

CABBAGETOWN RESIDENTS ASSOCIATION MEETING MINUTES

Date: November 8, 2017

Time: 7:30 p.m.

Location: Local Gest

Directors in Attendance: Phil Frei, Kelley Teahen, Tina Card, Sam Richardson Carolyn Jarman, Marc Simmons Des Ryan, Fiona Knight

Regrets: Lynne Oddie, Shawna Pereira, Tyler Fleming

Guest: Kelly Sather from Councillor Lucy Troisi's office

Minutes from the October meeting were not available and will be reviewed at the next board meeting. Kelley Teahen agreed to take notes for this meeting as Secretary Lynne Oddie could not attend.

PUMPKIN WALK: Carolyn Jarman reported that 320 pumpkins were delivered to Riverdale Park West on Nov. 1 and that the new poster and promotional design went over well in the community. She thanked the volunteers who assisted during the walk and also with the "pumpkin toss" at the end to get all the pumpkins into the large compost bin supplied by the city fo Toronto. The directors discussed adding a competitive element / award to next year's walk.

MEMBERSHIP DRIVE: Sam Richardson reported that the letters delivered throughout the CRA catchment area resulted in 22 new paid memberships, 32 renewals, and five requests for newsletter only. That brought in \$1,080 in revenue against letter printing and delivery expenses of \$320. Paid number of households is 242 with 632 now on mailing list.

CITY HALL REPORT FROM KELLY SATHER: Kelly confirmed that Lucy Troisi had been appointed Nov. 2 to fill the councillor term left vacant after the death of Pam McConnell in June 2017.

She gave an update on the King Street pilot (restricting car use on King Street in a defined set of downtown blocks) and her impressions from the recent CRA-organized safety walk in Cabbagetown: She noted that many the back of businesses along Parliament Street that border laneways have poor lighting and graffiti, and several on the tour reported drug dealing in these spaces. She said it is a property owner's responsibility to clean graffiti if there has been tagging and pointed out [city resources on the graffiti issue and bylaws governing this](#).

SAFETY WALK: Phil Frei, co-lead on organizing the safety walk with Des Ryan, said he took away that is it critical all incidents get reported in order to build a better picture of what is going on in the neighbourhood. He said that while initially Cabbagetown was not in the running to get designated neighbourhood officers, our neighbourhood is now under consideration: 51 Division will be discussing this in January 2018.

REPRESENTATION ON ISSUES: Marc Simmons brought up a dlemma around how and when the CRA should join in public debate on local issues. Often there is no clear consensus, or divided opinion, on everything from the BIA parkette beautification and potential seating, to expanding dog parks.

Recently, one neighbour and member asked that the CRA take a stance / take action regarding the trial signage project in Riverdale Park West. While there was an initial impulse to jump in, after discussion the directors agreed there was a good mechanism in place for people to give feedback directly to the city without the CRA duplicating work to gather opinions (the city has an online survey and ample opportunity to comment and give feedback.)

Same thing with the BIA parkettes: the BIA also reached out directly with a survey and invited commentary. In this instance, the CRA does have an opportunity to be involved in the “big picture” of eventual Parliament Street redevelopment through the Main Street committee that brings together the various residents’ associations, BIA, preservation association and heritage committee.

The point remains: when people bring a complaint or an issue to the CRA (usually by approaching a board director they know) , how do we take that issue, examine it as a board of directors, and decide the right course of action (if any) should be taken by the board on behalf of the residents?

HOLIDAY CARD CONTEST AND HOLIDAY GREETINGS: Phil Frei agreed to organize the printing and distribution of the holiday greeting cards; volunteers Trish Finkelstein and Lindsay Matheson have taken on running the contest at the schools and organizing the judging. Volunteer Chris Moorehead will design the cards. Kelley Teahen will send out an electronic holiday greeting on Dec. 22 to all CRA contacts using one of the winning card entries as artwork.

HOLIDAY LIGHTS CONTEST: Tyler Fleming has communicated with the board that all is on track to launch the Holiday Lights contest. He will set up the voting site and work with Kelley Teahen on social media promotion; the Holiday Lights will be a top entry for the end of November newsletter.

The next meeting of the board of directors will be a social night in December and board business will resume at the next meeting, set for Jan. 10, 2018.

LOOKING AHEAD TO 2018:

There is a municipal election in 2018; in previous elections, the CRA has worked with other neighbourhood groups to organize an all-candidates’ meeting. The current ward 28 in which Cabbagetown exists (Toronto Centre Rosedale) is being split in two as part of a realignment and expansion of the number of wards in Toronto: our new ward is 23, which is essentially the north half of the former ward 28. Directors will need to reach out to other residents’ groups to see who else may be interested in organizing such an event in 2018.

The Riverdale Park Wading Pool is set for a makeover and public consultation will take place in the new year: (Editorial note: Since this November meeting, the city has issued invites for a community meeting to be held on January 15, 2018).

The CRA Safety and Security Survey received 131 responses – results need to be tabulated and reported to the community in the new year, hopefully in time for the January newsletter (which would be published on Monday, January 29.)

