members for information

8:30

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

8:35

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

8:40

- H. Adjournment

Next Meeting

Wednesday, November 19

6:15 for SPA Planning, 7:00 for Board meetings

Events

Pasta Fest Oct. 25, 5 to 9 at Baron Byng Hall



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Minutes of the Board of Directors Meeting September 17, 2008

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

Present: Estelle Halbach (Chair), Jennifer Large, Elena Nielsen, Tricia Reid, Pierre Trudel,
Lynn Wyminga, Donald Yuen.

Regrets: Dev Balkissoon, Sandra Bussin.

Staff: Susan Fletcher, May Seto (Recorder).

Date of Next Meetings

Wednesday, October 22, 2008 – Board Meeting

Saturday, October 25, 2008 – Pasta Fest Event 5 to 9 p.m.

1. Call to Order/Adoption of Agenda

At 7:00, Estelle called the meeting to order. Quorum of 5 Directors was achieved. The agenda was accepted as circulated.

2. Declaration of Conflicts of Interest

None were declared.

3. Volunteer Hours

Members provided their volunteer hours.

4. Donation Envelope

Donation envelope circulated.

5. Minutes of the August 24 Board of Directors Meeting

MOTION (Wyminga/Nielsen)

To accept the minutes of the August 24 Board of Directors Meeting.

Carried.

6. Business Arising from the Minutes

6.1. Celebrating Applegrove's 30th Anniversary in 2009

Board members agreed to put this issue on the agenda for the next several months and asked each member to come to the next meeting with ideas for Applegrove's Anniversary.

6.2. Strategic Planning

At the June meeting, the Board decided to repeat the planning process. Donald will touch base with Susan after October 6, 2008 to develop a proposal for process. Strategic Planning will also be added to the agenda for the next several months.

7. Finance and Fundraising

7.1. Monthly Financial Report

The Board reviewed the July month-end figures and Susan answered any questions Board members had.

MOTION (Reid/Wyominga)

To accept the financial report.

Carried.

7.2. Admin Budget Submission

Susan circulated and highlighted Admin budget submission and answered any questions from Board members.

7.3. Fundraising

i) The Bay "Giving Day"

The store gives us special tickets that provide 15% discount on almost everything on November 1st. Applegrove sells tickets at \$5 and keeps 100% of the proceeds. The Board decided to go ahead with this initiative and suggested selling them at Pasta Fest. Elena volunteered to register to see if cards could be delivered before September 20 or in time for another Board member to sell at a company event on September 27.

ii) SPA Night Evaluation

The June Board meeting suggested that members bring comments on the SPA report to the next meeting. The Board asked for additions or changes to reports in a different font so the changes are easy to identify. SPA planning meeting scheduled for November 19 at 6:15 pm, prior to the November Board Meeting. Interested committee members consisted of: Estelle, Elena, Tricia, Lynn, Pierre.

iii) Yogathon

After some discussion with members, the Board agreed to proceed with Yogathon for 2009. The previous venue is no longer available and two locations were suggested for next year's event: Kew Beach United Church or Belfair Church. The date for the event will be on Saturday, February 7, 2009 with a snow date of February 28, 2009. May will be travelling to the US and will pick up 5 yoga mats if less than \$16 Canadian each.

iv) Pasta Fest

May provided an update on the Pasta Fest planning. Donation letters have been sent out and we have received a very good response. The event will be held at the Baron Byng Legion Hall on Saturday, October 25 from 5 pm to 9 pm. Advance adult tickets have been reduced to \$10 from \$13. All other ticket prices remain the same as last year. Estelle suggested that there be more structure with the role of the MC with regards to announcements and introductions. Pierre volunteered to do the MC for the event. Susan will be there briefly to say a few words to our participants.

Board of Directors Minutes

September 17, 2008

3

v) Applicable

Board members at the August meeting received an update. To keep with the theme colours, it was suggested that Board members and staff try to wear red tops.

8. New Business

8.1. Board Resignation

Susan updated the Board with Debbie Grainger's resignation and asked for volunteers to fill the Secretary role. Lynn Wyminga volunteered to fill the role of Board Secretary. Donald also reported that RBC will be providing a \$500 donation to be used where needed.

MOTION (Reid/Yuen)

To accept Lynn Wyminga in the position of Board Secretary and make required changes in banking documents.

Carried.

9. Directors' Concerns

No Director's Concerns.

10. Adjournment

The meeting was adjourned on a motion by Elena Nielsen, seconded by Tricia Reid.

Chair

Secretary



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Executive Director's Report

October 2008

What a fabulous day we had at Applicious! Lots of fun, lots of sunshine, lots of people! And lots of learning for the organization. Much of that is included in the detailed Applicious report. While the report contains a great many specifics, I think it is important to document these details. That way, should there be significant changes in staffing for any reason, the agency will not lose organizational memory. When I started at Applegrove, there was almost no documentation – we essentially started every process and policy from scratch. I want to ensure that does not happen again.

One piece of organizational learning arising from Applicious that is not included in the report comes from the public health requirements to serve food. Now that we know about these regulations, we need to determine how to meet them for future events. For example, to serve hot dogs at Neighbours Night Out, we have always kept the meat in a cooler with ice, maintaining it below 5°C. We will need to add thermometers to the coolers. We will also have to have sanitizing hand-wipes for food servers. I recommend that the Pasta Fest evaluation include recommendations for any changes needed to meet the public health requirements.

Please note that the *goldenrod* Applicious report in this package includes information from all those who responded to the survey. Applicious Committee members, please bring it to our evaluation meeting on October 20 at 6:30 at Murphy's Law. I will bring the results of that discussion to the Board meeting.

Following up on the May Board meeting, your package contains information to begin planning Applegrove's 30th birthday celebrations, including a fundraising/involvement event calendar for the year. Please note and reserve the relevant dates! At the Board meeting, we need to determine how to participate in these events and who can commit to which events.

Donald and I started work to develop Applegrove's strategic planning process, and will meet after this package is mailed to prepare a hand-out with our recommendations based on the following principles:

- building momentum through a quick process;
- enhancing information through a wide range of participants; and
- promoting involvement through fun and informative activities.

I started to prepare some materials for the YogaThon, intending to put some time on the October Board agenda for the discussion. However, given that the event is scheduled for February 7, with my vacation and the Christmas break interfering, I identified a number of decisions that should be made before the middle of November. Consequently, I suggested a YogaThon planning meeting before the October Board meeting. Estelle asked that it start at 6:30 p.m. Those interested in working on this event come prepared to make decisions and take on responsibilities. The YogaThon Critical Path in the package outlines the decisions needed.

Now that October has arrived, we are planning holiday events. This process is complicated by the PA day on December 5. Usually the Duke of Connaught School's fundraising "Breakfast

with Santa” is on the first Saturday. As the enclosed calendar shows, the Parent/Child program party is in the evening of December 12 and the school's event is the following morning. We hope that Santa can attend both events!

Please note that Franki's vacation from October 6 to 17 means that the monthly financial report will be circulated at the meeting instead of in this package.

Respectfully submitted,
Susan Fletcher.



Applegrove Events and Board / Committee Meetings –October 22, 2008
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.

October Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
12	13 Applegrove Closed for Thanksgiving	14	15	16	17	18
19	20 Applicious Evaluation	21	22 6:30 YogaThon Planning 7:00 Board	23	24	25 5 to 9 Pasta Fest
26	27	28 [Duke of Connaught School Council]	29	30	31 Happy Halloween!	

November Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1 The Bay Giving Day
2	3	4	5	6	7	8
9	10	11 Applegrove Closed for Remembrance Day	12	13	14	15
16	17	18	19 6:15 SPA Planning 7:00 Board	20	21	22
23	24	25 [Duke of Connaught School Council]	26	27	28	29
30						

Samko / Miko Shopping Nov. 19 to 23

December Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5 Elementary PA Day	6
7	8	9	10	11	12 6 p.m. PC Party	13 [Duke of Connaught Breakfast with Santa]

Samko / Miko Shoppeing Dates Dec. 3 to 7

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 –October 22, 2008
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14	15	16 EW Party	17 Board?	18	19 HAIG Party	20
21	22	23	24	25	26	27
Applegrove Closed – Programs Resume in January						
28	29	30	31			
Applegrove Closed – Programs Resume in January						

January 2009 Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 Happy New Year!	2 Office and HOBG open	3
4	5	6	7	8	9	10
Regular programs resume						
11	12	13	14	15	16	17
18	19	20	21 Board	22	23	24
25	26	27 [Duke of Connaught School Council]	28	29	30	31

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

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 –October 22, 2008
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March	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	Board	19	20	21
March Break							
22	23	24	25	AGM?	26	27	28
29	30	31	[Duke of Connaught School Council]				

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

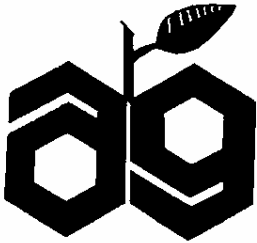
May	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1	2
3	4	5	6	7	8	9	
10	11	12	SPA Night	13	14	15	16
17	18	Applegrove Closed for Victoria Day	19	20	7:00 Board	21	22
						22	23

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 [Brackets] = another group's meeting or event that may affect you.

Applegrove Events and Board / Committee Meetings –October 22, 2008
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24	25	26 [Duke of Connaught School Council]	27	28	29	30
31						

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



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CORRESPONDENCE/INFORMATION

October 2008

From (Date Received)	Regarding	Action
1. City Clerk (Oct. 7)	Council meeting schedule for 2009. Requested ABC's avoid scheduling conflicts if possible and avoid scheduling public meetings and events on days of cultural or religious significance	R&F

R&F = Receive and File

***Additional* CORRESPONDENCE/INFORMATION**
October 2008

From (Date Received)

Regarding

Action

2.

Applegrove Community Complex
Summarized Financial Report
as at 31/08/2008

		YTD Budget		YTD Actual		Difference from budget * Over - bold * Under - underline		Common Issues (see below)	Special Notes
Admin	Expense	248,479		255,481		7,001	3%	A	three pay periods in Aug
	Income		249,742		250,929	1,187	0%		
PC	Expense	77,533		77,878		345	0%	G	
	Income		63,432		69,998	6,566	10%		
EW	Expense	15,274		15,409		135	1%	G	
	Income		11,369		20,066	8,697	77%		
HAIG	Expense	9,035		4,612		<u>4,423</u>	<u>49%</u>	F	-No Development Associate -Program worker"s rate at a lower step'
	Income		420		289	<u>131</u>	<u>31%</u>		
HOBG	Expense	21,541		17,362		<u>4,180</u>	<u>19%</u>	B,E	Under-spent in Material & Supplies
	Income		18,863		17,004	<u>1,859</u>	<u>10%</u>		
Teen	Expense	13,368		16,218		2,850	21%	B,C,D,F	Expenses are budgeted evenly on a 10 months period but there's an extra Teen night and more expenses in early part of the year.
	Income		13,369		9,237	<u>4,132</u>	<u>31%</u>		
After-school	Expense	19,528		15,838		<u>3,690</u>	<u>19%</u>	F	Under-spent in both Material & Supplies and Purchased Services, More fee collected
	Income		2,407		4,315	1,908	79%		
Summer camp	Expense	50,798		54,197		3,399	7%	D	One more payroll, additional expenses and significant grant income still to come
	Income		50,800		45,047	<u>5,753</u>	<u>11%</u>		
Therapeutic Play	Expense	20,759		14,348		<u>6,411</u>	<u>31%</u>	D	Participant supports(grocery vouchers, childcare, transportation) have a lower take-up than expected & pay rate at a lower rate
	Income		16,667		13,375	<u>3,292</u>	<u>20%</u>		
Nevada	Expense			3,609					
	Income				5,796				
Fundraising & Board	Expense			5,593					
	Income				20,010				

A: maintenance & utilities charges paid in advance

B: on special year-end

C: operates less than a full year

D: funding received quarterly/semi-annually/annually but budgeted on monthly bases

E: salary & benefit include Board sponsored Program Worker

F: program is funded by prior year surplus

G: PC/EW funding is receive quarterly and allocated between PC & EW



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Personnel Committee Minutes

Wednesday, September 17

Present: Lynn Wyminga (Chair), Jennifer Large, Tricia Reid, Elena Nielsen, May Seto (management staff rep), Jennifer Arima (union staff rep), Susan Fletcher (recorder).

1. Christmas Break

The personnel policy states that Applegrove will be closed from December 24 to January 1 inclusive, and indicates that staff should use float days, stat holidays, and vacation time to cover their time off. With Christmas and New Year's Day on Thursdays this year, the agency needs to consider what days the office, Helping Our Babies Grow and P/C should operate.

HAIG's permit closes it on school holidays. Since the Catholic school move out, our practice has been to close Edgewood on school holidays.

The committee considered population and programming needs in detail. Jennifer confirmed that union staff were willing to use vacation and comp. time should their programs be closed on December 22 and 23.

The committee recommended that for this year only, all programs close from December 22 to January 2 inclusive, except that HOBG should be open on January 2. The office will be open at least from noon to 4 p.m. on January 2, and possibly on December 22 and 23 as needed.

2. City Practice Regarding Employees at more than one location

Susan informed the committee that the City's practice is not to allow employees to work in more than one location, and that the City now expects AOCC's to follow this practice. Consequently, employees will not be able to work at more than one AOCC or at an AOCC and in a Local 79 or 416 position.

This will affect 2 Applegrove staff. Both have been informed of the issue and that their current contracts until the end of the year will not be renewed unless they are no longer employed at another AOCC or in another City position.

3. Plan Timing for Executive Director's Performance Review

- A. Deadlines for staff and Board members to complete and submit form
 - send it out October 29 for completion and return by November 14
 - staff and Board members can return a hard copy in a sealed envelope to the Board Mail box in the office or electronically to applegroveboard@hotmail.com
- B. Submission of Executive Director's Performance Planner and Report
 - Susan will prepare these by November 14.
- C. Compile data – who does it and when
 - Elena will pick up and compile the forms. (Later in the Board meeting, Lynn

agreed to be the secretary, so will forward the electronic forms to Elena).

- D. Personnel Committee Review of data
 - interested Board members will discuss the information by November 21.
- E. Meeting with ED – who and when
 - relevant Board members will meet with Susan by November 28.

4. City of Toronto Human Rights and Anti-Harassment Policy

Board packages included a copy of the revised policy which will likely require changes to the agency's policies. Management and supervisory staff are expected to complete training by the end of the year, and will bring back information to the Board and/or Personnel Committee.

