



Annual General Meeting - June 15, 2017

Agenda

- Welcome & introduction (CRA & Board)
- Approval of 2016 AGM minutes (Secretary - Kelley Teahan)
- Year in review
- Plans for next year
- Treasurer's report (Treasurer - Marc Simmons)
- Election of Directors
- Other business

Welcome & introduction

It's our 50th!

- This year we celebrate our 50th anniversary of community activism.
- Our residents association began in 1967.
- And most importantly, we have a cake!

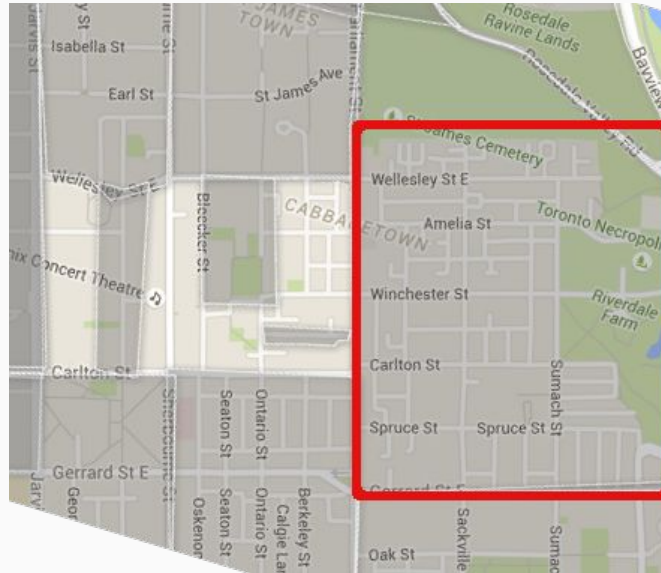


What does the CRA do?

The CRA is committed to improving the general quality of life in Cabbagetown. We build community by:

- hosting great events such as the Forsythia Festival and the Pumpkin Walk;
- promoting safety and security, a healthy tree canopy, good schools;
- disseminating information, news and activities about Cabbagetown;
- communicating community concerns and advocating for you with City Council, Toronto Police and District School Boards;
- Supporting local organizations and events.

What area does the CRA cover?



2015-2016 Board of Directors



Phil Frei
President



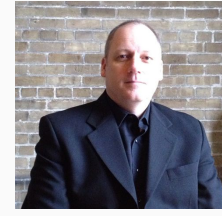
James Wood
Vice President



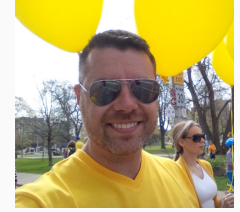
Kelley Teahen
Secretary



Marc Simmons
Treasurer



Keith Lawrance
Communications



Tyler Fleming



Shawna Pereira
Forsythia Festival
Co-Chair



Carolyn Jarman
Forsythia Festival
Co-Chair



Sam Richardson
Membership



Evelyn Sommers



Tina Card

Approval of 2016 minutes

2016 Minutes

CABBAGETOWN RESIDENTS ASSOCIATION ANNUAL GENERAL MEETING

Date: June 8, 2016

Time: 7 p.m. to 9 p.m.

Location: Stout Irish Pub, 220 Carlton Street, Toronto

The evening began with social time and the business meeting called to order at 7:35 p.m. There were 36 members in good standing in attendance, plus several guests.

There were no minutes taken at the 2015 AGM so none presented for approval.

PRESIDENT'S REPORT ON 2015-16 by Phil Frei:

- Membership: 539 total contacts, up 4.8 per cent, and paid members 203, down 19 per cent
- Website engagement: 2,354 monthly page views and 240 blog posts in past 12 months; online membership payments simplified and security updated on site
- Monthly email newsletter has 516 subscribers with 58+ per cent open rate (more than double industry average)
- Email crime alert: new as of September 2015, has 100 subscribers
- Facebook: 1,865 people reached in May 2016; top content reaches as many as 500
- Twitter: 1,314 followers (up 52 per cent over last year)
- Events include third annual Pumpkin Walk (241 pumpkins, up 106 per cent); a pilot online Cabbagelown Lights contest, sixth annual holiday card contest, and the 44th annual Forsythia Festival.
- Transparency and process: monthly board meeting minutes now published online; bylaws have been reviewed and proposed updates to be put to members at AGM for approval; improved liaison with Councillor Pam McConnell's office.
- CRA successes: St. Martin School parking resolution; resolution of Regent Park Community Energy Centre Noise; many collaborations with other area groups.
- Areas to improve: awareness of CRA among residences and improved membership rates; better engagement of residents to co-hosting improvements, such as laneway clean-ups; more input on focuses for CRA

He noted that the association "is very far away from representing who is in the neighbourhood" as we have paid membership from fewer than 10 per cent of the households within the CRA geographic catchment; engaging more households will be a key priority for 2016-17.

