

**Minutes of PCA Board of Directors Meeting**  
**Thursday, January 16, 2020**  
**held at the home of Linda Blake**

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**Present:** Allison Evans, Coline Morrison, Linda Blake, Lori Zucchiatti O'Neill (Chair), Susan McMurray, Zhiizhii Prince

**Regrets:** Dalreen Fobler, Daryl Boshart, Gemma Parker, Robyn Switzer

**Regular Business:**

1. **Welcome.**
2. **Review and approval of agenda:** Motion to approve by Susan, seconded by Allison and agreed.
3. **Approval of minutes from November 13, 2019 meeting:** Motion to approve as amended by Coline, seconded by Linda and agreed.
4. **Treasurer's report:** Treasurer's report was presented by Coline and accepted.

**Committee Reports – What's New?**

1. **Communications:**
  - The "Donations" email address has been removed from the Pocket website's "Contact Us" page. Future queries about donations can be directed to "General Information and Inquiries – [info@thepocket.ca](mailto:info@thepocket.ca)". Daryl monitors communications sent to this address and will forward donation queries to Zhiizhii and Lori.
  - A link to the Pocket Association's Instagram account has been added to the Pocket website beside the existing Facebook, Twitter and Flickr icons. Requests to post items on the PCA Instagram site can be forwarded to Daryl at [info@thepocket.ca](mailto:info@thepocket.ca). Submitted photos/videos must have subjects' permission to post and comply with copyright laws. Board members will research how other residents' associations use Instagram and decide if notices of upcoming events should be posted on Instagram.
  - Daryl will update information on the "Committees" website page after discussing needed revisions with Lori.
  - Daryl and Pocket Change Co-Chair David Langille have almost concluded their research on potential vendors for the PCA's new website.
2. **Events/Neighbourhood Support:**
  - **Frozen Santa** – Organizers were looking forward to presenting the 2019 Frozen Santa, but last-minute complications made cancellation necessary. Happily, Frozen Santa is expected to be back in 2020. As in previous years, food bank donations to Eastview Neighbourhood Community Centre and the Toronto Humane Society were collected, and a toy drive for ENCC was added this year. ENCC emailed a certificate of appreciation to the PCA. Thank you to all who donated.
  - **Sip and Chat** – Sip and Chat will continue to meet at Motorama in 2020. The next get-together is Tuesday, February 4, 9:30 – 11 a.m.
  - **Neighbourhood Support Committee** – Lori will update the Neighbourhood Support Resource List (done each January) and circulate it to committee members for review before circulation via our website, welcome bags and Phin Park shed notice board.

**Business Arising:**

1. **Art in the Park:** The Board reviewed Jerry Silverberg's 2019 Art in the Park Final Report. Jerry was pleased to state participation was very good this year even though the program had been reduced to one day a week. Both Eastview Neighbourhood Community Centre and LucSculpture School and Studios returned, and the general public drop-in level was very high.

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Over the summer there were approximately 400 participants. The Board supports Jerry's request to offer the program again in 2020. The PCA has sufficient funds to run a one-day-a-week program again, but will seek additional funding. Linda and Jerry will assist Lori with the application for a Toronto Arts Council grant

2. **Pocket Change:** Pocket Change Meeting open to everyone scheduled for Thursday, January 23, 2020, 7 p.m. at the Indigenous Education Centre in Wandering Spirit School, Room 123. Notice of meeting sent to Pocket Change supporter list (currently 112) and to PCA members via email. Board members are encouraged to ask to be added to the Pocket Change email list.
3. **Safety issues: new path in Phin Park; vehicle traffic/speeding:**
  - **New path in Phin Park** –The new path is on school property. Lori has communicated neighbourhood concerns about snow clearing and poor lighting of the path to our School Trustee Jennifer Story. Trustee Story advised that earlier problems with snow clearing were due to broken snow clearing equipment, but that problem has been resolved. She expects that the path will henceforth be cleared in a reasonable amount of time after a snowfall, and salted if necessary. Trustee Story will look into improving lighting, but warns that the Toronto District School Board budget has been cut this year. Lori will follow up with her.
  - **Vehicle traffic/speeding** – Road construction on nearby streets has concluded and traffic/speeding on Jones Avenue has consequently decreased.

**New Business:**

1. **PCA & Pocket Facebook administrators; banning members from Facebook posts:** The Pocket Facebook group is private. It has two administrators, chosen for their good judgement. They are authorized to approve or deny membership requests; approve or deny posts; remove posts and comments on posts; pin or unpin posts. They also have the authority to ban a member from the group. The PCA Facebook page is public. Its administrators have the same authority as for the Pocket Facebook group.
2. **Phin Park shed improvements; graffiti deterrents:** Lori has purchased plastic bins for the Phin Park shed to replace some cardboard boxes. Lori also reported recent graffiti on the shed to 311 Toronto. The Board discussed possible deterrents to graffiti on the shed (e.g., murals and tall plants).
3. **Danforth Avenue Study:** Susan described her participation in the Danforth Avenue Study (project website [www.toronto.ca/danforthstudy](http://www.toronto.ca/danforthstudy)), a complete street study from Broadview to Coxwell by the City of Toronto. The City is hosting a series of community consultation meetings where residents can learn and provide comments. The Board agreed to notify PCA members of these meetings via e-mail, the PCA Facebook page and website.
4. **Development of SE corner of Danforth and Euston (former 7-Eleven site):** The name "Percy Ellis" has been posted on the former 7-Eleven building. Percy Ellis ([percyellis.com](http://percyellis.com)) describes itself as being "exclusively focused on central Toronto multi-unit residential and mixed-use rental property development. We acquire, develop, construct and stabilize turn-key investment properties." The Board discussed setting up a community meeting with Percy Ellis to learn their intentions/provide feedback, perhaps via a Town Hall.
5. **Membership drive preparations:** Likely early to mid-May; usually precedes the AGM
6. **AGM/fiscal year end; nomination preparations:** AGM likely in late May. The 2019 fiscal year end was December 31. Lori will contact Board members to determine if they wish to seek re-election for 2020-21 and for which role.

**Next meeting:** Late February or first week of March, Date TBD

Minutes prepared on January 21, 2020 by Linda Blake.