Des Ryan moved at 9:10 p.m. that the meeting be adjourned, seconded by Sam Richardson. Carried.

COMMUNICATIONS STATISTICS FOR CRA BOARD of DIRECTORS

November 8, 2017

From Kelley Teahen and Radek Zajkowski

TWITTER

Since end of August (last reported measure) we increased followers by 2.5 per cent, from 1,832 to 1873. We now have 5,955 tweets out there.

| MONTH | No. of TWEETS | TWEET IMPRESSIONS | PROFILE VISITS | MENTIONS | TOTAL / NEW FOLLOWERS |
|-----------|---------------|-------------------|----------------|----------|-----------------------|
| September | 101 | 27,600 | 1,282 | 62 | 24 |
| October | 79 | 28,200 | 833 | 46 | 9 |

Top five tweets from September, with impressions noted

1. Artsy balloon-against-building photo thanking BIA for Cabbagetown Festival (2261)
2. Photo of Road Closure sign, anticipating Cabbagetown Festival (1621)
3. Cabbagetown Tour of Homes photo of backyard pools (738)
4. Photo of "Vikings" from ROM booth at Cabbagetown Festival (694)
5. Retweet of Instagram pic of Riverdale Park west and downtown skyline (687)

Honourable mention: photo of "Cabbage Bowling"

Top five tweets from October:

1. Throwback Thursday on corner stores (1,654)
2. Retweet of TVO story about Russian princess who lived on Gerrard St. (1,362)
3. Promoting link to Riverdale Park West and Don Valley pilot signage survey (1,099)
4. Thank-you tweet with photo after safety walk (980)
5. Retweet of piece on why leaves weren't turning colour in Toronto (810)

Honourable mentions: several tweets around the safety walk and promotional tweets about coming to the Pumpkin Walk.

November started off with a bang after the Pumpkin walk – these all from Nov. 1.

1. Puppy pumpkins photo (1,114)
2. More jack o'lantern photos (998)
3. Pumpkin squirrel (946)
4. Pumpkin Walk thank you to volunteers (671)

FACEBOOK

A five per cent increase in followers, from 461 in August 2017 to 485 on Nov. 1.

| REPORT FRAME | PEOPLE REACHED | POST ENGAGEMENTS | PAGE VIEWS | PAGE LIKES |
|----------------------------------|----------------|------------------|------------|------------|
| 28 days, Aug. 8 to Sept. 4, 2017 | 2,392 | 1,456 | 80 | 12 |
| 28 days, Oct. 9 to Nov. 5 | 4,607 | 2,978 | 203 | 12 |

Top 10 posts (number of views) in past 28 days:

1. Toronto Sun column: "On the decency of my fellow Canadians" (couple assisted at corner of Carlton and Parliament) (2,000+)
2. Throwback Thursday on corner stores (1,900)
3. Des Ryan report on meeting with 51 Division after Gerrard-area shooting (979)
4. Police alert after rash of crashes: re-post – "Let's be careful out there!" (969)
5. Collision at Sherbourne and Gerrard (861)
6. Oct. 11 notice of thief suspect at Stout (699)
7. Police update on Andrew Kinsman investigation (687)
8. Neighbour report of bike wheels theft (658)
9. Des Ryan post on Fall Safety (643)
10. Safety and Security Survey post (588)

NEWSLETTER

Statistics for the October Newsletter

600 recipients, an open rate of 58.3 per cent, with 29.6 per cent "click rate" (i.e., 30 per cent of those sent the newsletter followed at least one link). The industry average for non-profits is 22 per cent open rate, with a "click rate" of 2.4 per cent.

Top 10 links (recipient read beyond the summary and clicked on a link to a website):

1. Safety and security survey
2. Autumn safety tips
3. Crime alert: Local thefts
4. Story on appointment of Ward 28 councillor
5. Throwback Thursday 1876 map of Cabbagetown
6. Blog TO story on the strangest streets in Toronto (features Wellesley Cottages)
7. Cabbagetown BIA parkette survey
8. Nancy White In Memoriam
9. Welcome to Freshed Right Salad and Juice Bar
10. Cabbagetown According to ... Katie Tozer

CRIME ALERTS

194 subscribers

October 2017 crime alert on Sherbourne stabbing had open rate of 67 per cent.

September 2017 crime alert on Gerrard shootings had open rate of 73 per cent.

WEBSITE

| MONTH | SESSIONS | USERS | PAGE VIEWS |
|-----------|----------|-------|------------|
| September | 1255 | 920 | |
| October | 1757 | 1,343 | 2,898 |

Top 10 Website Pages (October / early November)

1. Homepage
2. From the resources page: Toronto Police crime maps and calls for service (from 2016)
3. From the resources page: Time of Use hydro rates post (from 2016)
4. 2017 Pumpkin Walk
5. Did you know: how to dispose of hazardous materials (call 3-1-1)
6. Throwback Thursday: Corner Stores of Cabbagetown
7. Film shoots
8. Crime alert: local thefts (Stout)
9. About: Board of Directors
10. Shadowhunters TV series filming on Oct. 24