



**MINUTES OF A MEETING OF THE CABBAGETOWN RESIDENTS ASSOCIATION
(the "Association")
HELD ON SEPTEMBER 26, 2018 AT 7:30PM
PEAR TREE RESTAURANT, 507 PARLIAMENT STREET, TORONTO, ON**

PRESENT:

Kelley Teahen, Acting Chair
Sam Richardson
Des Ryan
Colin Burn
Carolyn Jarman
Jim Clark

BY INVITATION:

Thomas Rees, City of Toronto

1. CALL TO ORDER

In the absence of Marc Simmons, Kelley Teahen was nominated as Acting Chair for the meeting. Ms. Teahen took the Chair, welcomed those in attendance and called the meeting to order. At the request of the Chair, and with the consent of the meeting, Mr. Burn, association secretary, acted as Secretary of the meeting. The Chair noted that notice of the meeting had been duly provided to the members of the Association, and that the meeting was properly constituted to transact business.

2. APPROVAL OF AGENDA

Mr. Burn tabled the agenda for the meeting and then outlined the purpose of the meeting. The meeting agenda was then unanimously approved.

3. PRIOR MINUTES

No minutes were tabled in respect of prior meetings.

4. CITY ISSUES

At the request of Ms. Teahen, Thomas Rees, a representative of the City of Toronto, was asked to provide an update for the proposed Parliament / Wellesley development. Mr. Rees described the general details of a proposed mixed-use development in the St. Jamestown

community. The proposal was presented to the St. Jamestown community a few weeks prior and certain concerns were raised including, in particular, the need to improve the current buildings located in the community prior to commencing any new construction, the risk of losing the local grocery store, and the ability to absorb increased traffic flows in adjacent city streets.

At the meeting questions and comments were raised by Association members including the number of units being proposed in the development, the ability for the city to service the increased density for the St. Jamestown community including nearby school capacity. A productive discussion with Mr. Rees ensued where Mr. Rees highlighted the potential benefits and risks associated with the proposed development.

Following the conclusion of the discussion relating to the development proposal, Mr. Rees left the meeting.

5. COMMUNICATIONS

Ms. Teahen presented the latest statistics regarding the Association's website and social media platforms (see attached). Readership and clicks remain consistent with historical norms. A discussion ensued regarding the scope of "Cabbagetown news" that is curated and shared with Association members as media often defines Cabbagetown well beyond the Association's geographic borders. The Association agreed that Ms. Teahen use her discretion to circulate news applicable to Cabbagetown (including local crime reports) even if the area in question is technically outside of the Association's geographic borders.

6. EVENTS

The next event on the Association's calendar is the *Pumpkin Walk* on November 1. Flyers advertising the event will go up in the neighbourhood mid-October and the Association discussed which members would volunteer for which portions of the event. The Association will reach out to Park Snacks to open during the event so participants could purchase warm drinks and snacks.

The *Holiday Lights* event will be included in the Association's next newsletter to members.

7. SECURITY

At the request of the meeting, Mr. Ryan provided a brief update of local crime reports. Apart from the unfortunate shooting that occurred in mid-September in Regent Park, there was no material activity or concerns to report.

8. MEMBERSHIP

A discussion of membership activity was deferred to the following meeting.

9. OTHER MATTERS

The Association discussed the current vacancy in the Vice President position. Ms. Teahen agreed to discuss the same with Mr. Simmons and nominate a VP at the next meeting.

11. TERMINATION

The Acting Chair opened the floor to any other business to be brought before the meeting. There being no further business to be brought before the meeting, the meeting was terminated.

{Signed} Kelley Teahen

Kelley Teahen, Acting Chair

{Signed} Colin Burn

Colin Burn, Secretary

Appendix A
Communications Statistics

COMMUNICATIONS STATISTICS FOR CRA BOARD of DIRECTORS

Sept. 26, 2018

From Kelley Teahen and Radek Zajkowski

TWITTER @cabbagetowner

Since June (last reported measure) we increased followers from 1,970 to 2,022. We now have 7,200 tweets out there.

Top tweets September:

Sprucecourt Parking for Cabbagetown Festival 1,296

Notice about bag giveaways for Cabbagetown Festival 503

Sharing park "transit" map from Spacing magazine 495

Top tweets August:

Streetcar track construction update for Gerrard and Broadview 3,360

Obituary Duncan Hammond 1,895

HOP makes top pub list in Toronto 1,075

Top tweets July:

Reply about a lost dog with suggestion of rescue shelter if owner didn't come forward 1,546

Photo of rainbow over Cabbagetown 1,155

Promotion of Winchester strawberry social 930

Top tweets June:

Picture of Wellesley bus with Love is Love wrap 4,310

Promotion of AGM 1,349

Another promotion of AGM 1,029

FACEBOOK @cabbagetowner

We now have 613 followers, up from just 583 July 1, a five-per-cent increase.

Top posts September:

Post on Festival weekend activites 1K+

Kate's Cabbageotwn according to... 893

Duncan photo from memorial 800

Top posts August:

La Rue Winchester (post about walking tour) 1.1K

St. Jamestown shooting 1.1K

Duncan Hammond posts - one at 959 and one at 810

Top posts July:

Invitation to children's tie-dye event 471

Broadview and Gerrard intersection closure 374

Jarvis Street lane closures 321

NEWSLETTERS

September newsletter: 59 per cent open rate (so far) and 24 per cent click rate (so far)

August newsletter: 66 per cent open and 28 per cent click rate

July newsletter: 66 per cent open rate and 26 per cent click rate

June newsletter: 63.5 per cent open rate and 23 per cent click rate

The industry average for non-profits is 21.8 per cent open rate, with a "click rate" of 2.4 per cent. Our newsletter is certainly welcomed by its recipients and well read compared to most.

CRA WEBSITE

Type of view	JULY	AUGUST	SEPTEMBER
Sessions	1,503	1,584	1,194
Users	1,316	1,386	1,083
Page view	2,128	2,195	1,839

This is on par with statistics from last summer – typically our slowest time on the website. Peak periods tend to form around Forsythia Festival / spring and around November / December (Holiday Lights).