



Annual General Meeting - June 13, 2018

Agenda

- Welcome & introduction
- Approval of 2017 AGM minutes
- Year in review
- Other Activities
- Treasurer's report
- Election of Directors
- Other business

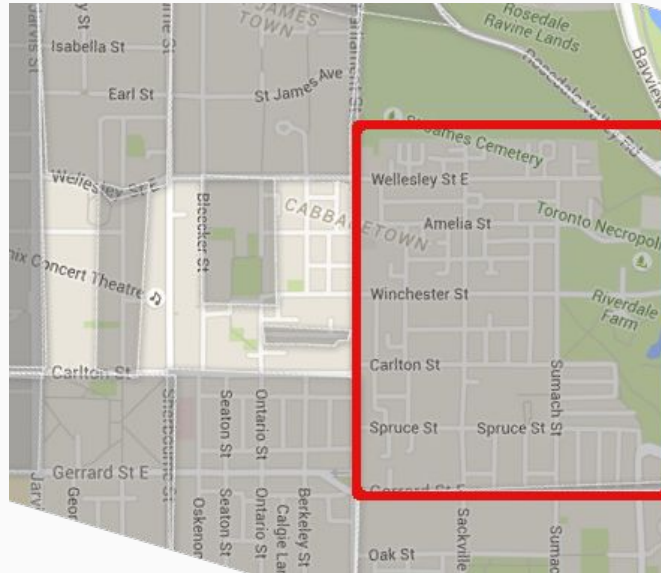
Welcome & introduction

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?



2017-2018 Board of Directors



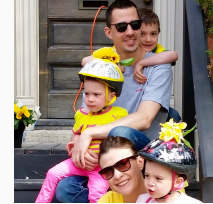
Phil Frei
President



Sam Richardson
VP & Membership



Lynne Oddie
Secretary



Marc Simmons
Treasurer



Kelley Teahen
Comms QB



Shawna Pereira
Forsythia Festival
Co-Chair



Carolyn Jarman
Forsythia Festival
Co-Chair &
Pumpkin Walk



Des Ryan
Security Liaison



Tyler Fleming
Holiday Lights



Fiona Knight
HCD Liaison



Tina Card
New Members

Approval of 2017 minutes

2017 Minutes

CABBAGETOWN RESIDENTS ASSOCIATION ANNUAL GENERAL MEETING
Date: June 15, 2017
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 41 members in good standing in attendance, plus several guests.
The 2016 AGM minutes were presented for approval by a show-of-hands vote, which passed.

PRESIDENT'S REPORT ON 2016-17 by Phil ~~Ecol~~

- Membership: 593 total contacts, up nine per cent from 2016, and paid members 209, holding steady from 2016
- 17,000 sessions over 12 months, with almost all traffic driven from newsletter and via desktop computer
- Monthly email newsletter has 567 subscribers with an up to 69 per cent open rate (triple the industry average)
- Email crime alert: 30 sent in past 12 months, with 74 per cent open rate
- Facebook: 398 followers
- Twitter: 1,788 followers and 36,500 tweet impressions per month on average

Events include fourth annual Pumpkin Walk (347 pumpkins, largest yet!); third annual ~~Cabbagetown~~ Forsythia Festival Lights contest, seventh annual holiday card contest, and the 44th annual cards – few were actually delivered in 2016 so will need to monitor this more closely in December 2017.

- Transparency and process:
 - We continue to have a very close connection with Councillor McConnell's office through Kelley Sather who regularly attends our board meetings.
 - Keith ~~Lawrence~~ spearheaded digitization of all our documents and worked with Marc Simmons to organize all our files in Google Drive.
 - Wave, a free online accounting system.
- Pilot projects: New member welcome – still in development and expected to launch in the summer; also branded giveaway paper shopping bags for the yard sales in the neighbourhood that occur during the fall ~~Cabbagetown~~ Festival, run by the BIA

Three new projects for 2017-18:

- Communications transition: from "sole proprietor" to team approach as Keith ~~Lawrence~~

- A Street Captains pilot led by Sam Richardson
- A security review led by Des Ryan and Phil ~~Ecol~~

There were questions from the floor about security issues, notably reports of gunshot firings on the south edge of ~~Cabbagetown~~ / Regent Park. Phil ~~Ecol~~ responded that the review will include asking for input from residents about what are their concerns

Year in Review

2017 focus areas

Engagement

- Membership
- Communications
- Events

Security

Process Improvements



Membership

Total Contacts: 653 (up by 60)

Total Members: 554 (up by 70)

Paid Members: 203 (down by 6)