5. Hiring Reports

No guests were present so no motion was needed to discuss this item *in camera*. The committee reviewed a report on hiring the Event Planner and a consolidated report on the summer, after-school, teen, HAIG and Parent/Child hirings since June.

May updated the committee on the teen program. With the program starting in October, and a funding decision expected by the end of October, the committee agreed that it made more sense to hire staff for 2 evenings weekly initially and increase if funding allows, than to start with 3 evenings and decrease if needed.

6. Next Meeting To be scheduled.



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Applegrove's 30th Birthday in 2009*

October 3, 2008

At the May meeting, Board members recommended planning a series of events leading up to an anniversary celebration at Applicious 2009 including:

- serving apple cider at the Beaches Christmas Tree lighting (Estelle's new house is conveniently nearby).
- participating in the Easter Parade
- serving birthday cake at Neighbours Night Out.

These activities (and our strategic planning work) should be integrated into the fundraising calendar below.

Month	Fundraising and Involvement Events	Other Activities
January to December	Proposals to foundations and corporations	
January	Recreation Grant submission (for day camp) Special Event Grant submission (for Applicious)	
February	Yoga Thon () Star Fresh Air Fund submission City Budget meetings	
March	Annual Meeting (scheduled for Mar. 25, 2009)	
April		
May	The SPA at Edgewood [Spring Pampering for Applegrove] (Tuesday after Mothers Day, i.e., May 12/09)	
June	June 5: anniversary of incorporation Neighbours Night Out (3 rd Tuesday, i.e. June 16/09)	
July		Day Camp
August		Day Camp
September	Applicious City Budget preparation and submission CHUM-CITY Christmas Fund proposal	
October	Review of program goals and objectives Develop program budgets Pasta Fest Dinner and Silent Auction	Provincial Election (1 st Thurs., every 4 years)
November	Children's Services Budget preparation Samko/Miko shopping Bay Giving Day	Municipal Election (2 nd Monday, every 4 years)
December	Samko/Miko shopping Holiday Parties Children's Services budget submission (P/C and E/W)	

* The logo in the letterhead is the 25th anniversary logo, just for reference.

1. Beaches Christmas Tree lighting

- usually the first Saturday, i.e, Dec. 5, from 5 to 7 p.m.
- run by the Beaches Lions with a number of businesses as sponsors
- includes “Loonies for the Lions”, Christmas cake sales and tree sales.
- Lions contact people are president Keith Begley at 416-690-2614, e-mail keith.begley@hkcommunications.ca and secretary Andy Buhot at 416-690-3324 buhotoplaw@sympatico.ca

2. Easter Parade

- Easter 2009 is on April 12.
- run by Beaches Lions
- for 2008, registration before Mar. 1 was \$45; Mar 1 to 20, \$65; and Mar 20 to 23, \$105
- Conditions include:
 5. **Candies , advertising , etc. must not be distributed** during the parade without advance permission from the P. O. C.
 6. Candies and / or other objects will not be thrown to the spectators. Subject to the approval of the P. O. C. candies , advertising etc. may be distributed immediately adjacent to the curb.
 9. Participants, spectators, vendors etc. must not sell products nor solicit donations during the parade.

ENTRY TYPE (circle one)	DESCRIPTION (circle one)			DETAILS (please explain “other”)
Band	Pipe Drum & Bugle	Steel Flute	Accordion Other	
Colour Party	Own Band Own Drumline	Need Band Need Drums	Other	
Majorettes	Own band Own Drums	Band Required Drums Required	Other	
Marchers / Walkers	School Church	Guides Scouts	Costumed Other	
Float	Self propelled	Towed	Other	*size
Cars / Trucks	Antique Decorated	Commercial Sound System	Flatbed Other	
Personality	Political Entertainment	Sports Media	Educational Other	
Mascot	Please give details			

Questions? Contact Chris Yaccato
416.820.0790

3. Neighbours Night Out, June 16

- intended as an inclusive event to promote community safety and civic involvement.
- Applegrove does most of the organizing; the school and recreation centre (and sometimes the daycare) are partners.
- activities that could be incorporated to highlight Applegrove's birthday might include:
 - "stick the candle on the cake" (like Pin the Tail on the Donkey)
 - serving birthday cake
 - using cider or apple juice to toast Applegrove's 30th birthday
 - singing "Happy Birthday", "If You're Apple and You Know It" and other possible apple songs which can be introduced in the family resource programs and "Creativity Plus" after-school session.
 - to the tune of Head and Shoulders, Knees and Toes,
Leaves and branches, trunk and roots,
trunk and roots, trunk and roots
Leaves and branches, trunk and roots,
Stem, skin, core and seeds
(but I don't have the gestures worked out yet)
 - to the tune of Three Blind Mice
Three brown seeds, three brown seeds,
See how they grow, see how they grow.
They all grow up to be apple trees
With apples growing among the leaves
I'll eat the apples and plant the seeds
Those three brown seeds.

4. Applicious 2009

- what specific activities will we add to Applicious to celebrate the anniversary? Can include any of the NNO activities above



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Event Evaluation

Draft 4 – Applegrove staff, comments from committee members and evaluation forms received by Oct. 14

1. Summary

The goals for the event were

- 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

Objectives included

- target number of participants = 600. **Achievement unclear** as we do not have a good way to count participants.
- target money raised = break-even for first year
- 5 publicity mentions on the day of and after event (TV, local newspapers, etc.) **Achieved** with 5 mentions before the event.
- 75% satisfaction rating, i.e. 3.25 on the 4 point scale. **Achieved** with a rating of 3.6

2. Location, date, time of day, etc.

September 20, 11 to 4, at Woodbine Park (Queen and Kingston Road)

- at least one participant assumed that Woodbine Park was on Woodbine Ave
- this section of the park is a soccer field; consequently, it does not have electrical outlets and does not allow large tents to be staked. These restrictions required paying \$100 each for 2 generators and \$500 for concrete anchors for the 2 rented tents.
- because the field is visible from Queen and from Kingston Road, the event attracted people walking in the neighbourhood.

3. Planning Process and Committee

- a committee of 5 volunteers and an Applegrove staff (plus the event planner from July on), met 8 times between April and September, with an evaluation meeting on October 6.
- the planning should start much earlier for a future event; mascots and the firefighters' (free) inflatable are booked many months in advance, plus sponsors need significant lead time.
- the event planner (Geoff) started about the beginning of July and worked about 12 hours per week for 12 weeks and 30 hours per week for 2 weeks. He focussed on sponsors and food.
- Applegrove's Executive Director worked at least 20 hours/week on the event from the beginning of August until the week after the event.
- 2-4 volunteers collectively worked more than 40 hours in the 2 weeks before, plus the committee volunteers who prepared apples, posterred, etc.

4. Sponsors

A. Planning

- Targeted local businesses particularly those who advertise in Snap Magazine
- Specifically Targeted the Real Estate industry due to local marketing.
- Approached apple themed companies such as Apple and Apple Auto glass
- Targeted companies that organization and committee members have a relationship with including, TD Canada Trust, Team DeClute Real Estate, Nelvana, Spin Master Toys, The Rotary Club of Toronto Beach, Canadian Tire.
- Approached apple related product companies including Apple Juice, Snacks and Cider.