FINANCIAL REPORT presented by treasurer Marc Simmons.

Statement of Activities (\$) | 2015

Association Operations

Membership and Other Revenue \$ 2,664.65

Administrative Expenses \$ (1,847.77)

Contribution to Net Assets \$ 816.88

Forsythia Festival

Sponsorship Revenue \$ 10,741.00

Year in Review

2016 focus areas

Engagement

- Membership
- Communications
- Events

Process Improvements



Engagement: Membership

Total Contacts: 593 (up by 80)

Total Members: 483 (up by 80)

Paid Members: 209 (Primary and secondary)

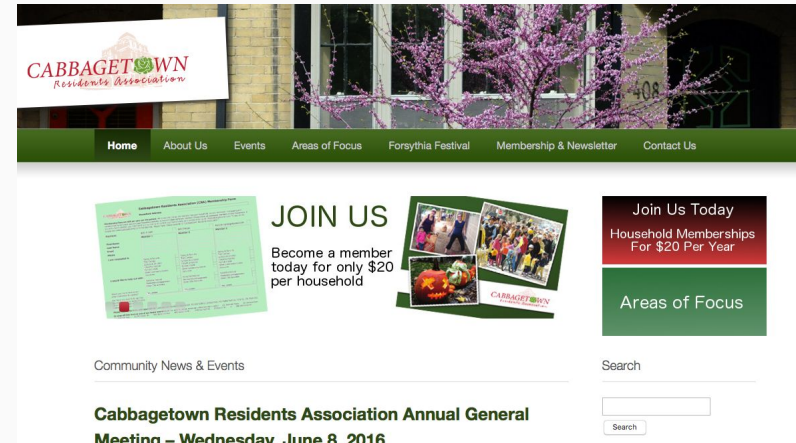
Total # of residents in catchment area: approx. 4021

Total # of households in catchment area: approx. 2148

Engagement: Communications (website)

Cabbagetowner.com

- 17,000 sessions over past 12 months
- Lots of traffic driven through newsletter
- 99% desktop or tablet users



Engagement: Communications (email)

Monthly Email Newsletter:

567 Subscribers

Open Rate: 69% (industry average 23% & higher than last year)

Click Rate: 23% (industry average 3%)

Email Crime Alert:

30 Crime Alerts sent in the past 12 months

74% open rate

Engagement: Communications (social media)

Facebook

First full year of activity

Followers: 398

Most popular post reach 700+ people

Twitter

Followers: 1786 (last year 929)

126 tweet per month

36,500 tweet impressions per month

Engagement: Events

4th Annual Pumpkin Walk

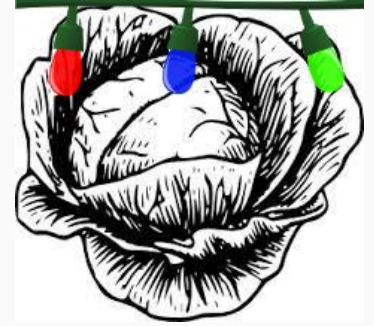
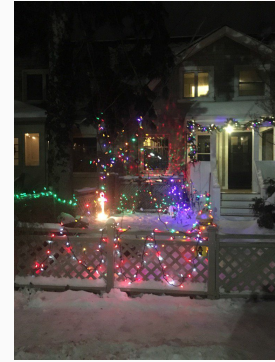
347 Pumpkins (106 more than 2015)!

Special thanks to James Wood



Engagement: Events

2nd Annual Cabbagetown Lights Contest



Special thanks to Tyler Fleming for starting it last year and making it a bigger success this year.



