

## CABBAGETOWN RESIDENTS ASSOCIATION MEETING MINUTES

Date: Nov. 24, 2015

Time: 7:30 p.m.

Location: Pear Tree Restaurant, Parliament Street

In Attendance: Trish Finkelstein, Phil Frei, Marc Simmons, Kelley Teahen, James Wood, David Swain (from CPA), Keith Lawrance, Tyler Fleming

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The first order of business was to accept the resignation of board member Scott Morrow, who is stepping down for personal reasons. A short discussion followed about the association's need to build a pipeline of volunteers to support the CRA's activities as well as to provide future leadership for the organization.

### PUMPKIN WALK REPORT

The event was the largest yet of the three organized by the CRA in Riverdale Park West, with 241 pumpkins dropped off and the park staying busy with people coming to view the pumpkins, take pictures and visit with their neighbours. Park Snacks stayed open until nearly 8 p.m. James Wood, as chief organizer, credited three factors:

- Great weather – a mild evening
- Consistent advertising: best conversion appears to drop off flyers to houses displaying jack o'lanterns on Hallowe'en
- The clocks had already "fallen back" to standard time, meaning it was dark by 7 p.m.; also, the event was on a Sunday when few people are working. Next year, the event will fall on a Tuesday prior to the time change away from Daylight Savings.

James gave thanks to the volunteers who helped with the event and the clean-up, notably Kelly Rogers and Erica Benson, who used their cars to make the clean-up speedy: all was done in less than 30 minutes. The group agreed to revisit the idea of giving prizes and David Swain from Cabbagetown Preservation Association is taking back the idea of doing their annual "ghost walk" tours concurrent to the Pumpkin Walk.

### MEMBERSHIP

Tyler Fleming is going to organize a push for new members in the new year. The group focused discussion about renewal of current members: 57 households had already renewed for 2016. The renewal process has been difficult in the past and the association is working out an easier online system. The board discussed using a separate, unique e-Christmas card as a way to prompt online renewals from current members

### CHRISTMAS CARDS

Trish Finkelstein reported that the association-sponsored Christmas cards from Sprucecourt and Winchester public schools' contests will be selected and the winning entries will be made into printed cards. Printed cards are sent out to residents in Cabbagetown from the CRA. The top three designs will be featured on the CRA website.

### COMMUNICATIONS

Before Keith gave his report, President Phil Frei said he's concerned about capturing "what's coming up, what's bubbling up" from residents' concerns and priorities.

Keith asked for a volunteer for the next "Cabbagetown According To..." and Kelley Teahen agreed to provide.

The most popular posts this month were In Memoriam, Throwback Thursdays, and election information. Twitter has 1,113 followers. For web views, the top five pages are:

- Homepage
- Board of Directors
- Top 5 issues
- Pumpkin Walk
- Events

David Swain reminded the board of the open CPA meeting upcoming Nov. 26.

#### EVENTS – MIDWINTER

James Wood suggested that instead of planning a mid-winter event in advance, consider organizing a “Cabbagetown snowday” – in effect, a “pop-up” event organized within a few days. It could be centred at the tobogganing hill at the park, partner with a provider (such as Starbucks) for coffee and hot chocolate service, publicize through social media and email blast – something a little less structured. Tyler suggested using social media with the hashtag #cabbagetownlights to highlight homes and buildings decorated for Christmas.

#### FORSYTHIA FESTIVAL

Trish reported that she and Kelley met the previous week with two interested volunteers. One, after the meeting, decided not to participate further. Shawna King Pereira has stepped up and agreed to work with Trish to organize the 2016 festival. Trish will work closely with Shawna, who will be pulling together a larger group of volunteers in the new year. The organization still needs a point person to fundraise for the Festival.

#### PLANNING

Phil wants the board to set goals and targets for the year; what does the association want to complete in terms of:

- Membership
- Volunteers
- Future board members/succession
- Opportunities, such as expanding laneway clean-ups, bringing together new volunteers
- Community input: is it time for another survey to guide the board? “What is it we’re doing beyond events”?

The board agreed to meet again Dec. 15 for a meeting / holiday social gathering. Kelley Teahen will host. The November meeting adjourned at 9:08 p.m.