B. Results

- As predicted, those companies known to Applegrove or the committee members were the most successful. Only Canadian Tire did not respond after a personal request.
- The only “cold ask” prospect that responded favourably was the Ontario Apple Growers Association.
- Both Nelvana and Spin Master Toys are contacts of the Event Planner.
- Sponsors Included
 - TD Canada Trust
 - Nelvana
 - The Ontario Applegrowers Association
 - Team DeClute Real Estate
 - Jillinda Greene Real Estate
 - Toronto Beach Rotary Club
- Sponsors were sent a thank-you letter and photographs about a week after the event.

C. Recommendations

- More time should be allotted to the Event Planner to solicit sponsors in May/June.
- Committee and friends of Applegrove should be encouraged to as much as they can to facilitate sponsorship solicitation.
- Targeted sponsorship solicitation for Applicious 2009 should begin immediately following the event.
- business card draw participants should be included.

5. Promotion and Publicity

A. Advance

i. Poster

- printed and available about Sept. 2.
- thanks to enthusiastic volunteers, posted in many stores along Queen from ? to Broadview, along Kingston Road from Queen to ? and along Gerrard from ? to ?

ii. Newspapers

- sent to many papers about 1 month in advance
- carried in:
 - SNAP
 - Town Crier
 - Toronto Star What's On

- Birchmount Monitor
 - Beach Metro News
 - not carried in ETC news because we did not know about the \$12.60 fee (the paper has no on-line presence and staff could not find summer editions to check publishing date and price.
- iii. Website
- Google tells us that between Sept. 1 and Oct. 1, the Applicious.ca website had over 1,000 visits from nearly 850 different visitors.
 - more than half the visits came directly with about 150 from google and 44 from 211 toronto
- iv. On-line: listed in
- Toronto.com
 - craigslist
 - weewelcome
 - TownCrierOnline
 - rcdi.ca
 - ParentCentral.ca
 - Rogers TV Community Billboard
 - Help We've Got Kids
 - Now Toronto
 - Beach Metro News
 - Star.com
 - SweetMama.ca
 - UltimateToronto.com
 - NeighbourhoodKnowledge.com
 - KiddingAroundToronto.com
 - CTV
 - myvirtualpaper.com (Now magazine)
 - Toronto.savvysource.com
 - ryersonce.org (call for volunteers)
 - TorontoBeachRotary.org (events page)
 - beachesliving.ca
 - Inside Toronto (Mirror/Guardian newspapers)
 - beachesbia.com
 - chinesenewsgroup.com
 - shalomtorontonews.com (in a PDF newsletter)
 - iconoclast.com (linking to thestar.com)
 - tasteto.com (linking to Torontosun.com)
 - upcoming.yahoo.com
 - eventful.com
 - myeweb.com
 - www.life416.com
 - facebook.com

v. Signs

- After contacting several sign companies, C-Me Mobile Signs was contracted to display signs at Lakeshore Road and Coxwell Road, and Queen St. and Eastern Avenue. This was done at a cost of \$333.90
- Some concern was expressed regarding the placement of the sign. After contacting the C-Me signs, the company informed me that the signs were placed in accordance to City of Toronto by-laws. Shortly before the event, the Executive Director and the Event Planner noticed that a competing sign that was placed in a more advantageous position which was also from C-Me Mobile Signs.
- Based on the evaluation forms, the signs were very effective. Greater clarification is needed regarding the sign placement laws. Perhaps another company should be sourced.

vi. Logo

- Sarah's graphic came up with one logo, another was added to the poster
- It created confusion as some Applegrove member did not realized when they saw posters that Applicious was indeed an Applegrove event
- We need to decide which logo to use, the word or the red "ag"
- Elena's recommendation: to use the word poster logo which is highly visible, fun and made it easier for poster boys & girls to check whether our posters were still up.



B. Coverage

- as of Sept. 30, SNAP has not published its October edition.
- (not in on-line version of September 23 Beach Metro News)
- (not in on-line version of Sept. 26 Mirror [Inside Toronto])
- in marilynchurleyndp.ca Setp. 23 blog (with Applewood instead of Applegrove)

6. **Equipment and Layout** (see diagram at end)

A. General / Planning

- The event planner used the budget as a guide for of sourcing the appropriate equipment. After considering several rental options it was decided to go with Gervais Party Rental for the following items: tents, chairs, tables, stage.
- Audio equipment was rented from Long and McQuade.
- Additional compost receptacles were rented from Blue Environmental.
- The stage chosen was slightly smaller than suggested, but was necessary to keep the facility expenses at budget. Tables and chairs were slightly under budget.
- The total cost of the Gervais Rentals was \$2539.68
- Gervais Party rental was professional to deal with and it is recommended that they be used again. Long and McQuade was equally professional and affordable. It is recommended that a volunteer with some experience in professional sound be stationed by the stage to assist with this throughout the event. Particularly if the entertainment portion expands. Blue Environmental should not be used for next year's event.

B. Tents

- Tent rental proved to be significantly more expensive (an additional \$500) than anticipated due to the inclusion of concrete blocks in lieu of pegging. This was done at the request of the City of Toronto Parks dept.
- Consequently, we chose 2 tents instead of the 3 in the budget. A 20" x 20" tent was selected for the Applegrove Food Tent and the 20" x 30" tent was selected for the children's activity tent.
- The equipment was delivered and assembled professionally and on time. All of the equipment was in good condition.
- Eastview loaned a 10x10 shelter
- Franki provided a 9x9 tent with a floor for the admin area.
- Coke provided a 10x10 shelter.

C. Tables and Chairs

- in addition to the 30 tables and 50 chairs from Gervais, the facility permit included 10 picnic tables at a cost of over \$900 (including garbage bins).
- for next year, ask that the tables and chairs be unloaded earlier, ideally before the first tent is set up, or at least, before the second tent. Our set-up was delayed waiting for tables.

D. Barricades

- permit included 10 barricades; used 3 around each generator and remainder around our food areas.

E. Garbage and Recycling

- Blue Environmental was contracted to supply 4 bins for bio-degradable waste at a cost of \$200.
- Parks and Rec provided bins for regular trash and recyclables.
- Blue Environmental did not show up on time, and when contacted, claimed that the order was not confirmed. They scrambled to deliver the compost bins, however, they did not arrive until 12:30 pm.

F. Sound

- The audio equipment rented from Long and McQuade for approximately \$130 included two corded mics, two stands, one mixer, one ipod adapter, two speakers and two speaker stands. Knowledgeable rental staff will find the appropriate gear for the number of people and space.
- The Audio equipment worked very well and was the appropriate size for the venue. One of the challenges was finding a suitable volume that would not overwhelm those who are nearby the stage/speakers but could still be heard near the food and welcome tent. The event planner spent a considerable amount of time adjusting the volume accordingly and setting the background music on the ipod and the mic. Also, adjusting the levels for the musicians also took some time and a degree of expertise.

G. Inflatables

- Event planner solicited and contracted out Bouncy Castle company.
Company selected was:
Air Bounce Amusements.
(905) 465-4111

- The products selected were “A Bugs Life” Obstacle Course and “Sponge Bob Bounce”. (The Spongebob decals were removed as Nelvana was sponsoring the inflatables)
- The cost of these services including an extra generator for the Audio equipment came to \$1140.55
- The Inflatables ran fairly smoothly, however the individual who delivered and set up disappeared before the event which made it stressful as the generator that was used for the audio equipment was not working very well. The attendant left grounds during the event, albeit with the event planner’s permission. In retrospect, it would be wise to clarify the attendant’s role during the event.
- Would recommend working with the same company keeping in mind the concerns listed above. The company was very thorough and pleasant to deal within the planning process. It is recommended that another company is sourced for the audio generator.

