

APPLEGROVE COMMUNITY COMPLEX

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“TOGETHER, BUILDING OUR COMMUNITY”



Strategic Initiatives Committee Notes (Confidential)

January 22, 2018

Present: Andre Riolo (Chair), Jim Valentine, Stacey Young, May Seto (staff), Susan Fletcher (recorder)

1. Next Meeting

Thursday, March 1 @ 6:30

2. Notes of June meeting

- accepted as circulated by consensus.

3. List of Current Strategic Initiatives (numbered for identification, not priority)

The list will be on each agenda and in notes as a reminder, rather than a discussion item.

- a. S.H. Armstrong Pool Working Committee
- b. Corporate Sponsorship/Partnership
- c. Take a lead role in promoting the hub concept¹
- d. Research into costs, benefits and long-term sustainability
- e. Identify service gaps and possible services
- f. Stroller Parking
- g. Gap in programming for teens and in funding for existing teen programming

4. City Governance Review

- Susan summarized the process to date
 - consultation meeting last summer,
 - Board discussion in August,
 - Applegrove response sent last fall
- City report originally planned for last fall, delayed to January, now delayed to March 19 Executive Committee and March 26-28 Council
- City staff have arranged a teleconference with Ann and Susan for January 30, following up on Applegrove's submission.
- concern about the timing of report.
- Susan will follow up after the teleconference and at the February Board meeting.

5. Action Items and Updates

- a. AppleGrowth Project
 - a copy of the project outline was circulated before the meeting
 - internally funded research into service delivery models (Phase A) with grant-funded needs assessment focussing on youth, newcomer women and seniors (Phase B).

¹ Note Susan's work on the school board's Community Use of Schools Advisory Committee, speaking at the Provincial Hubs Summit and chairing the SPACE Coalition (Saving Public Access to Community space Everywhere). SPACE has identified hubs as a priority, with a special interest in hubs within schools.

- we submitted a Letter Of Intent (LOI) for Phase B of the project but were not selected for a grant
- last June, the Board authorized SI to proceed on Phase A, but the committee was unable to meet with a key volunteer to prepare a RFQ²,
- members discussed the issues in light of
 - current political climate including provincial and municipal elections
 - plans for the 54/55 Division Police station
- the committee recommended proceeding with an alternative version of Phase A,
 - Susan knows of 2 potential consultants and can check with colleagues for others
 - timeline
 - issue RFQ by mid-February
 - decision by mid-March
 - consultant works through April and May
 - report to Board meeting in late June
- b. 2018 City Grants for Projects **OR** Events
 - similar grants and processes as the LOI submitted last June, but starting much earlier in the year.
 - Key Dates and Deadlines for 2018
 - January 8: Projects and Events Grant Launch
 - February 2: Letter of Intent deadline
 - February 23: Invitations for full proposals
 - March 9: Full proposals due
 - May 28: Notification to successful applicants
 - June 7: Funding term begins
 - Community Projects
 - one-time funding for short-term projects to develop products, tools and resources that are grounded in the experience of residents, encourage the sharing of community knowledge, and/or increase the impact of the community services sector
 - for projects beginning after June 7, 2018 and ending by May 31, 2019.
 - no minimums or maximums set for this granting stream
 - Community Events Grant
 - one-time funding for community activities and events that support Torontonians to connect, learn and act to improve their wellbeing, neighbourhoods, and communities
 - \$5,000 – \$10,000 is available for activities beginning after June 7, 2018 and ending by May 31, 2019.
 - priority for organizations with annual operating budgets of less than \$500,000

² RFQ = Request For Quotations. This would be sent to a small number of consultants.