Total # of residents in catchment area: approx. 4021

Total # of households in catchment area: approx. 2148

Communications

- Kelley Teahen (Quarterback)
 - Triage incoming email, website posts and events, editorial calendar, newsletter, social media
- Eric Morse
 - Content - Thowback Thursdays, photos
- Radek Zajkowski
 - Tech guru - website, digital
- Sam Richardson
 - Membership communications and records
- Phil Frei
 - Official communications

Communications: website

Cabbagetowner.com

- Users: 13,774
- Sessions: 19,092
- Page views: 32,656

Note almost all traffic comes from desktop computers and tablets - almost no mobile users. Highly unusual with popular of mobile web access



Monthly Email Newsletter: The Cabbagetowner

627 Subscribers - up 11 per cent from a year ago

Open Rate: between 57 and 69 per cent (industry average 21.6 per cent) with a “click rate” of between 23 and 30 per cent (industry average 3 per cent)

Email Crime Alert

25 Crime Alerts sent in the past 12 months

70 per cent open rate, on average

Communications: social media



Tweets
6,808

Following
1,875

Followers
1,969

Likes
9,776

Lists
3

Moments
0

[Edit profile](#)

Facebook

581 followers, up from 398 last year - a 46 per cent increase
Most-popular posts reach 2,000+

Twitter

Followers: 1,968 (last year 1,786)
339,000 impressions over course of year;
more than 6,800 tweets published since account started in 2009

Events

Pumpkin Walk

Holiday Card Contest

Holiday Lights Contest

Park & Laneway Cleanups

Forsythia Festival



Fifth Annual Pumpkin Walk Nov. 1, 2017

- New amazing poster design
- 330 pumpkins even with rain and cold
- Special thanks to lead Carolyn Jarman, our volunteers, and cleanup crew



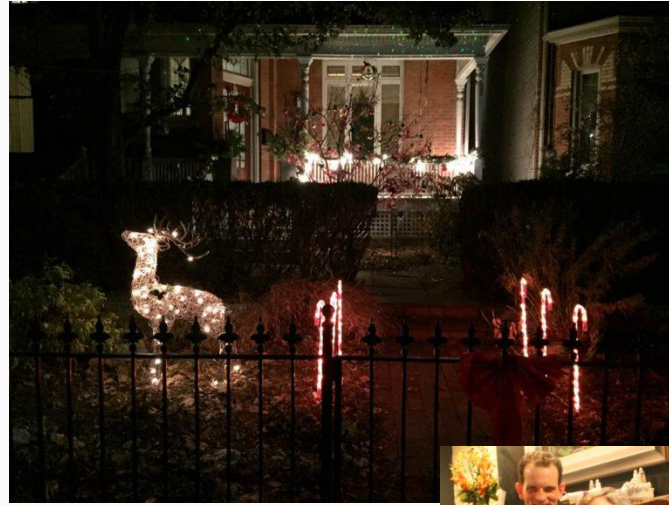
Events



Third Annual Cabbagetown Lights Contest



Amelia Street
Thea Sywulych



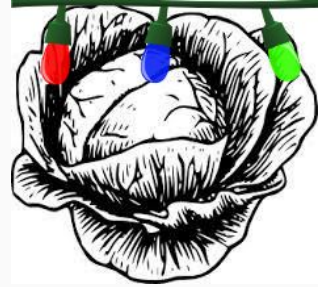
Sackville Street
Richard Latch



Cabbagetown Lights Contest



Sackville & Spruce
Michael Smith



Online voting chooses winners

In 2017, we had:
800+ votes

In 2016 we had:
400+ votes

8th Annual Holiday Card Contest



Sprucecourt P.S. Primary Winner



Sprucecourt P.S. Junior
Winner

Events



Winchester P.S. Primary Winner



Winchester P.S. Junior Winner

Organizers: Lindsay Matheson, supported by Phil Frei and Kelley Teahen

Volunteer judges: Kristie Rogers, Celia Fankhauser, Karen Whaley, Betty White

Clean Toronto Together ... the Cabbagetown version at Riverdale Park West



Thanks to volunteer lead Sherry Peters (pictured centre) and to all who came out to help!

47th Annual Forsythia Festival

- Our largest & best festival yet!
- Over **1000 attendees**
- **117 volunteers**
- Over **4 months** of preparation and fund raising by our volunteer co-chairs!
- Raised **37% more money** to add new activities and keep the festival free
- **New:** Window stickers, raccoon, flower crown booth, glitter tattoos, oyster station



Events



Special thanks to our many sponsors!

