

Annual General Meeting - June 23, 2021

## Agenda

- Welcome & Introduction to CRA
- Board Introductions
- A Year in Review
- Financials
- Official business
- Q&A
- Closing Remarks

# Welcome & Introduction

## What is the CRA?

- The CRA was established in 1967 and is a purely volunteer-led organization
- We are one of several active residents' associations across Cabbagetown, each representing different geographical areas of the neighbourhood. The CRA covers East Cabbagetown, bordered by St James Cemetery to the North, Parliament to the East, Gerrard to the South and the Don River to the West
- ~2,000 households, with ~4,000 residents



## 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;
- 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.

### 2020-2021 Board of Directors



Sara Josselyn Secretary & Spring Clean-up



**Andrew Adams** Treasurer



Sean O'Donovan Newsletter & Communications



James Davie Holiday Lights & Spring Clean-up



Jose Castillo Membership



Raed Kolta Pumpkin Walk



Lise A. Flynn Jeremy Neuringer Security Liaison Security Liaison (to be ratified)



Sam Lyon
City and HCD Liaison
(to be ratified)



**Shawna Pereira** FF Co-Chair 2020



Katie Tozer FF Chair 2022 (to be ratified)

## Membership

Total Contacts: 778 (up 5%)

Total Subscribers: 640 (up 8%)

Paid Members: 152 (even)

## Communications

- The CRA communicates with its community through three main channels:
  - Regular CRA Newsletters
  - Social media posts
  - Some official CRA emails
  - The CRA email: <u>info@cabbagetowner.com</u>
  - The CRA web site

### **Communications**: Weekly News Updates during Pandemic

### Since last AGM in June 2020 -Newsletter was weekly until May 2021:

- Avg. 370 e-mail opens/issue
   60% open rate on audience of 635
   (Industry average: 15-25%)
- 230 click thrus to the newsletter
   37% click thru rate
   (Industry average: 12.5%)
- Additional 200+ click throughs to newsletter via Social Media
- Total readership ~ 400-450/issue



### Your Weekly News Round-Up, May 30 - Jun 5

Dear Resident,

Here's the latest <u>Weekly News Round-Up</u>, curated for you by the Cabbagetown Residents Association.

As ever, if you have any news items you'd like us to consider including, please let us know at info@cabbagetowner.com.

All the best.

Sean O'Donovan

Cabbagetown Residents Association

Forward This News Update To A Friend

Update your profile

Unsubscribe from all emails

### Communications: Web Site Traffic - Improved

### **Year-on-Year Comparison\***

- June 2020 June 2021:
  - Avg site visits: 4,500/month up nearly 300%
  - Nov 2019: 1,325\*
- 33% of these are to Newsletter content



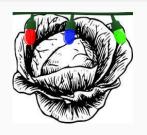
## 2020-2021 Planned Events



### **Events: Holiday Lights**







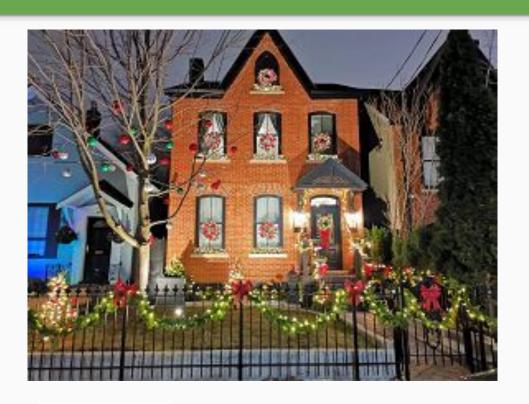
Bumper crop of participants: 17 households and a record # of votes: 2338!

2020 Winners: Alison, Ryan and Lola Slight, Spruce Street

### **Events: Holiday Lights**



Second Place, Sackville Street



Third Place, Wellesley Street

## **Events: Holiday Card Contest**



- Eleventh annual contest at Sprucecourt Public School
- Every class entered the competition: 12 classes ~240 kids from Junior Kindergarten to Grade 8
- Judges selected four winners and 12 honourable mentions
- Thanks to our judges: Betty White, Cynthia Eldridge and Celia Fankhauser

### **Events: Holiday Card Contest**



Aisha, a kindergarten student



Athiran, a grade 2 student

### **Events: Holiday Card Contest**



Noha, a grade 5 student



Nusaybah, a grade 8 student

### **New Event for 2020 - Food Insecurity Fundraiser**





### ABERDEEN AVENUE RESIDENTS' GROUP

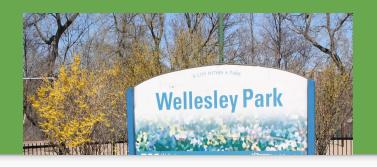
Winchester Park Resident's Association



The Cabbagetown Residents Associations, the Cabbagetown Preservation Association and the Cabbagetown Coalition came together to raise funds for food insecurity.