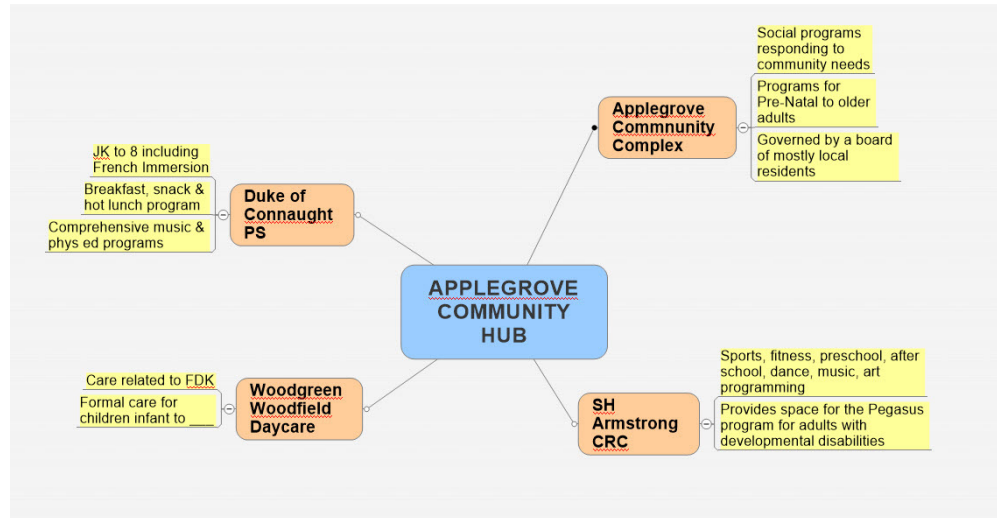
- the committee generated the concept of a hub partnership tool
 - engage on-site partners to identify effective approaches to move from co-location to cooperation
 - these approaches would be transferrable to other agencies and rec centers in TDSB space.
 - the TDSB's current partnership vision is limited to "educational programming, workshops, seminars, presentations, performances, or educational services during instructional time"
 - relevant issues would include
 - planning programs
 - sharing resources
 - exclusive resources
 - the committee recommended proceeding with the LOI
- c. Stroller Parking Updates
- stroller parking shown on school's playground re-design master plan! (basically where it is now, but with fence moved to the north of it)
 - the plan only identifies the elements of the re-design, not the costs or priority
 - the overall plan will be accomplished in stages
 - covered stroller parking shown as a **required** feature in Ministry of Education EarlyON³ guidelines for capital funding.
 - Applegrove not eligible for capital funding (at least this round)
 - normally TDSB will not give an expense estimate unless there is a lease
 - lease update
 - use after 6 p.m. would require a permit and fees; we need the office open
 - until 6:15 year round for late pick-ups, staff sign-out, etc.
 - until 9 2 nights/week during the school year for teen program (plus program space)
 - until 9 2-4 nights/month for board and committee meetings (plus Archive room some evenings)
 - occasional other evening use
 - the TDSB's permit system does not currently allow permitting of leased space.
 - the committee focussed on whether we should try to get stroller parking into Phase 1 of school playground construction AND seek corporate donations for it, based on ballpark guess of \$10,000 for TDSB to prepare a pad and construct something like a shopping cart corral
 - members recommended this, contingent on getting funding for it.
 - staff and members will look for funding opportunities
- d. SHA Pool Committee
- Susan reported that she had been less involved during the fall due to the priority of other work and the focus on marketing the pool.
 - the committee chair has asked for a letter of support from the Applegrove Board of Directors to help ensure the pool is in the 2018 City budget.
 - Susan will have more information after the meeting on January 25

³ EarlyON = the new name for Ontario Early Years Child and Family Centers, which was the new name for family resource programs, parenting and literacy programs, and Ontario Early Years Centers.

- e. Corporate sponsorship/partnership
 - Jim had been working with a professional fundraiser on corporate fundraising, but she has now moved away.
 - he will continue research and will put together a package for the Wellness Fair and AppleCares (babysitting)
 - see attached list of Applegrove opportunities, i.e., events, programs, etc.
 - May will provide him with information about Applegrove's membership in Imagine's database of corporate donation information.
- f. Draft Hub and Applegrove diagrams / info-graphics
 - Susan shared the mock-up below
 - an alternative might be to plot all the services offered for the various age groups



Post-meeting Note
Alternative diagram



6. **Actions / Next Steps / Priorities / Timeline**

| Deadline | Activity | Person |
|------------|--|-----------------------------------|
| Jan 25 | Follow-up with key volunteer about RFQ | Jim |
| Feb 2 | Submit LOI for HFD | Susan |
| ASAP | Identify potential consultants and content for RFQ for AppleGrowth | Susan |
| Feb. 15 | Issue RFQ (earlier if possible) | Susan |
| Feb. 23 | City invites full proposal for HFD (or not) | |
| Feb 26 | Board meeting | |
| March 1 | SI meeting | |
| March 9 | Full proposal deadline | |
| March 13? | Deadline for RFQ submissions | Susan |
| March 15 | Decision on AppleGrowth consultant | Susan (and SI committee members?) |
| April 3 | AppleGrowth consultant starts work | |
| May 9 | Community Development and Recreation Committee considers grant recommendations | City |
| May 28 | Notification of successful grant applicants | City |
| early June | SI committee discusses draft AppleGrowth report | |
| June 18 | Board receives consultant's AppleGrowth report | |

