

**Horizon Community League
Meeting Minutes
Monday, November 25, 2019, 6:30pm
Orchards Residents' Association**

Attendees: Jordan Weiss (Chairperson), Natasha Ballard, Danielle Thorkelsson, CJ Huber, Donna Molloy (notetaker), Harvey Miedreich, Jeffrey Chaput, Dhruva Shrestha, Erin McFarlane, Bala Viswanathan
Melanie Gizowski (NRC), Craig MacAlpine (Guest)

Regrets: Ryan Orr, Richard Griffiths, Deanne Stacy, Robyn Becker

1. **Meeting Called to Order at 6:40 p.m.**
2. **Approval of Agenda.** Moved by Danielle, Seconded by Erin.
3. **Approval of Meeting Minutes for October 21, 2019** – Deferred to next meeting
4. **Neighborhood Resource Coordinator** –

Report had been circulated in advance of meeting. Some discussion about an upcoming planning meeting and no additional questions.

5. Board Reports

President –

Assistance with marketing and promotion sought to assist Harvey. **Action: Identify if you can assist directly with Communications**

Partnership with Rabbit Hill identified. Information about discounts circulated. Rabbit Hill will be checking membership cards. Opportunity may be a catalyst for EFCL to expand additional membership incentives.

Additional activities will be underway to get other businesses to sign on for partnerships.

Schools may be interested in raffling off prizes for increasing memberships in the Community League.

Discussion occurred about signage. Melanie (NRC) identifies bylaw restrictions that will prevent league from being able to erect signage. Discussion of options and opportunities. **Action: Erin will provide information on temporary signage in high profile locations available for non-profits.** Will bring back information to the Community League. Cost for temporary signs is about \$250 for graphics and a 2 week rental is approximately \$200.

Business Partnerships Director – Rob is stepping back from the role. Motion to vacate the position. Moved by Danielle. Seconded by Bala.

Vice President –

Developing proposed bylaw changes.

Identified that voucher investigation is being investigated by reviewing bylaws used by another Community League. Only a couple of Leagues had their bylaws available through their website. Research and activities to identify voucher system that could work to support increased volunteer activity and engagement. Identified that funds collected from membership fees could be used to support volunteer compensation. Under the system, the voucher funds that is accumulated can be spent for health and wellness activities and for charitable organizations (Mill Woods Hockey, Soccer, etc.) Identified that approximately \$5000/year is needed.

Existing memberships are about 600. Approximately 15,000 homes. Seeking target of 40% membership. Desire to expand membership based throughout League areas.

Discussion ensued about whether a board member can be compensated based on AGLC restrictions.

Action: Natasha to further investigate voucher system.

There was discussion about supporting reimbursement for babysitting costs for a board member to attend meetings. Existing provisions in bylaw allow a board member to submit an expense related to board meeting and league work. Discussion was tabled for further consideration.

Other bylaw changes include having the community liaison roles report to the President / Vice-President without having to attend meetings. Reports would be provided of activities.

Soccer and Sports Director roles would also not be required to attend meeting based on existing workload and additional meeting commitments for their roles.

Action: Bylaw changes will be brought forward to be ready for the December 16th meeting.

Treasurer – nothing to report

Membership – no emails, No handoff had occurred to pass along information. Donna identified that she is following up with the Mill Woods Seniors Association about a comment made to work with Mill Woods Community Leagues cooperatively about seniors membership. More information to be provided.

Social Director – not present. Date for Snowflake Festival is February 22nd

Program Director – Information sheet and promotional brochure circulated about a dinner program at a local community restaurant – Pind Punjab. Dates will be selected when the website is available to promote the event, which is likely late January or February. There is space for about 16 people, targeted for adults.

Communications Director –

Name change submitted.

Facebook communication will be announcing name change. Communications Director will respond to queries and share information on the benefits of the name change. Will also share information on benefits of Community League membership.

Discussion about proxy voting. Motion to remove proxy voting option from bylaws by Danielle. Seconded by Bala.

Quotes for logo design sought from three suppliers. Work now underway to get a new design.

Website design is dated. Communication Director able to do work on his own with a service provider. When initial website was created there was no volunteer capable to do the work. Harvey identified that he will investigate further.

Motion to identify costs and bring forward a mock website for review by January.

Harvey arranging for photo opportunity if possible with name change winner.

Harvey to arrange to buy domain name for 10 year period for about \$300. Moved by Danielle. Seconded by Erin.

Overall budget brought forward for marketing and communications associated with re-branding project. Prior plan reviewed. Moved that \$3500 be made available for developing logo concepts, brand identity, website development, and associated costs. Moved by Natasha. Seconded by Erin. Carried.

Open Floor Discussion –

Craig identified observations about how the name change from Summerside was brought forward in the community and discussions on Facebook.

He identified that for some messaging on Facebook it was unclear if it was the personal views of the Board members or them speaking in their role as being on the Board. It was identified that the Communications Director will speak and communicate the messaging of the Board. Feedback identifies that there has been some confusion. Board members will identify that Harvey is the key point of contact.

Craig identified that information he obtained by reading and attending a prior Community League meeting allowed him to learn about the reason for the name change and the difference between the Community League and the Home Owners Associations. There was messaging about the importance of getting community engagement and the need to involve the community in changes such as the name change.

Meeting adjourned at 8:45 p.m.

**Next meeting : Monday, December 16, 2019 6:30 p.m.
at Orchards Residents Association.**