7. **Special Guests**

- Councillors Bussin and Fletcher arrived about 11:30 and spoke at the opening ceremonies.
- Marilyn Churley, an NDP candidate in the federal election, was introduced during the opening but did not speak.
- Maria Minna, federal incumbent and Liberal candidate in the federal election, attended during the afternoon but was not introduced.
- Mayor Miller, MPP’s Peter Tabuns and Michael Prue sent regrets.
- Duke of Connaught principal Lenna Kozovski visted for a short time.

8. **Event Staffing / Volunteers**

- approximately 35 event staff / volunteers.
 - for future, we need at least 50% more, including at least 5 face painters (instead of 2½)
- most of the “partner agencies” which were expected to provide a staff for us did not actually do so.
- most volunteers enjoyed the day
- most volunteers wore red; received 3 complimentary tickets plus one for their red tops, which entitled them to a drink and one item of Applegrove food
- one event volunteer left when another volunteer over-ruled her decisions at her activity.

9. **Welcome Table** (notes from Louise and Franki)

- What a wonderful day with lots of fun had by everyone, good job!
- when boxes are packed at the office they should be clearly labelled as to where they go ex. admin tent, craft area etc
- boxes should contain items only for one area and every item that is expected to be there should be there
- less paper, we had too much paper to hand out that ppl did not want to take it and carry around
- Welcome table should
 - be bigger
 - have a big sign that said welcome table, buy tickets here
 - have a price list of how many tickets each event/game/race costs similar to centre island (an example I can think of) and ticket prices

- be welcoming; it was too cluttered
- have a large site map
- have 3 staff all day; if this is not possible, we need 3 when volunteers are checking in.
- have separate floats for each ticket seller.
- instead of incorporating Applegrove info at the Welcome Table, Applegrove should have its own info table with a game
- all Applegrove staff/volunteers/etc should be working in a covered area if they have to stay in the same place in the sun all day; we could buy a couple of the white gazebos like the welcome area for outside the bouncy castle and obstacle course. These can be purchased cheaper they do not have to be the big expensive ones, just something for shade
- more volunteers are needed, set up ppl who have worked all day should not also be clean up ppl
- Business card draw and apple bingo were not a big draw, we could phase them out
- if welcome table was closer to the washrooms, it would be easier for staff to take breaks
- each game and activity should be given a sample of what tickets look like, I had several ppl come back to me because the red individual tickets were not being accepted by some activities (Note: the volunteer hand-outs described the tickets, but volunteers may not have read them)
- all volunteers and staff should know who to ask for help if needed, the trouble-shooter, event leader, etc (Note: the volunteer hand-outs gave the cell number to call for help.)
- there were a couple of comments about directions (ppl thought the event was at woodbine and queen) and the schedule - website said one thing and then handout schedule was different (Note: the website and hand-out had the same time for Samba Kidz, which was one of the complaints. The website also said times were approximate.)
- problems need to be dealt with positively otherwise it creates bigger problems and more headaches for all involved. If you make a mistake own it, apologize and move forward!
- ppl were expecting to be able to buy apples at applicious, so much so that they were buying apples brought as displays from Michelle's restaurant
- with such a huge donation of apples from Ontario Apple growers we should have been giving them away or selling for a nominal fee 50 cents, 25 cents
- we need to sell hot dogs!
- these are just some minor issues; the event was a big success with participants and the kids especially loved it
- I had a great time
- prepared 8 floats of \$100 each. Used only 2 because instead of clearing out the cash at each of the 6 pick-up as planned, staff only cleared out the \$20 bills, leaving the \$10's, \$5's and change. Recommend that a different event staff/fvolunteer do cash pick-ups every 45 min to 1 hour and deposit these in the safe.

10. Refreshments

A. Applegrove food

- sold at 3 tickets each, 2 items for 5 tickets; reduced to 2 tickets at about 2:30
- prices were a bit on the high side. At other events, muffins etc, hotdogs sell for 2 dollars (Kew Park art & craft market among others)
- muffins (\$284)
- cotton candy and candy apples (\$750)
- apple blossom pastries
 - ordered 5 cases of 48 @ \$42

- sold out at about ?? p.m.

B. Soft Drinks

- ordered 75 cases of 24 (Coke, Diet Coke, Sprite and apple juice) @ about \$9 each
- had 53 unopened cases left over.

C. Water

- ordered 750 water bottles; sold about ??
- Toronto Water's HTO To Go attended with free water
- one restaurant sold bottled water (although they had been asked not to).
- during the day, it was decided to sell Applegrove water bottles for tickets at the Coke stand.
- the committee agreed to assign the water bottle cost to Applegrove's general fundraising, not Applicious.

D. Restaurants

- Committee asked to focus on three types of food vendors.
 - #1) A family friendly vendor serving hot dogs/hamburgers.
 - #2) A second fast food vendor serving a different option.
 - #3) A fine dining establishment providing a gourmet food option.
- The event planner solicited the restaurants suggested by the committee, including Michelle's Beach House, Mr. Greek, and The Boardwalk Pub. Other restaurants that were solicited included Murphy's Law, Leslie Jones, Pizza Pizza, Pizza Nova among others. Of the companies solicited only Michelle's Beach House and Mr. Greek showed any interest in getting involved.
- The Beaches Lions Club was offered the opportunity to fundraise for their club by selling hot dogs. After considering this offer, the club declined.
- After researching vendor fees at other events, it was decided to charge \$100 to operate a vendor station at Applicious. The event planner worked closely with the restaurants and Toronto Public Health to ensure that all of the permit applications went smoothly.
- Two days before the event, Michelle's Beach House informed the event planner that their menu would be changing from Oysters to Pork Sandwiches. This created last minute stress as the forms AND website needed to be updated.
- The event planner experienced greater difficulty than anticipated in sourcing food vendors. This will not be as difficult in the following years as the event becomes more established in the community. It is recommended that the event planner begin soliciting food vendors earlier in the planning process. As well, it is recommended that a contract, to be signed by both parties, is drawn up to ensure that as few details are left up to chance or last minute changes. The committee may want to consider selling hot dog sales in the Applegrove Food tent providing there are enough volunteers. Finally, on the day-of, it may have been advantageous to ask Michelle's to put a screen to hide the pig and cease selling bottled water.
- Both Mr. Greek and Michelle's set up in time and had presentable booths. The last minute decision to sell pork sandwiches by Michelle's resulted in having a roasted pig on display which frightened some children. Furthermore, after communicating clearly that beverages would not be necessary,

Michelle's sold bottled water which was in conflict with the event's marketing material.

E. Recommendations

- i. Hire a hotdog vendor – or approach either Lions or Rotary
- ii. Ensure that food vendors use biodegradable plates to keep Applicious a green event

11. Agencies

A. Participants

- i. East End Community Health Centre (Wheel of Health)
- ii. East Toronto Community Legal Services (info only)
- iii. Gerrard-Ashdale Library (said they would offer story-telling but did not.)
- iv. Pegasus Community Project (info; also had items for sale)
- v. Ralph Thornton (button-making)
- vi. TDSB Transition to Employment (info only: arrived late)
- vii. CAS (helped operate The Worm in the Apple)
- viii. Eastview (origami; also loaned sun shade for Welcome Table)
- ix. Elections Canada (info)
- x. Parent Resources (info)

B. Feedback

- o informal feedback during the event suggested that most agencies enjoyed the day.
- o due to an administrative mix-up, we had not expected Parent Resources. However, we had a table for them and provided their staff with complimentary tickets as we did all agencies. Although their supervisor was annoyed for some time, Louise resolved the issues later in the morning.