Cabbagetown residents donated generously to raise a total of \$13,000!

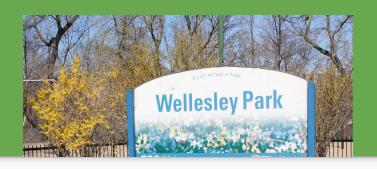
# Events cancelled due to COVID-19



- 2020 Spring and Fall Clean-Ups and 2021 Spring clean-up
- 2020 Pumpkin Walk
- 2021 Forsythia Festival in person activities......

BUT THE SHOW STILL WENT ON:

# 50th Annual Forsythia Festival



- Covid 19 nixed our traditional festival but our intrepid organizers were undeterred!
- They created the now famous 'Experience Bag' filled with all sorts of neat stuff for families and children
- Cabbagetowners enjoyed the spirit of our little yellow festival safely in their own homes!
- And what a success they were:
  - Over 260 Experience Bags were purchased
  - Of those, 81 were purchased as donations!



## 50th Annual Forsythia Festival



- And our trusty local businesses stepped up as they so often do!
- Supporting Businesses:
  - Steak & Chops
- Stout Irish Pub

- F'Amelia

- Epicure

- Spruce

- Salt and Tobacco
- Wonderkind.ca
- Buds and Blossoms

- NoFrills

- Financial Sponsors:
- TD Canada Trust
- Royal Bank Private Wealth Mgmt.
- York Search Group
- Weenan General Contracting

## 50th Annual Forsythia Festival



- Cabbagetowners also participated in virtual activities leading up to the festival to boost forsythia spirit around the neighbourhood, including:
  - Painting Rocks, then hiding them in Wellesley Park for others to find.
  - A house decorating challenge.
  - Posting photos of spring moments around Cabbagetown.
  - 300 yellow ribbons tied on posts around the neighbourhood in the spirit of the festival.



# 50th Annual Forsythia Festival



- The 2020 Forsythia Festival could never have happened without the dedicated efforts of the organizers:
  - Carolyn Jarman
  - Shawna Pereira (CRA)
  - Katie Tozer
- MANY MANY thanks to all of you for making the Festival's 50th Anniversary one to remember!

# 2020 Financial Review

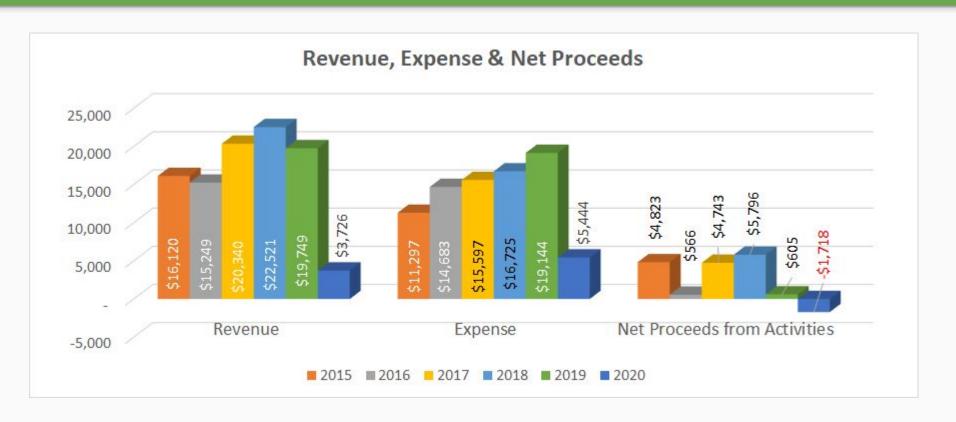
### 2020 - Income Statement - UPDATED

Revenue	
Forsythia Festival Donations	\$ -
Forsythia Festival Sales	\$ -
Membership Revenue	\$ 3,726
Other Revenue	\$ -
General Donation	\$ -
	\$ 3,726

