



Annual General Meeting - June 23, 2021

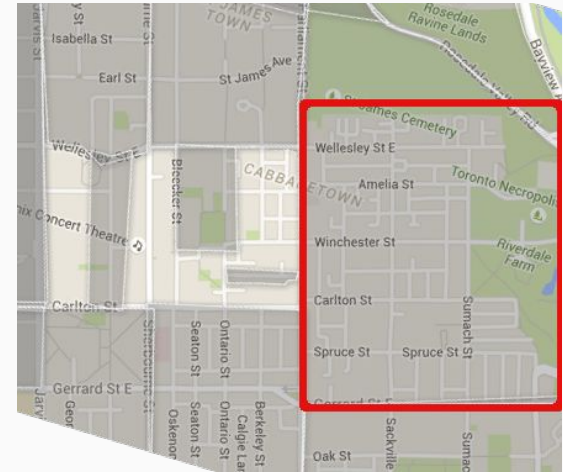
Agenda

- 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
Security Liaison



Jeremy Neuringer
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: info@cabbagetowner.com
 - 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 [Weekly News Round-Up](#), 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



*Site analytics down from Dec 2019 to Apr 2020

2020-2021 Planned Events



Holiday Lights Contest

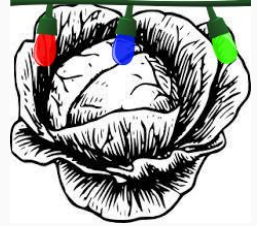
Holiday Card Contest

Forsythia Festival

Annual Park Cleanup

Pumpkin Walk

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

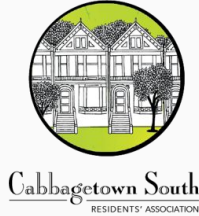


Noha, a grade 5 student



Nusaybah, a grade 8 student

New Event for 2020 - Food Insecurity Fundraiser



ABERDEEN AVENUE RESIDENTS' GROUP

Winchester Park Resident's Association



Cabbagetown Coalition

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:

- [illegible]

