

CABBAGETOWN RESIDENTS ASSOCIATION MEETING MINUTES

Date: January 18, 2016

Time: 7:30 p.m.

Location: House on Parliament, Parliament Street

In Attendance: Trish Finkelstein, Phil Frei, Marc Simmons, Kelley Teahen, Keith Lawrance, Tyler Fleming; from Councillor Pam McConnell's office, Kelly Sather

INTRODUCING KELLY SATHER

Kelly is constituent assistant to city councillor Pam McConnell responsible for Regent Park, Cabbagetown, Cabbagetown South and St. Jamestown. She described her role as being a representative for residents with city services. "Sometimes it just takes a nudge. I'm that nudge."

In response to Phil's comments about wanting to know more about issues being raised by Cabbagetown residents, Kelly said the following were currently on her radar:

- Litter / garbage collection at Riverdale Park
- Parking issues on Winchester Street
- Flooding occurring after repair/construction on Carlton Street
- Traffic calming on Metcalfe

Trish asked if parking spaces could be marked on residential streets, pointing out that on Sackville there are issues with cars parking in such a way that drivers cannot exit from Wellesley Cottages. Kelly Sather responded that parking spaces are not marked on no-charge, overnight-permit streets in the city but that people are supposed to obey [provincial parking laws](#) and city bylaws. Phil asked what were the city regulations setting how many parking permits one household could have and also raised reports that temporary parking permits for visitors are extremely hard to get.

MEMBERSHIP

Tyler and Keith reported that the holiday greetings email to encourage membership renewals resulted in 73 renewals, boosting overall paid membership to 170. There are 51 households who paid in 2015 that as of Jan. 18 had not renewed for 2016. The CRA has 192 expired members, most of whom still receive the monthly enewsletter. Keith says the renewals are now much easier to do using the Stripe platform; previously CRA used Pay Pal and that account, currently with a balance of \$397, will be wound down.

While they will continue to pursue renewals, Tyler and Phil also are creating a plan to reach people who are new to the neighbourhood and discussed how the association could canvas. Trish suggested that the group create a flyer that highlights the board members and, if applicable, their pets, as people could then recognize who's already involved in the association. "Do you know any of these people?"

Trish pointed out the CRA should increase the number of holiday greeting cards printed from designs created at the two local grade schools: In 2015, the CRA ordered 1,300 cards and she says that, to cover the neighbourhood, there should be 1,600.

Later in the meeting, discussion returned to membership and Tyler recommended setting up door-to-door canvassing to drive engagement and give people opportunity both to raise issues and discover how they can help.

CABBAGETOWN LIGHTS

The CRA encouraged submission of holiday lights through social media and people could then vote for their favourites. A picture of the Hendricks home on Sackville Street (which was on the Cabbagetown Preservation home tour in 2015) won. Next year, people will also be encouraged to submit a photo of their tree in addition to any exterior light displays.

COMMUNICATIONS

Keith has compiled a list of passwords for all CRA sites and shared those with Kelley and Phil as back-up.

Most popular webpages in the past month were:

- Homepage
- Board of Directors
- Join Us (membership renewal)
- Syrian Refugees

Keith pointed out the website has a section on home improvements – people recommend vendors who specialize in period restorations. If the CRA receives a complaint about any vendor listed, that posting is taken down but other than that the area is not monitored. After a lengthy discussion about the risks and liabilities of recommending vendors, the group agreed this section of the website should be removed.

The December e-newsletter had a 62.8 per cent open rate, with 27 per cent clicking through to read full articles.

CRA's facebook page had a reach of 1,679, with the most-read posts being about a car-child collision at Winchester and Parliament, a warning about an injured coyote in the neighbourhood and a "Throwback Thursday" story about the Christmas tree lot on Spruce Street adjacent to the No Frills grocery store. The Twitter account now has 1,174 followers, with top tweets being information on local assistance for Syrian refugees, Cabbagetown Lights contest, and someone seeking a one-bedroom apartment in Cabbagetown.

TREASURER'S REPORT

Marc Simmons reported that the moving of CRA accounting to online platforms continues; the Canada Trust account currently at a Bayview branch will move to the Cabbagetown branch at Carlton and Parliament. He is exploring Quick Book, available at a \$10/monthly charge and consensus was to give this a trial. The CRA's postal box (at the Shopper's Drug Mart postal outlet) has been renewed.

FORSYTHIA FESTIVAL

Trish is co-chairing along with Shawna (King) Pereira and they have assembled a core volunteer committee of five; the group has its first meeting set for end of January.

AGM for 2016

It will be held in mid-June; Kelley will check date availability at Stout, the venue for the past two years. (Note previous AGMs were often held at Riverdale Farm). Phil will confirm the date of a nursery school fundraiser set to happen around the same time so the CRA doesn't schedule on the same evening. Kelley will also look into drafting proposed changes to the bylaws that would be presented to the membership for approval: for instance, the bylaws currently specify that the one executive member is "secretary-treasurer" when in fact two individuals have filled two distinct roles. Also, because the 2015-16 board was small to begin with and has since had two resignations due to personal reasons, the CRA is down to seven board members; the longest-serving member, Trish Finkelstein, has said she will not stand for re-election. Serious efforts need to be made not only to find willing board members but also better develop a volunteer pipeline to develop interest and give people the opportunity to contribute through things such as laneway clean-ups.

ADJOURNED: Moved by Keith, seconded by Tyler, the meeting adjourned at 9:26 p.m.