Engagement: Events

7th Annual Holiday Card Contest



Spruce Primary Winner



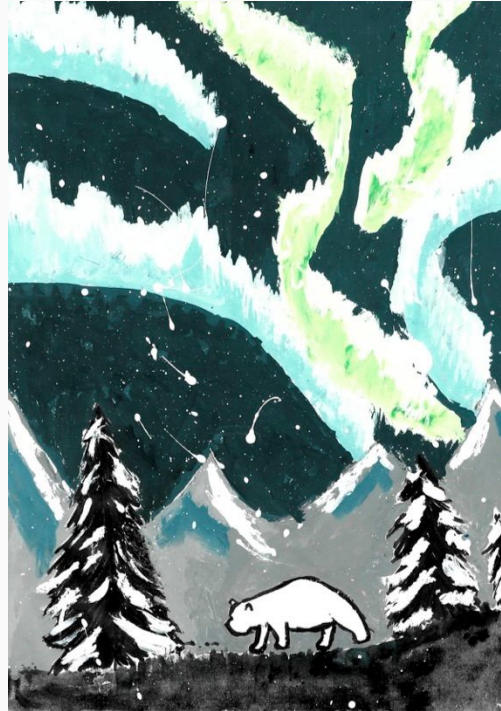
Spruce Junior Winner

Engagement: Events

7th Annual Holiday Card Contest



Winchester Primary Winner



Winchester Junior Winner

Organizers

Lindsay Matheson
Kelley Teahen

Volunteer judges

Michael Cavanaugh
Sylvie Daigneault
Doug Panton

Engagement: Events

46th Annual Forsythia Festival

- we didn't have rain!
- 620 attendees
- 116 volunteers
- new donors (49 total!)
- new stations
- beer tent now has wine!

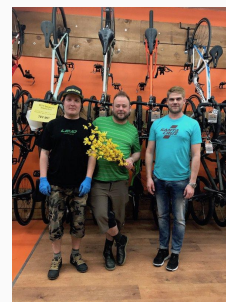


Engagement: Events

Special thanks to our sponsors

Special thanks to our co-chairs

Shawna Pereira and Carolyn Jarman



Process Improvements

We continue to have a very close connection with Councillor McConnell's office through Kelly Sather who regularly attends our board meetings.

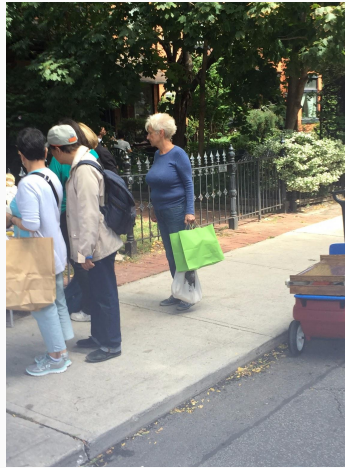
Kelley Teahen spearheaded digitization of all our documents and worked with Keith Lawrance to organize all our files in Google Drive.

Marc Simmons has moved our accounting system from Excel Spreadsheets to Wave, a free online accounting system.

Pilot Projects

Cabbagetown Festival Garage
Sales bag drop off (Sam
Richardson)

- The purpose was to increase awareness of the CRA and get some more membership.



Pilot Projects

Welcome Pack for New Residents (Tina Card)

- The purpose is to connect new residents to the CRA as soon as they move into the neighbourhood.



What else did we work on?

- Film Shoot Information now flows to us consistently and we publish it
- We were consulted on issues around Car2Go, AirBNB and Green Bins
- We advocated for and got closer monitoring of intersections with reported speeding / drive through
- We participated in TOCore consultations and represent the residents on the Main Street initiative, looking at a long-term plan for Parliament Street
- We represent the residents on consultations for the mural on the LCBO, Bike Share locations, and the future plans for Anniversary Park

Plans for next year

Three new things

Communications Transition

Street Captains Pilot (Sam Richardson)