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

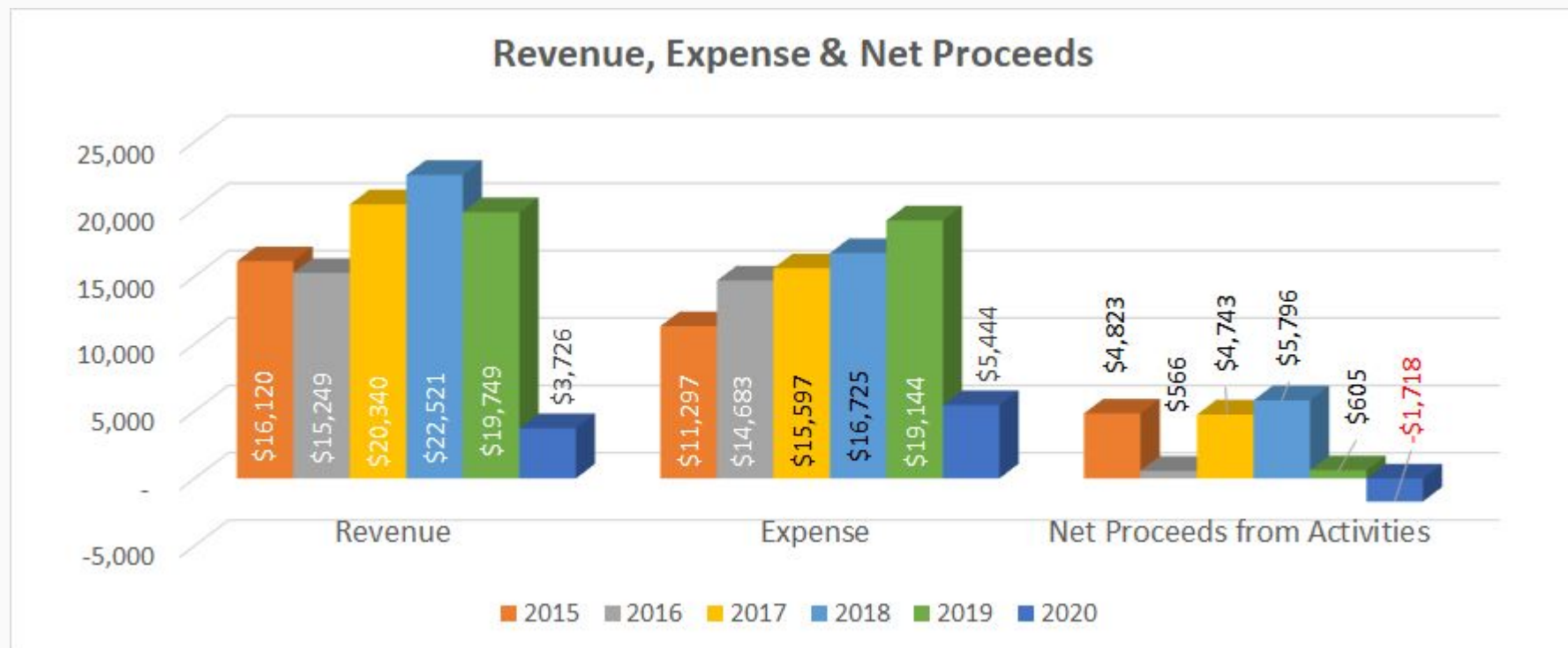
2020 - Income Statement - UPDATED

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
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Official Business

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

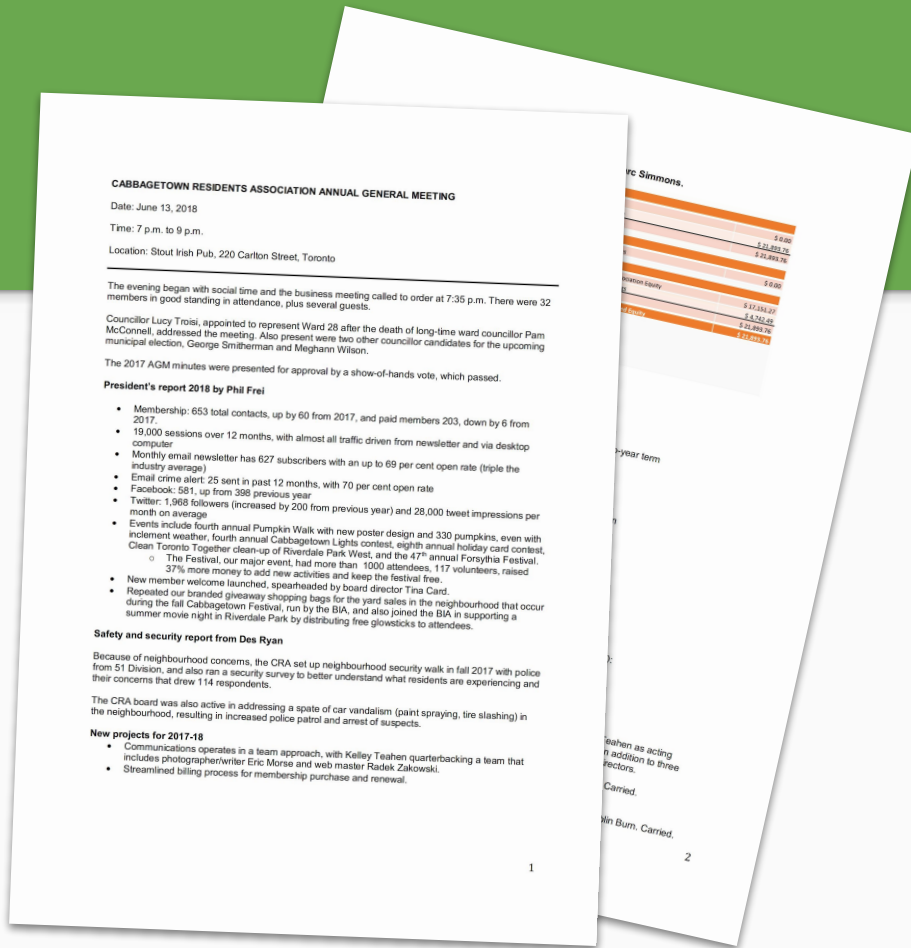
Approval of 2020 Business

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

Proposal:

The Members resolve to approve and ratify:

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



Election of Directors

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