

Guelph/Wellington Seniors Association

MINUTES

Meeting:	GWSA Board of Directors
Date:	August 28, 2019
Time:	9.30 am
Place:	Boardroom, Evergreen Seniors Community Centre
Chair:	Becky Fiedler
Attendees:	Brian Smith, Roger Stevens, Tonie Sacchetti, Adam Rutherford, Judith Carson, Kerry Detlor, Ken Fugler, Ann Grant, Cem Kaner, Athar Khan, Ross Knechtel, Mike Woof
Regrets:	
Guests:	Committee Chairs
1.	Call to Order Becky called the meeting to order at 9:30am.
2.	Announcement: Upcoming Departures <ul style="list-style-type: none"> • September 6 - Tracy Benson's heads to WECC for her new job in Bookings. This is a promotion for Tracy. • October 18 - Maryanne Wilford retires • December 31 - Pat Gage retires • Adam made a motion that the GWSA board give Maryanne a gift card of \$100.00. If members of the board would like to contribute more, that is their decision. Roger seconded. All in favour. Motion carried.
3.	Consent Agenda Consent agenda included correspondence from Kim Barton, notice of Barbara Webster's 100 th birthday, and Minutes from the most recent Human Resources Committee meeting. <ul style="list-style-type: none"> • Becky, Cem, Ann, and Ross will be attending the PIN Network's Get on Board training • Ann made the motion to pass the consent agenda. Mike seconded. All were in favour. Motion carried.
4.	Adoption of the Agenda <ul style="list-style-type: none"> • Adam moved to adopt the agenda as published. Ken seconded. All in favour. Motion carried.
5.	Committee Reports Committee chairs (or designees) were invited to tell Directors about their current activities, future plans, and things they need from the Board. The intention of the visits was to help Directors and Committee Chairs get to know each other and for new Directors to become familiar with the work our committees do.

5.1.	<p>9:40 Program Committee Kerry Detlor and Athar Khan:</p> <p>The Program Committee has been working on activity leader’s manual since mid-March. Their hope is to have a draft ready to present to the Board in October or November 2019. After that, they plan to have it printed by the Sentinel and placed in binders (about 50 copies). Once complete, they will start to do some professional development with the manual starting in January.</p> <p>Concerns that have been brought up in meetings:</p> <ul style="list-style-type: none"> -Some groups, especially Pickleball, would like more play time. The Evergreen is a shared facility and we have reached the limits provided for in the GWSA/City Community Benefits Agreement. Nevertheless, the City has extended play time for them as far as possible. Pickleball players have the option to rent additional play time and recoup their costs by charging a drop-in fee from participants. -Consistent with City policy, the Evergreen Centre is a scent-sensitive building. However, some people continue to be bothered by colognes and perfumes. Adam explained the difficulty in policing scents and offered to make himself available to handle individual problems. He will send the City policy to Kerry and Athar who will discuss it further at the next Program Committee meeting. They will also write up a reminder article for the next Sentinel and Email Update. <p>Kerry and Athar also mentioned a few instances of GWSA equipment being used without committee consent (from outside groups/rentals) as well as complaints about building temperature. They are waiting for room capacities to be posted so Activity Group leaders can ensure capacities are not exceeded for GWSA programs.</p> <ul style="list-style-type: none"> • Athar is still working to identify someone to serve as the GWSA point of contact for the Guelph Games to be held in summer of 2020. • The Program Committee Terms of Reference state that each activity group is to present, annually, a financial statement including income, expenses and contributions to GWSA. They did not do this last year. • Ann made the motion to accept the committee minutes (except for April 4th which need a correction) for filing Mike seconded. All in favour. Motion carried.
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<p>5.2.</p>	<p>9:50 am Travel Joanne White:</p> <ul style="list-style-type: none"> • The Travel Committee has five members. They meet on the 1st Monday of the month. Trip bookings open up on the first Wednesday. Committee members book all aspects of trips and try to offer a wide variety of day - at least once per month. Striving for twice per month. Planning winter trips is more difficult and there is less interest among GWSA members. For venues within a 45-minute travel time, they use school buses; they use more expensive coaches for trips with longer travel times. • Recent trips have included Grand River Cruise (56 people) and Shaw Festival (made \$1500.00 with 55 people) • Upcoming trips include <ul style="list-style-type: none"> ○ Going to Autumn trails in September with 50 people to date ○ Mountain Oak Cheese in October. ○ ROM in November. ○ Northern Lights in Owen Sound in December ○ Elmira Theatre in February • The Travel Committee generated approximately \$8000.00 in profit over 10 trips last year. There were no trips in February or July. They expect to make more this year because they are offering more trips. • Ross made the motion to accept the attached minutes as published and file. Cem seconded. All in favour. Motion carried.
<p>5.3.</p>	<p>10:00 am Membership and Marketing Connie Shaw:</p> <ul style="list-style-type: none"> • The membership and marketing committee is responsible for obtaining more members and retaining current members. The group has recently focused on upgrading all printed materials (brochures/display materials, etc.) and swag. They are responsible for the monthly email updates and website content. • Took displays out to seven different places on twelve different occasions. • This is a hard-working committee. Gail Moore will be returning to work with them. • Recently reviewed all media contacts for effectiveness and cost efficiency. CJOY was new this past year. They added Guelph Today and ads in Tim Hortons for online advertising. Will cut back on less efficient methods (Tribune/fewer ads in Snapd) • Their next event is a New Members Reception on September 4. They are working to find additional parking and are pursuing using the Arby's lot and a large lot behind the hearing building. • The next big project they would like to undertake is to update the promotional video that has become rather stale. Their initial cost estimate is about \$5000.00. This project is in collaboration with the Board. • Kerry made the motion to accept the attached minutes as published and file. Ross seconded. All in favour. Motion carried.