9 new gold sponsor, 5 new silver
sponsors, 4 new bronze sponsors

Our fabulous co-chairs,
Carolyn and Shawna (flanking
Toronto Mayor John Tory)

Security

Because of increased security concerns in the last year, we set up a small task force to better understand this issues and what we can do about it as a residents association. We kicked off two things in the fall.

- Ran a **security walk** with residents and Division 51 police officers
- Ran a **security survey** of residents to better understand what people are experiencing and their concerns.

Security Walk

- October 23 Safety & Security Walk



Security Survey Results

114 respondents from our catchment area

- Significant enough to have some useful data
- Responses received may be biased towards people who have had a security incident

Thanks to all those who responded -- this was very helpful to us.

Security Survey Results

What is your biggest safety concern?

32% - Personal Safety

28% - Break-ins/Thefts

13% - Violent Crime/Shootings

10% - Other

8% - Drugs

8% - Blank

2% - No/Little Concern

Security Survey Results

Have you ever experienced a theft, an attempted theft, or vandalism of

- your home **55%** of all respondents
- car(s) **73%** of car owners
- bicycle(s) **55%** of bicycle owners

Security Survey Results

Residents who are reporting incidents to the police: **72%**

Why are they not reporting?

- The police wouldn't do anything
- It was my fault for leaving something out or the door open/unlocked
- It's not serious enough to report

Security Survey Results

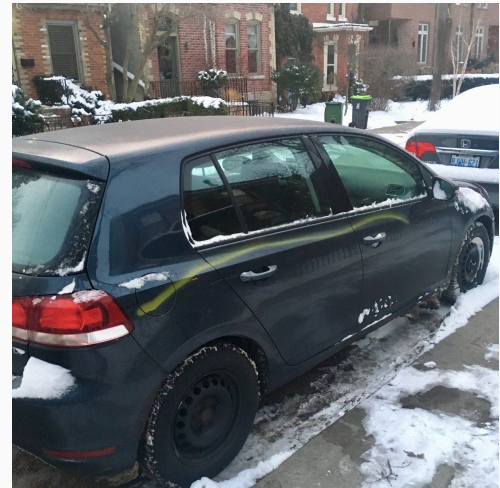
Residents who reported incidents who heard back from police: **33%**

- In most cases it was following up to get more information on a serious incident
- In very few cases was there any report on the status or conclusion of the cases

Security - Car Vandalism

Great example of leveraging the CRA.

- Communication to residents
- Pushing police as an association



Security - Gun related crime

We have seen an increase in gun related incidents in the neighbourhood.

Concerns by residents is what originally encouraged us to set up a task force, run the Security Walk, the run a Security Survey, and improve our communications with 51 Division.

Gun related crime has become worse in the recent months and we need to double our efforts and coordinate with the City and the police on how to improve the situation.

Process Improvements

This year

- New structure to communication team
- New billing for memberships

Previous two years

- Update By-laws to reflect the current state of the organization
- Accounting on Wave accounting system instead of Excel
- Digitizing all our documents & organize on Google Docs
- Close relationship with Councillors office

Other activities

Working with the city

Cleanup of garbage behind the fence of the Riverdale Farm next to the dog bowl

- Special thanks to Mark Emslie for coordinating the cleanup with his team on the Farm
- Next year we will coordinate with our Riverdale Park cleanup with them.



New Residents Welcome

Welcome Pack for New Residents (Tina Card)

- Work with local realtors to identify new residents arriving
- Connect new residents to the CRA as soon as they move into the neighbourhood.



Collaborations with Cabbagetown BIA



Distributed glow sticks at
"Goonies" movie night, Riverdale
Park West



Distributed
CRA-branded
bags to
neighbours
having yard
sales at
Cabbagetown
Festival

Plans for next year

For next year

More work on security concerns

Continuing improvements to communications

- Redesign and improvement of website
- Update newsletter template
- Succession planning