12. Programming

A. Ongoing activities

- i. Apple Bingo
 - intended to inform and involve participants, encourage them to visit all stands.
 - very few participants (less than 10).
 - not worth doing in future.
- ii. Business Card Draw
 - although there were only 4 entries, this draw was free (the prize was left over from SPA night)
 - these contacts have the possibility of bringing in sponsors for future events or donors to the agency.
 - Announce winners earlier ie at 3 pm
- iii. Candy Guess
 - the jars and candy cost about \$25.
 - there were about ?? guesses
 - winners were very happy!
 - Set an earlier time to announce winners – ie. at 3 pm
 - this can be at an agency table

iv. Balloons

- originally assigned 1 volunteer, required a second.
- purchased about 500 red balloons and ribbon rolls for about \$35, had about 180 left over.
- helium tank rental = \$180.
- committee had decided ribbons did not have to be prepared in advance. It worked well to cut them in bunches – it would have been a mess with pre-cut ribbons
- balloon vendor roamed the site; balloons were free with donation requested.
- brought in about \$

v. Stickers

- intended as revenue stream and way for participants to show support.
- 750 stickers cost about \$175 and were intended to sell for \$1 each
- volunteer who began selling them at the beginning of the event found that participants did not want to pay; shortly afterward, the volunteer was re-assigned to another job.

vi. The Clown Ate My Apple

- the event staff set up several distances so that the game was not too hard for any participant.

vii. The Worm in the Apple

- event staff reported that several people walked off with their apples, not staying to learn whether they won a prize.
- the committee assigned 400 apples including 80 with worms; there were about 150 apples left over.

viii. Snakes & Ladders

- children enjoyed the game and the occasional adult enjoyed playing with their children.
- generally, the 10-minute limit was up before there was a winner, but it seemed like an effective time limit.

ix. Apple Toss

- the event staff set up several distances so that the game was not too hard for any participant.

x. Craft

- event staff suggested having a drying table and baskets for supplies
- also *No glue Paint & glitter*
Stick Glitter shakers?
- about 125 apples used out of the 720 we purchased.

xi. Mural

- the mural was completed before the end of the day, but children still wanted to paint; we used disposable plastic table cloths
- Anne and the volunteer had to be fairly directive to persuade children to use the correct colours.

- the resulting mural is a charming memento for the organization.
- xii. Origami (Eastview)
- this late contributor offered origami apples and paper roses
- xiii. Button-Making (Thornton)
- the agency brought its button-making machine (does not require electricity) and supplies
- xiv. Wheel of Health (EECHC)
- clients used the game to learn health-related information
- xv. Inflatables
- 2 items
 - 30 by 12 foot obstacle course, which we designated for children over 6
 - 13 by 13 foot bouncer (“bug’s life” theme) for children under 6
 - each one held about 6 children at a time
 - we designated 5 minute sessions, with the item cleared out before the next group entered.
 - very difficult to manage the obstacle course because children went through it many times; staff at the front could not always distinguish children who had paid from those who had not
 - parents did not make this any easier!
 - the staff person who came with the inflatables did nothing apart from set-up and take-down. We had assumed he would help to manage the activities so assigned only 1 volunteer to each item. During the day, assigned a second staff each.
 - very important to set-up and respect the line-up systems.
- B. Contests (from May)
- stamp and label/number system worked well.
 - children appreciated the medals (winner and good sport)
 - The first few contests had only 1 or 2 heats
 - sack race was most popular (5 heats of 5 for the youngest, 3 heats for 9-12, 2 heats of adults); unclear whether this was a timing issue or interest.
 - Twister game: could be an on-going game for future
 - many participants left by 3 p.m. so the apple peeling had very few contestants; the committee had assigned 400 apples, so there were a lot left over.
 - add some additional contests, such as a sprint, 3-legged race and wheel-barrow race, so more of the younger children could participate. Also a tug-of-war with an apple as the marker.
 - prizes: several of the prizes were very large, and children who did not win were upset. It would be better if the prizes were smaller and unisex.
 - maybe schedule all contests in a specific time period (e.g. 1 to 3) with music before and after.
- C. Opening and Closing ceremonies
- i. Timing of opening at 11:40 (revised from original 11:30 to accommodate Samba Kidz) ok

- ii. Closing at 3:50 pm was a bit late – suggestion: closing and drawing/announcing winners at 3 pm and at the same time announce that we have one hour left.

13. Organizers' and Event Staff Comments (and made to them)

- We need a very large Applicious banner
- Could use a larger stage
- Large "Ticket sales" sign for hanging on tent
- People handing leaflets from 9 a.m. in the area on the morning of event
- More donation boxes
- Bigger inflatables and/or a third one (lots of kids younger than 6 wanted to do the obstacle course, plus there was a pretty big line-up there all day)
- Walking sales of water bottles (like the beer vendors at baseball games!)
- Big apple attached to signs (road signs) 1 wk ahead (note: how do we make sure it's not broken/stolen?)
- Applicious T-shirts (we had decided this was a year 2 goal)
- Sand ashtrays (ask Estelle for details) (Note: the permit says smoking is prohibited.)
- Sell apples themselves
- Have a farmer there selling their apple wares (and talking up apple farming?) apples, apple butter, apple cider - after all, it's an apple festival (this was feedback from patrons)
- Closer to bathroom
- Need more volunteers
- Need 2 on balloons, pre-cut and knotted ribbons would help person dedicated to blowing up, person dedicated to handing out with donation bin [Elena doesn't agree with precut ribbons]
- More prominent AG food tent - it was stuck far away in the corner
- Offer something other than just sweets at AG food tent
- This is a good location and good amount of space
- Face painting steady all day
- More apple blossoms (bought 250, sold out by ??)
- Volunteer dedicated to PA system (get details from Geoff)
- Get longer lasting balloons (the extra large ones were deflated by the end of the day, the regular ones were visibly deflating by end of day)
- Line-up too long for obstacle course
- Too much sugary food
- Evals easy to persuade people to do, but we need to do this earlier and have an announcement by 2:30 or 3 p.m. with someone handing them out for the last hour or so with pencils
- Catholic school in area had event same day (would be hard to find a Sat in fall when there's nothing else going on in area)
- Need 2 or 3 people doing donation stickers and/or balloons
- Coffee for sale (get donation from Starbucks)
- Tim was excellent!
- Some people were surprised at his "Big Box store song" – even if I agree that we shouldn't have a smart centre in Leslieville, an Applegrove event should not be used for such messages.
- Loved Tim and Pierre's banter/race commentary!
- a few people thought the events were too expensive - I'll be curious to see if that's prevalent in the evaluations. (doubt it)