Expenses	
Forsythia Festival Expenses	\$ 1,500
Holiday Programs Expenses	\$ 2,097
Annual General Meeting Expenses	\$ -
General Admin Expenses	\$ 1,096
Cabbagetown Youth Centre Donation	\$ 750
	\$ 5,444

Net proceeds = -\$ 1,718

### Comparing from 2015 to 2020 - UPDATED



### 2020 Balance Sheet - UPDATED

Assets	
TD Account	\$ 26,577
Total Assets	\$ 26,577

Liabilities	
Total Liabilities	\$ 0

Equity	
Community Association Equity	\$ 28,295
Retained Earnings	\$ -1,718
Total Equity	\$ 26,577
Total Liabilities & Equity	\$ 26,577

## Official Business

- Approval of 2020 Business
- 2020 Financials
- Election of New Directors

## Approval of 2020 Business

It is our understanding that there were no Minutes prepared regarding last year's AGM.

### Proposal:

The Members resolve to approve and ratify:

- the due and proper election of all 2020-2021 board members
- all business carried on by the board of directors during the past year

### CABBAGETOWN RESIDENTS ASSOCIATION ANNUAL GENERAL MEETING

Date: June 13, 2018

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 32 members in good standing in attendance, plus several guests

Councillor Lucy Troisi, appointed to represent Ward 28 after the death of long-time ward councillor Pam McConnell, addressed the meeting. Also present were two other councillor candidates for the upcoming municipal election, George Smitherman and Meghann Wilson.

The 2017 AGM minutes were presented for approval by a show-of-hands vote, which passed.

#### President's report 2018 by Phil Frei

- Membership: 653 total contacts, up by 60 from 2017, and paid members 203, down by 6 from
- Monthly email newsletter has 627 subscribers with an up to 69 per cent open rate (triple the
- Email crime alert: 25 sent in past 12 months, with 70 per cent open rate
- Facebook: 581, up from 398 previous year
- Twitter: 1,968 followers (increased by 200 from previous year) and 28,000 tweet impressions per
- Events include fourth annual Pumpkin Walk with new poster design and 330 pumpkins, even with inclement weather, fourth annual Cabbagetown Lights contest, eighth annual holiday card contest, Clean Toronto Together clean-up of Riverdale Park West, and the 47th annual Forsythia Festival. The Festival, our major event, had more than 1000 attendees, 117 volunteers, raised
- 37% more money to add new activities and keep the festival free. New member welcome launched, spearheaded by board director Tina Card.
- Repeated our branded giveaway shopping bags for the yard sales in the neighbourhood that occur during the fall Cabbagetown Festival, run by the BIA, and also joined the BIA in supporting a summer movie night in Riverdale Park by distributing free glowsticks to attendees.

#### Safety and security report from Des Ryan

Because of neighbourhood concerns, the CRA set up neighbourhood security walk in fall 2017 with police from 51 Division, and also ran a security survey to better understand what residents are experiencing and

The CRA board was also active in addressing a spate of car vandalism (paint spraying, tire slashing) in the neighbourhood, resulting in increased police patrol and arrest of suspects.

- Communications operates in a team approach, with Kelley Teahen quarterbacking a team that includes photographer/writer Eric Morse and web master Radek Zakowski.
- Streamlined billing process for membership purchase and renewal.

## **Election of Directors**

### Directors - Departures

### **Departures:**

Board members that have stepped down during 2020/2021:

- Alex Portman
- Ron Reaman
- Shawna Pereira
- James Davie

### **Directors - Continuing Terms**

### Board members continuing second term:

- Andrew Adams (elected 2019)
- Raed Kolta (elected 2019)

### Board members continuing first term:

- Sean O'Donovan
- Sara Josselyn
- Jose Castillo
- Lise A. Flynn

### **New Volunteer Board Members**

New volunteer board members standing for first term election:

- Jeremy Neuringer
- Sam Lyon
- Katie Tozer
- The members resolve and agree that the Board shall be comprised of 12 individuals for the coming year, and gives the Board delegated authority to nominate such other individuals as it deems appropriate, in its discretion.
- Motion to increase board member count from 9 to 12 persons and to elect the new volunteer board members standing for first term election.

NOTE: Only members in good standing can vote on motions

## **CRA Annual General Meeting**

Q&A