5.4.	<p>10:10 am Variety Show Doreen Muir- Producer/Chair of Variety Show Committee:</p> <ul style="list-style-type: none"> • Director has prepared the program. • Fortunate in getting advertising money- plans for full page ads with cast/crew photos • Lots of advertising with Ross online/at Tim Hortons and in the Sentinel and on social media • Will be putting advertising on the outdoor sign for recruiting additional volunteers for the show • Food- still working through this • Stage decorator- coming up with great design for stage • Lighting and sound- will be done by Mike Woof • Posters are available for people to send out into the community • Becky to write a President's Welcome • Tonie to distribute posters to City Rec Facilities • Mike made the motion to the minutes as published and file. Cem seconded. All in favour. Motion carried.
5.5.	<p>10:20 am Special Events Ann Grant:</p> <ul style="list-style-type: none"> • Committee is forming- four additional people included so far (Jean McClelland and Ross Knechtel included). Their first meeting is September 26th • In the past, Special Events worked on four events: <ul style="list-style-type: none"> -The Day Before: going to change the date and name. Waiting to get the "go-ahead" from school board/teachers to move forward with planning -100 Year Old Birthdays -Mayor Symposium on Mental Health. This event is held at various places throughout the City. The Mayor's office will reach out the GWSA if we need to work on this event. -Food Bank event- Judith offered to run the Food Drive. <p>Ann is looking into hosting a Downton Abbey tea in October to coincide with the release of the new Downton Abbey movie.</p> <ul style="list-style-type: none"> • Ann is also looking to identify additional fundraising opportunities including Bingo

5.6.	<p>10:30 am Finance Roger Stevens:</p> <ul style="list-style-type: none"> • Roger and the Finance Committee are reviewing current GWSA investments to determine what, if any, changes are needed. Roger explained to Directors that not-for-profit organizations are expected to have about two years of operating expenses in reserve in case of hard times or emergencies. The GWSA's balances are in line with that expectation. • Earlby Wakefield is working on the inventory of tangible assets. The reported value of those assets is \$350 000. The Finance Committee is trying to sort out which of those assets are owned by the GWSA and which by the City. • Asset inventory is in Finance folder on Dropbox. Not listed in balance sheet • Cem made the motion to accept the attached minutes as published and file. Ken seconded. All in favour. Motion carried.
5.7.	<p>10:40 am CSS Becky Fiedler:</p> <ul style="list-style-type: none"> • CSS has been a focus with the Board for a while • July 29th minutes- last year the executive had asked CSS staff to collect a \$5.00 fee for education series programming. \$1300 was donated back to United Way. Would like to remove that fee this year (may have a donation box) because it depressed turnout at CSS events. • This led to brief discussion of the United Way blackout period, our anticipated donation, and the possibility to plan a future fundraising event for the benefit of the United Way. • Roger stated that the current budget includes a \$2500 donation to the United Way. He made the motion to give \$2500 to the United Way as budgeted. Kerry seconded. All in favour. Motion carried. • Cem made the motion to accept the attached minutes as published and file. Ken seconded. All in favour. Motion carried.
5.8.	<p>10:50 am Sentinel Linda Green:</p> <ul style="list-style-type: none"> • September issue of the Sentinel comes out tomorrow • 25 advertisers starting in September with 3 more expected in October • Not as many colour ads- hoping to get more in months to come (more revenue generating) • The Sentinel continues to generate revenue by printing for activity groups/outside associations, etc. and personalized calendars for November/December • Their new printer is in good working order and a GWSA member is working with them to generate more ad revenue.

5.9.	<p>11:00 am Dances</p> <p>Annie Johnson was not at the meeting. The Membership & Marketing Committee has been working with Dance to promote their events. Connie shared the following information with the Board:</p> <p>Annie Johnson is the lead for Dances. There are usually five dances per year and the committee covers their costs but does not generate much revenue. They are hoping for a successful year of dances.</p>
5.10.	11:10 am Volunteer Advisory – no report
5.11.	11:20 am Food Services Advisory – no report
6.	<p>Next meeting - September 18 at 9:30 am</p> <p>Important items on the October agenda include GWSA's Technology Needs and initial work on our Strategic Plan.</p> <ul style="list-style-type: none"> • Plans to focus on updating the strategic plan by using OACAO tool kit • Mike, Ross, Cem and Becky are going to talk about the technology needs- hope to have a technology plan ready for the next meeting. • Becky asked Board members to start thinking about what they would consider to be a reasonable period of time for equipment to be replenished.
7.	<p>Adjournment</p> <ul style="list-style-type: none"> • Cem moved to adjourn at 11:15pm. Ken seconded. All in favour. Motion carried.
Note:	These minutes were approved via email by XXXX

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August 29, 2019