- I would add -more crafty things for little kids and I agree a third children's attraction. [My child] and her uncle attended and she was a bit intimidated by the castle. She loved the buttons. The pig freaked her out so she did not eat. She wanted a hotdog. [Adult participant] loved the pig. You might be able to do it in conjunction with a farmer's market or get some of the farmer's market participants to set up a booth. Could add to the healthier aspect of the show.
- a big board with pics and presentation of Acc, programs and events of the year!
- Vendor evals - like SPA night
- Library storytelling on stage? (IDid they do any storytelling?)
- Secure Tim and pay him, he's worth money
- Three legged race - find out what races didn't fare well from May and remove them for next year
- Give an apple to each race/contest participant
- No peeling contest 2 participants each (Maybe too late in day? Maybe just not that interesting?)
- Need a second place to buy tix and bottles between food and pop tent (because people got over there and found out they needed tickets, saw the line and just went to Michelle's/Mr. Greek)
- Volunteer check in/prizes/balloons/ticket sales all in one place - maybe break this up a bit or have a bigger area/tent?
- Put stage near picnic tables so that people can listen while they sit and eat (but still have a space in front of the stage for people to sit at)
- More live music, maybe book different artists for short sets between races
- Generators away from ticket sales because too noisy?
- some participants' parents thought the prizes (for on-going activities) were too small or cheesy
- have eval forms at each activity to make them more convenient to complete
- the inflatables needed 2 staff each. If there were a way to make people line up (like in a bank), perhaps one staff could manage.
- people were reluctant to donate for the Applicious stickers. Elena recommended skipping this next year!
- staff in PC reported a number of informal favourable comments about the range of activities, affordability, etc.
- Need less paper handouts around next year
- Evaluations should be formatted to fit on one page or 2 sides of a half sheet as they might seem a bit long on initial glance and discourage people from filling them out
- Need to sell kid friendly food
- Bicycle parking – very green that participants take their bikes. It's just a mess that they left them in the middle of everything while they checked out activities etc.

14. Participant Evaluations





- a complete report is attached with information from the 29 completed forms received by noon on September 26 and one received after deadline.
- overall event rating was 3.6 (out of 4)
- participants completing a paper form could rate the effectiveness of the advertising methods with the following results:
 - newspaper = 2.88
 - on-line = 2.83
 - within Applegrove or mailing = 3.55

- poster = 3.45
 - sign = 3.82
 - respondents provided approximately equal numbers of “best things” and “improvements”.
 - several respondents commented positively on the inflatables, involvement and music.
 - many “improvements” suggested more activities
 - there were a number of suggestions regarding food.
 - overall, comments were positive and enthusiastic!
- 15. Finances** (see separate report)
- the event lost money mainly because we overestimated the ticket sales and overestimated the refreshments needed.
 - if we want to lower prices for the next year as some respondents suggested, we need to significantly increase the sponsorships, obtain cheaper “Applegrove” food and have additional revenue, e.g., vendors, wine/cider tastings, etc.
- 16. Questions**
- A. This was obviously very family focused. Would having wine/cider change that?
- B. We were very lucky with weather. What can we do for next year to cope with less ideal weather?
- C. Our year 2 plan included vendors. How do we invite them? Any vetting of what they sell? Anything (other than food) that we don't want them to sell? Where should we put them?
- 17. Planning 2009**
- Hire event planner earlier in order to have more time to solicit sponsors
 - Start planning process earlier – already in Fall 2008 – in order to secure location and follow with involved agencies, partners and sponsors while the event is still hot
 - Set up a planning committee with one person with overview and sub committees working on
 - Sponsors
 - Promotion
 - Recruiting volunteers
 - Food/refreshments
 - Agency coordination
 - Geoff and Susan did a great job this year, however, it would have been better to spread out the jobs on more hands and take greater advantage of the many competencies that the committee member possess (four with back grounds in PR/marketing/event planning among other)
 - Set the date for next year's Applicious: Elena's suggestion is **Sep 19 2009**. Like this year, we'd have a couple weeks to let members and users know about the event and people are back from cottages etc.
 - File sharing on spaces.live – no need to bother. It was a great idea that was not used. Event planner did not post standard letter for sponsor, some committee members could access spaces.

Evaluation of Applicious -- September 20, 2008

23 paper forms were completed and 6 on-line by noon on September 26, with one additional form after the deadline.

a) Overall rating for the event from 4 (Very good) to 1 (Very poor)

			
✓✓✓✓✓ ✓✓✓✓✓ ✓✓✓✓✓ ✓✓✓ $18 \times 4 = 72$	✓✓✓✓✓ ✓✓✓✓✓ $10 \times 3 = 30$	✓ $1 \times 2 = 2$	

Average score = 3.6

If you rated it Poor or Very poor, please explain:
 Seeing the pig frightened my daughter

b) The best thing about Applicious was . . .

- Volunteers at the booth were very friendly
- The volunteer's participant's, atmosphere, location
- The sun the children activities, housing castle
- Community feeling with the music man
- Good community event
- Competitions for kids
- DR Tim and the Unwashables
- Circle time, organization, lot of fun, kids, friendly fun event
- Bringing the community together
- All the activities and great food, henna
- IT was fun
- Good community turn-out
- The apple craft table
- Publicly organized community events are few and far between. This one seemed great at providing people particularly Families, with a great day while reinforcing civic identity
- Community involvement. Many different events for children of all ages
- The apples
- Sack race commentary
- Seeing the community come together
- The food
- The activities/entertainment
- Kid's games
- Bounce castle
- Could be a bit more variety expensive for games?
- The musical participants

Ticket system, Tim and Hugh
Real sense community
Bouncy castle, races community spirit
Unwashables, the obstacle course and the great Neighbours

c) Applicious would be better if . . .

See F

The ride/games

More to do +all

Little bigger

Small changes in space management of the site, e.g., selling water bottles next to the water truck, allowing more space around the mural and “tattoo” activities so that other part would not drown. Having another tent at the South end to close off the area and give a more intimate experience.

There were more games

More play areas, activities, rides

Had a BBQ with hamburger

More volunteers, more attention to the games at the very back

It just needs to expand (also remove the coco-cola)

More girls

More games

A second ticket purchase location near food.

More events for all ages (infants)

They had more apples

A few more rides & more food options

More toddler actives, difference ticket system

Games should be cheaper

Bigger inflatable, farmers, hot dogs...

We had more donation prizes and food entertainment

Health food, more promotion for Applegrove and Edgewood

All food booths used tickets not cash. And tents for shade to sit +rest

More venues next time

You could buy non-sweets with tickets

The control and training for kids jumper was a little more organized and maybe a jumpy just for under three year olds as well

it have apple to eat . I wanted to buy an apple for my child and I and could not, only if I played a game

more food choices although [what] I had was yummy

Hot dogs were available

d) How did you first hear about the event?

