

## CABBAGETOWN RESIDENTS ASSOCIATION MEETING MINUTES

Date: Oct. 28, 2015

Time: 7:30 p.m.

Location: Local Gest, Parliament Street

In Attendance: Trish Finkelstein Phil Frei, Marc Simmons, Kelley Teahen, James Wood, David Swain, Keith Lawrance, Scott Morrow

Regrets: Tyler Fleming, David Swain

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The board reviewed the Oct. 6 CRA meeting minutes, which were approved following minor amendments. (Motion to approve made by Phil Frei, seconded by Keith Lawrance).

### COMMUNICATIONS REPORT

Keith Lawrance issues the monthly newsletter at the end of each month and planned to get the latest issue out in time to give a last-minute reminder for the Nov. 1 Pumpkin Walk. Currently 57 newsletter subscribers have also signed up for crime alerts (emails sent whenever there is a crime incident to report in the neighbourhood). The last issue had a slight decrease in open rates; Throwback Thursday features continue to be among the most popular content.

The Twitter account now has 1,075 followers.

On the webpage, the most popular content this month, after the homepage, was:

- Federal Election information
- Board of Directors
- Pumpkin Walk event

### PUMPKIN WALK

James Wood reported that posters were distributed among Cabbagetown businesses and all permits and arrangements made with the city for the Nov. 1 walk. Most equipment needed (safety vests, extra candles, lighters) is in place although the event needs more wheelbarrows to facilitate end-of-walk clean-up. He mapped out where the pumpkins will be placed along the paths in Riverdale Park West for maximum visibility from the street and confirmed that Park Snacks at 161 Winchester will be open. He asked for board members to walk around the neighbourhood on Oct. 31 evening or Nov. 1 morning to distribute small reminder flyers about the Pumpkin Walk at households where jack-o-lanterns are on display. All attending agreed to do so and worked out a mapping of who would cover what streets.

### FORSYTHIA FESTIVAL

Kelley Teahen reported she had found two interested new volunteers to work on the Festival; no other names were brought forward. Trish, as previous Forsythia Chair, agreed to meet with these potential volunteers in November.

### TREASURER UPDATE

Documents required to change signing authorities now filed at the TD Bank and free software options is being tested for keeping records and generating reports.

### MEMBERSHIPS: RENEWALS AND REACHING OUT TO OTHER RESIDENTS

Several board members raised the point that the best time to reach out to residents is when they first move to the neighbourhood: new residents have chosen to come to Cabbagetown and want information about what's available here. A brainstorming session followed, generating these ideas:

- Compile a list of the most active realtors in Cabbagetown and approach them to be partners with the CRA (i.e., provide lists on a periodic basis of new residents based on

real estate closings, facilitate delivery of information about the association to the new residents.) Trish and James agreed they would approach the realtors to gauge their interest.

- Create a signature Cabbagetown welcome present from CRA that would be part of the package provided to new residents (in addition to information and invitation to join the association); Trish suggested a potted decorative cabbage, or a totebag with the CRA cabbage logo.
- Working through the BIA, solicit local businesses to provide offers / coupons that can also be included in the welcome package.
- Who would create the packages? Where would they be stored? How would they be delivered to new residents? These details would need to be ironed out.

In 2015, the association set a common renewal date of Jan. 1 for all members so all current members will need to renew in the new year. The December newsletter will need to highlight that and the group discussed what else it can do to promote membership renewal. Should there be another CRA-sponsored event around solstice or in the winter? James Wood proposed exploring removing the \$20 fee element to membership, arguing it is difficult to get that renewal fee from people on an annual basis. Phil Frei pointed out that while not everyone interested in CRA activities pays the fee, memberships contribute up to \$6,000 annually, which allows the Association to provide free activities such as the Pumpkin Walk and supports everything from online hosting of the website to software to support the electronic newsletter.

#### COLLECTING ISSUES

President Phil Frei opened a discussion about how the board can best stay in touch with residents' concerns and set board priorities about responses to those issues. Should there be another survey undertaken related to a membership drive?

Scott Morrow suggested those concerns also need to undergo risk analyses: are these high-risk, medium-risk or low-risk concerns?

Trish brought up the issue of sidewalk snow clearing. Cabbagetown does not receive municipal snow clearance for sidewalks (most of the city core does not) and this is a perennial problem in winters.

#### CHRISTMAS CARDS

Former board member Lindsay Matheson has volunteered to work on Cabbagetown Christmas cards for 2015, aided by current board member Trish Finkelstein. Children from Sprucecourt and Winchester P.S. are invited to participate in a contest and select cards are then printed and sold as a fundraiser for the schools and the association.

#### ADJOURNMENT

Motion to adjourn made by James Wood, seconded by Keith Lawrance, at 9:15 p.m.