Security Review

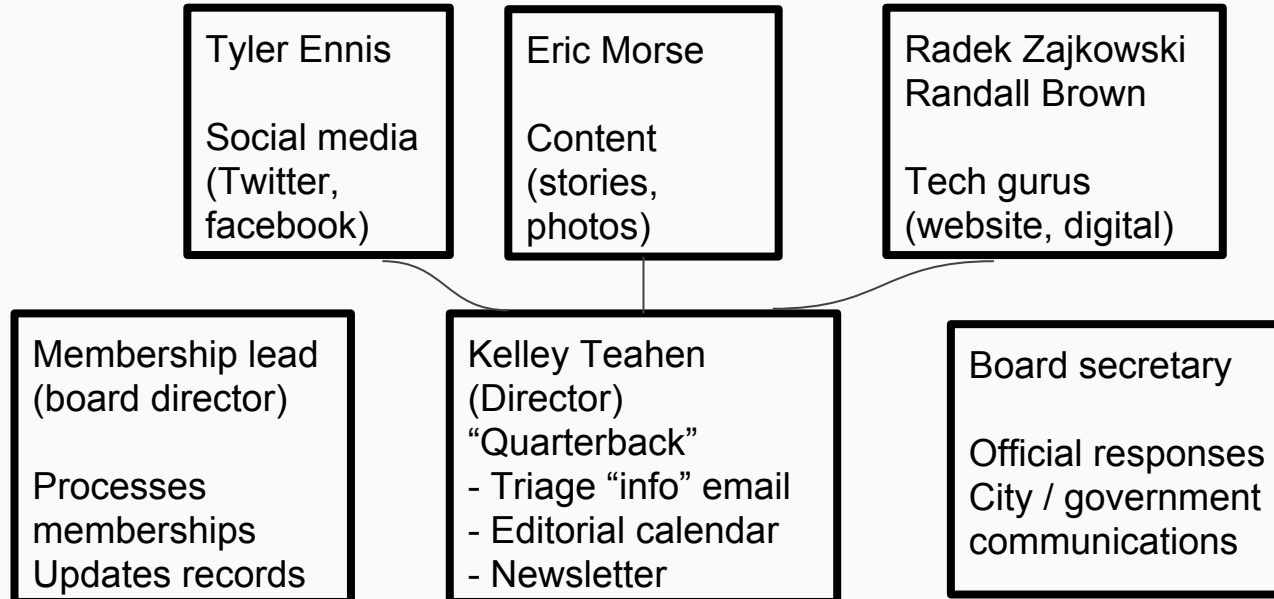
CRA communications today



Keith Lawrance

Communications
Superhero!

Communications plan for future



Street Captains Pilot

We want to prototype having Street Captains to:

- bring issues to the Board of Directors
- share information
- welcome newcomers to the neighbourhood
- create more awareness of what the CRA can do

Security Review

There has been increase concern about security in the neighbourhood.

We have put together a task force to investigate. If there are actionable steps we can take to make things better, they will be making recommendations that we can bring forward to the community and the city.

2016/2017 Financial Review

2016 - Income & Balance Statement

Revenue

Forsythia Festival Donations	\$ 8,951.00
Forsythia Festival Sales	\$ 3,291.91
Membership Revenue	\$ 2,325.20
Other Revenue	\$ 660.89
Investments (Interest)	\$ 19.51
Total Revenue	\$ 15,248.51

Expenses

Cabbagetown Fest	\$ 1,942.47
AGM	\$ 961.27
Pumpkin Walk	\$ 245.77
Forsythia Festival	\$ 9,548.22
Holiday Programs	\$ 1,029.84
General Admin	\$ 955.91
Total Operating Expenses	\$ 14,683.48
Net Proceeds from Activities	\$ 565.03

Assets

PayPal	\$ 397.06
Tangerine Account	\$ 0.00
TD Account	\$ 16,754.21
Total Assets	\$ 17,151.27