Newspaper = 2. Which one? Beach metro, mirrior

On-line = 2. What site? meetup.com, ctv





Within Applegrove or in Applegrove mailing = 12

From a poster.= 2

On a sign (Queen and Kingston Road or Coxwell and Lakeshore). = 1

Don't remember =1

Other = 12. Please specify: board, Lynn Wyminga, saw while walking by, just passing by stopped some food, at drop in the center, saw it on the day for the event, word of mouth, email from a friend, email from Lynn, work at Applegrove, mouth to mouth, my spouse

Which advertising was the most effective? (not asked in on-line form)					Average
Newspaper. Which one? Couldn't find Mirror NOW magazine	✓✓✓✓✓ 5 x 4 = 20			✓✓✓ 3 x 1 = 3	2.88
On-line. What site?	✓✓✓ 3 x 4 = 12	✓ 1 x 3 = 3		✓✓ 2 x 1 = 2	2.83
Within Applegrove or in Applegrove mailing	✓✓✓✓✓ ✓✓✓ 8 x 4 = 32	✓✓ 2 x 3 = 6		✓ 1 x 1 = 1	3.55
Poster	✓✓✓✓✓ ✓✓ 7 x 4 = 28	✓✓ 2 x 3 = 6	✓✓ 2 x 2 = 4		3.45
Sign Had difficulty finding INFO! In neighbourhood very visible	✓✓✓✓✓ ✓✓✓✓ 9 x 4 = 36	✓✓ 2 x 3 = 6			3.82

Of the 5 respondents who had not previously heard of Applegrove AND who rated the effectiveness of the advertising methods,

- three rated only one method with one each rating the newspaper (Mirror), on-line (CTV) and sign as 4
- a 4th respondent who rated only one method rated the poster as 2.
- the final respondent rated all methods as follows
 - newspaper = 4
 - on-line = 4
 - within Applegrove = 1
 - poster = 2
 - sign = 3

e) Before the event, had you heard of Applegrove?
22 Yes 8 No

f) Other comments: _
Still not sure exactly what it is but the food was good (Mr Greek)
More apples
One of the better events aside from “spa night”
Was hoping for apple pie ice cream and coffee
Perhaps more healthier option as prizes i.e. apples
Nice and local, not corporate. Felt like a community effort. Rare these days.
Better prizes, more actives for the children, more apple or maybe a farmer, more readable sign there should have been a better welcome table.
The twister game could be expanded

A big mound of apples+ baskets for apple picking for a price
For next year evaluations+clipboards, open at each station healthier food, options more
promotion of Applegrove complex available to participants prize donations.etc
Edgewood drop in rocks

I've been to another similar festival (for a local school) and the live music and mc make all
the difference. They bring it all together (instead of just having a bunch of disparate activity
booths) and make the whole mood more fun. My little ones loved the balloons, bouncy catle,
face painting, and especially the unwashables.

You guys did a great job, thanks

Great turnout

This was terrific event, better then I thought it would be. Everything seemed to be well run
the ticket card was a great idea (as posed to a bunch of tickets) and the people in charge of
the bouncy castles did a great job of preventing anarchy which is typical lots of bouncy castle
type events, but 5-minute time limit did seem a little short. And as a foodie, I was delighted
to see something other than pizza pizza and hot dogs available. I would have liked to see a
little more variety maybe a roasted corn booth and I am sure some people did miss the option
of having some street meat. My daughter and I had fun with all of the actives, and it was
nice to see representative from the various community programs. Great job everyone

Good maybe have real food you can buy with tickets, lunch items not just treat even a hotdog

Yes, I would like more information about Applegrove. = 9

No. Please only use my personal information for prize eligibility. = 9

Applicious
Target Budget Revised

June 30, 2008

Prices include PST but not GST as it is 100% refundable.

Event Expenses

Interim Report

September 29

Anticipated Confirmed

				Anticipated	Confirmed	
Facility						
Rental (see below)						
Indoor			\$0			
Park			\$303	\$303		
6 to 10 Picnic Tables & Waste Receptacles			\$650	\$650		
Barricades (6 to 10)			\$325	\$325		
Portable Toilets						It's my Potty
0 Prestige double @	\$750		\$0			
0 urinals @	\$300		\$0			
1 hand wash station @	\$200		\$200			
Garbage disposal						Blue Environmental
10 bins @	\$25		\$250	\$200		
Security						
1 officer @	\$18 /hr @ x	7	\$126			
			\$1,854		\$1,478	
Equipment						
30 Tables @	\$11		\$324	\$285		Gervais @
50 Chairs @	\$2		\$100	\$73		Gervais @
Children's activities						
bouncy castle			\$500			
inflatable obstacle course			\$500	\$941		
food carts						
3 @	\$100 each					
propane bbq and 3 hour tank						Deleted
spare tank						Deleted

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Propane burner tank						Deleted
Dunk tank and other games		Saved \$700				Deleted
3 @ \$200 each			\$600			Deleted
Tent/Marquee			\$2,000		\$2,102	Gervais
4 generators @ \$100			\$400		\$200	2 generators
Mike, amp and speakers stage			\$200		\$117	Long & McQuade
4 pieces 4x8 @ \$80			\$320		\$80	Gervais
				\$4,944	\$3,797	1 piece
Décor/atmosphere						
balloons (dollar store)					\$35	
helium tank					\$173	
T-shirts for volunteers			\$360			
Printed bandanas for volunteers						
				\$360	\$208	
Publicity						
Advertising including \$600 for mobile signs			\$1,200		\$339	C-Me sign
					\$600	Value of SNAP ad
					\$9	
Printing			\$600		\$662	Poster
				\$1,800	\$1,610	
Refreshments						
Supplies for baking			\$100	{	\$210	Apple Blossoms
Cider			\$100	{	\$750	Cotton candy and candy apple
hotdogs, etc.			\$200	{	\$284	Muffins
ice				{		
4 30 lb bags @ \$13.50			\$54	{		
Pop					\$738	

plates, cups, napkins, serving utensils, gloves	\$100		\$35	
		\$554		\$2,017
Other supplies				
Paint a mural	\$600		\$542	
participation tickets (dollar store)	\$15	{		
participation tickets (print multi-ticket)	\$25	{		
Stampers (25 @ \$1)	\$25	{	\$261	
Prizes	\$195	{	\$100	
			\$1,000	
Craft supplies	\$75		\$120	
Buttons				
2000 2.5 " buttons @ \$0.53	\$1,058		\$174	
Apples and prizes			\$1,000	
		\$1,993		\$3,296
Contingency @ 5%		\$575	\$349	
			\$150	
			\$318	
				\$817
Planning Expenses				
Staff				
Planner @ WG 7	\$19.64			
12 hours/wk 12 weeks				\$2,828
30 hours/wk 2 weeks				\$1,178
Vacation pay @ 4%				\$160
Benefits (CPP, EI, EHT, etc. est @ 10%				\$417
Advertising and Police check				
		\$4,584	\$3,428	

Spinmaster
Nelvana
Churleigh's
\$700 apples \$15 for 100 at woodpa

Artik 1000 stickers
Apple Growers donation

Truck rental
Entertainment -- Samba Kidz
Event signs

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Other staff (in kind)						
5 hours/wk	16 weeks @	\$30	\$2,400			
10 hours/wk	2 weeks @	\$30	\$600			
				\$3,000	\$3,000	
Office Expenses						
Office supplies			\$100			
Computer, telephone, postage			\$100			
Photocopying			\$200			
				\$400	\$400	
Supervision and Project Administration						
5 hours/mo	5 months @	\$35	\$875		\$875	
Total Staff & Office						\$7,703
Total Expenses				\$20,939		\$20,925

Income or In Kind donations

Break-even					
250 advance @ \$10			\$2,500		\$80
Less net credit card processing @	2%		-\$50		
Activity tickets and refreshments					\$4,021
25 per family @ \$1			\$6,250		
Less net credit card processing @	2%		-\$125		
Refreshments (see above)					
per family			\$0		
Button revenue					\$322
750 @ \$3			\$2,250		
Net Sales				\$10,825	\$4,423
Silent Auction (deleted)					
Partners					

Balloon revenue AND water b