Option for recurring payments for membership

Tree canopy on the residential streets

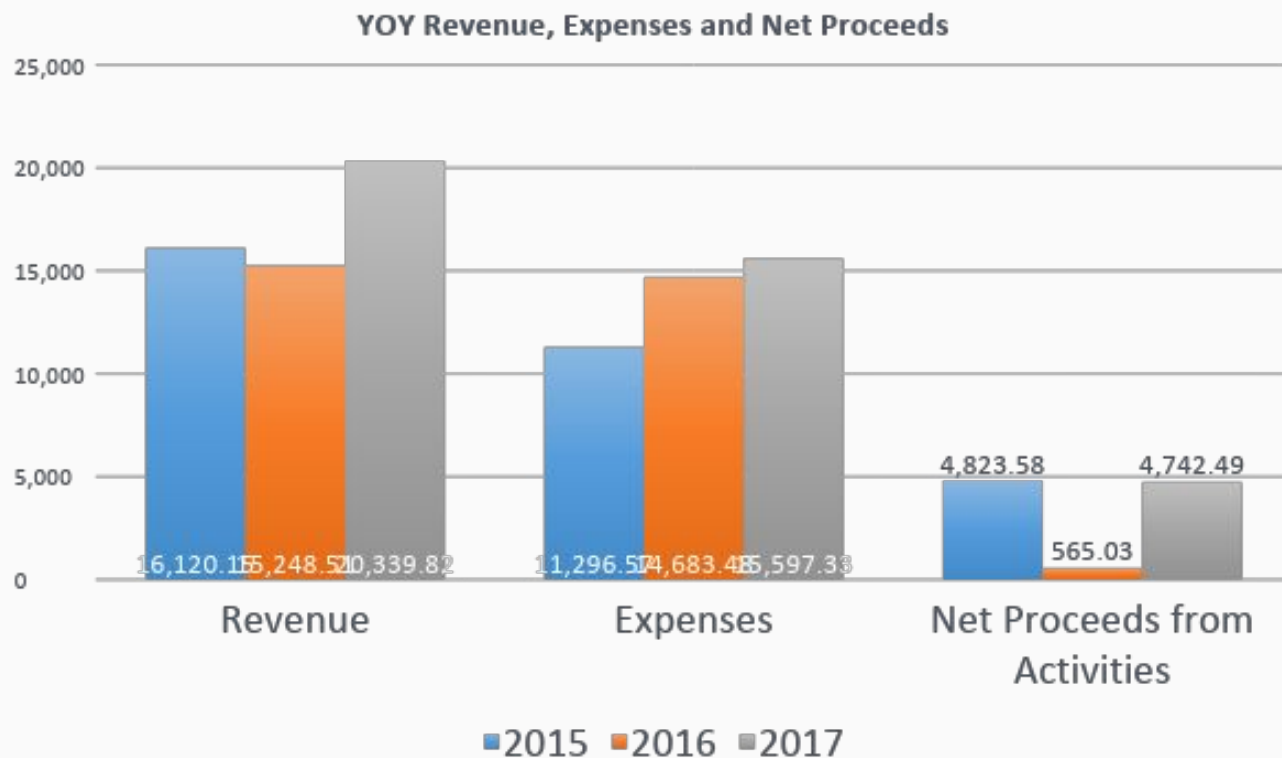
2017/2018 Financial Review

2017 - Income & Balance Statement

Revenue	
Forsythia Festival Donations	\$ 9,056.00
Forsythia Festival Sales	\$ 4,275.99
Membership Revenue	\$ 4,448.42
Other Revenue	\$ 1,559.41
Donation	\$ 1,000.00
Total Revenue	\$ 20,339.82
Expenses	
Cabbagetown Fest	\$ 160.00
AGM	\$ 1,650.29
Pumpkin Walk	\$ 1,004.98
Forsythia Festival	\$ 9,543.88
Membership Drive	\$ 670.09
Holiday Programs	\$ 1,790.37
General Admin	\$ 777.72
Total Operating Expenses	\$ 15,597.33
Net Proceeds from Activities	\$ 4,742.49

Assets	
PayPal	\$ 0.00
TD Account	\$ 21,893.76
Total Assets	\$ 21,893.76
Liabilities	
Total Liabilities	\$ 0.00
Equity	
Community Association Equity	\$ 17,151.27
Retained Earnings	\$ 4,742.49
Total equity	\$ 21,893.76
Total Liabilities and Equity	\$ 21,893.76

Comparing 2015, 2016, 2017



Election of Directors

No Change

Board member serving 4th year of second term:

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

Board members serving 2nd year of first term:

- Des Ryan, Carlton Street

Changes

Board members seeking re-election after a first two-year term.

- Sam Richardson, Salisbury Avenue (current VP)
- Carolyn Jarman, Sackville Street
- Shawna Pereira, Salisbury Avenue
- Tina Card, Metcalfe Street

Board members stepping down:

- Phil Frei, Geneva Ave (current President)
- Lynne Oddie, Spruce Street (current Secretary)
- Fiona Knight, Spruce Street

New volunteers standing for election as CRA board directors



Colin Burn
Sackville Street



Kate Steinmann
Wellesley Street



Cilla Kent
Wellesley Street



Jim Clark
Wellesley Street

Before we finish

Special thanks



We need your help

Engage with others

- membership
- volunteers
- participation

Bring issues up with neighbours and us: strength in numbers

Time for your questions