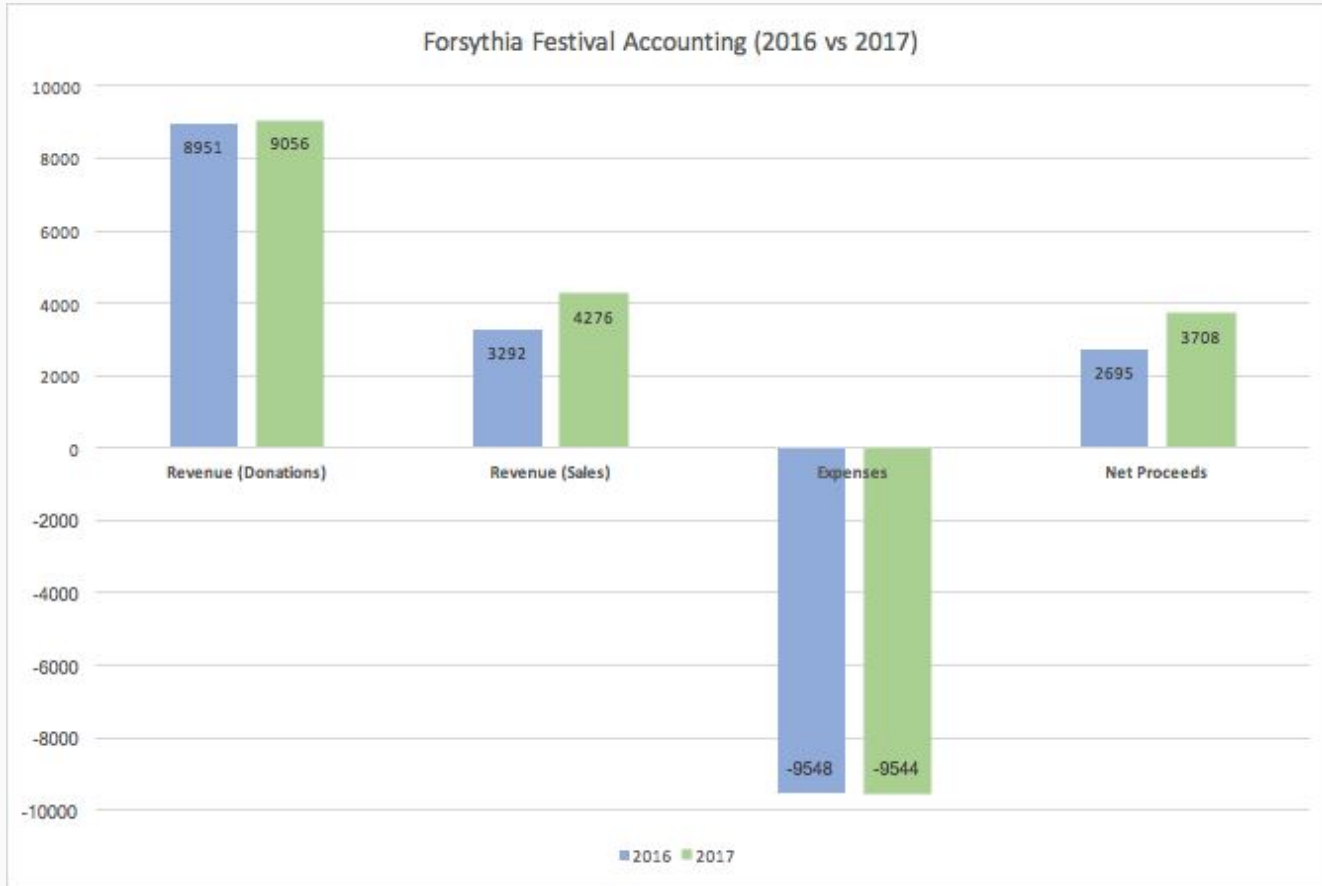
Liabilities

Total Liabilities	\$ 0.00
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Equity

Community Association Equity	\$ 16,586.24
Retained Earnings	\$ 565.03
Total equity	\$ 17,151.27
Total Liabilities and Equity	\$ 17,151.27

Forsythia Festival Accounting (2016 vs 2017)



Election of Directors

No Change

One current board member serving third year (second two-year term)

- Phil Frei, Geneva Street (current president)

Five members returning for second year of two-year term:

- Tina Card, Metcalfe Street,
- Carolyn Jarman, Sackville Street
- Shawna Pereira, Salisbury Avenue
- Sam Richardson, Salisbury Avenue
- Evelyn Sommers, Sumach Street

Changes

Three current board members seeking re-election after a first two-year term.

- Tyler Fleming, Nasmith Street
- Marc Simmons Wellesley Street (current treasurer)
- Kelley Teahen, Rose Avenue (current secretary)

Two board members stepping down after completing terms:

- James Wood (current vice-president)
- Keith Lawrance

New volunteers standing for election as CRA board directors



Lynne Oddie
Spruce Lane



Fiona Knight
Spruce Street



Des Ryan
Carlton Street

Before we finish

Some special thank yous

We need your help

Engage with others

- membership
- volunteers
- participation

Bring issues up with neighbours and us: strength in numbers

Time for your questions



Door prizes ... and cake!

How long have you lived in Cabbagetown?



Social

Cabbagetown Bingo!

Meet your neighbours!

Initial a square if you match the description: (e.g. "Have a magnolia tree in my front yard")

Two prizes for the first two contestants to get a full row & call out "bingo!"

Grand prize for first person to get initials on every square