7. **Next Meeting Date(s)**

Thursday, March 1

Will focus on grant proposal (if approved to submit full proposal)

Applegrove Opportunities for Funding/Donations/Sponsorship

For more information, but really just for fun:

check this link <https://rainiervalleycorps.org/name/> and think about everything we could name!

Programming

A week of craft supplies for Parent/Child and the Applegrove Connection builds language and literacy skills, helps children express their emotions, develops fine motor skills, and prepares children for school, for just \$20.

\$40 of food provides the snacks and cooking that attract teens to Applegrove's positive and engaging activities.

\$50 pays for a week of snacks for children and coffee for adults in the family resource programs.

A \$100 "campership" gives a child a week of trips, games, swimming, literacy, snacks, fun and friendship in the summer.

Note: this is the fee. The actual cost per camper before grants is \$165/week or \$35/day.

\$200 pays for a month of music activities in the family support programs and promotes language, literacy, social skills, gross and fine motor development and much more.

\$300 pays for a week of fun, firm and patient role models who work with teens.

\$1500 updates, replaces and purchases a year's worth of infant and pre-school toys and equipment such as puzzles, puppets, play dough, costumes, dolls, bricks, books, trains, riding toys, and more so that 800 children from birth to age 6 can practice cooperation, fine motor skills, literacy and pre-literacy, creativity, math, social play, gross motor, and so many more skills!

Each year, about \$2,000 in "first in" dollars bring more than \$25,000 in federal funding to support pregnant and parenting women and their babies up to 6 months of age, including nutrition workshops, information about pregnancy and childbirth, breastfeeding support, grocery vouchers, and care for the women's older children while they participate.

An investment of about \$2,000 brings more than \$25,000 in federal funding to help pregnant women have healthy babies, and continues to help them with breastfeeding, children's development, grocery vouchers and more, until their babies are 6 months old.

Cost per visit (total expenses divided by number of visits in 2016, rounded)

HOBG = \$25 including TTC and grocery card, about \$12 without.

PC = \$10

AC = \$13

PC and AC = \$10.50

Events

Pasta Fest (November): Expenses = \$600 with additional in-kind of \$1275, so total cost = \$2,000.

Family Dance (February): expenses = \$571, net proceeds = \$1000

Punkin-Grove (Nov. 1): expenses = \$50? (tealights, misc.)

Seniors Wellness Fair (mid-March): most expenses are covered by a grant from the province via the Older Adult Centers of Ontario Association (OACAO). For 2018, we are adding healthier refreshments (\$300 additional) and mini-bus transportation from 2 or 3 selected seniors' residences (\$500) if we find sponsors.

We could add some additional (paid) advertising in local papers @ \$100/ad, and additional staff time (either Renate or Janina) @ \$30/hour.

Annual Meeting: although expenses are charged to Admin, the total cost is about \$200 for refreshments, \$65 for advertising, and \$25 for printing (in-house). We could add additional advertising @ \$65/ad. We probably should not have printing done commercially because it is always last minute.

New projects

Continuing Connecting Through Technology: since we have already purchased the tech, costs total about \$2,000 for

- Police reference checks for seniors @ \$21 each for 15 seniors (\$315)
- Mobile hotspot internet access @ \$50/month for 2 months (\$100)
- Staffing: 1 staff @ \$30/hour, 5 hr/wk for 10 weeks (\$1500)
- Refreshments: \$20/wk for 8 weeks (\$160)

Junior Leaders: costs total about \$5,000 (offset by income of \$250 per participant, 12 participants, totalling \$3,000)⁴

- Staffing: 2 staff @ \$30/hour, 7 hr/wk for 10 weeks (\$4,200)
- Refreshments: \$20/wk for 10 weeks (\$200)
- Materials and supplies: \$500

⁴ Note: in 2016-17, the second staff was a student placement, halving the staff costs.