

**Minutes of PCA Board of Directors Meeting**  
**Monday, October 19, 2020**  
**Via Zoom (Hosted by Lori); Continued by Email Due to Technical Difficulties**

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**Present:** Coline Morrison, Daryl Boshart, Eadit Rokach, Gail James, Linda Blake, Lori Zucchiatti O'Neill (Chair), Michelle Kushnir, Susan McMurray

**Regrets:** Gemma Parker, Zhiizhii Prince

**Regular Business:**

1. **Welcome & introductions:** Directors introduced themselves and their roles, and new directors Eadit, Gail and Michelle were welcomed.
2. **Review and approval of agenda:** Motion to approve by Linda, seconded by Eadit and passed, with one addition (New Business, #2).
3. **Approval of minutes from August 19, 2020 meeting:** Motion to approve by Coline, seconded by Eadit and passed. Minutes were amended by Lori. Motion to approve amended minutes by Linda, seconded by Eadit and passed.
4. **Treasurer's report:** Coline reported that a Pocket resident donated his \$163 street sale proceeds to Pocket Change. PCA fiscal year 2020 net income to date is (\$16.60). Coline will follow up on the status of the Scotiabank donation in November.

**Transition to New Executive Year:**

1. **What's on your plate?** Directors briefly outlined their backgrounds and current work and non-work commitments and some of their interests.
2. **Not-for-profit corporation status; director & officer responsibilities:** An overview of the PCA's incorporation, Ontario Not-for-Profit Corporations Act (ONCA) and directors' duties was presented. We will review our bylaws this year by building on the work of a previous ad hoc committee and plan for a members' vote on the proposed revisions at our 2021 AGM. Coline recommended we review our Directors' insurance requirements.
3. **Signing officers; financial best practices:** Coline presented the PCA procedural document entitled "Financial Best Practices".
4. **Meeting/communication norms:** There was a discussion of expectations and preferences for our meetings and internal communications.

**Committee Reports – What's New?**

1. **Communications:** Susan, who is leading the website transition to a new platform, provided a progress report.
2. **Events:**
  - The Phin Park shed mural project is on hold until spring. Jerry Silverberg will submit two preliminary designs and then our City Parks, Forestry and Recreation contact person will be shown the Executive's chosen design for approval.
  - The Pocket Street Sale was successful and mindful of pandemic restrictions as per feedback by participants.
  - Online and outdoor yoga ended in the first week of October. All feedback was positive.
  - Toronto Public Health has issued Halloween celebration guidelines, which the PCA will share via e-blast and social media. The PCA will not sponsor Halloween activities this year, though it will supplement the guidelines with a detailed list of fun ideas that reduce risk.
  - There will be no Pocket Pumpkin Parade because the City has cancelled them on public property due to COVID-19.
  - The Neighbourhood Support Committee has suspended *Sip & Chat* until further notice. An e-blast and social media will inform people about it and ask them to consider patio and takeout orders at Motorama, our *Sip & Chat* host, if people are comfortable doing so.

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3. **Membership:** Current membership is 174, only 45% of the 2018 membership count.
4. **Pocket Change:** Susan and Michelle are members of the Pocket Change Executive Committee. Based on the Committee's recommendation, Gail made a motion to support a Pocket Change application to Environment and Climate Change Canada for a \$325,000 grant. Lori seconded the motion, and it was passed.

**Business Arising:**

1. **AGM debrief:** Lori reported positive feedback from requested suggestions from the Board for next year's AGM. The approved 2019 AGM minutes and 2019 financial report, 2020-21 Executive bios/photos, as well as a PowerPoint slide show of the meeting will be posted on the website and shared by e-blast.
2. **Membership drive:** In the latter half of November, e-blast and social media messaging will promote the membership special of \$15 to cover the rest of 2020 and all of 2021. There was a discussion about involving Street Captains in the final push of the drive. Lori requested suggestions on other ways to boost memberships given the pandemic-related decline.
3. **Neighbourhood Support idea from Pocket Facebook member:** Discussion was deferred to our next meeting.

**New Business:**

1. **COVID-19 second wave response:** Primary responsibility will rest with the COVID-19 Committee, which includes Gail, Susan and Lori (Committee Chair). Lori will keep the Executive informed and as needed, seek input. Lori requested community support suggestions. There was a discussion about fostering mental well-being as the pandemic continues into colder, darker days. Upcoming areas of focus will likely be:
  - Digital messaging that reminds people of our COVID-19 website portal, "request assistance form" and confidential helpline
  - Digital reminders to watch out for/take care of vulnerable residents (e.g., leave a note in a senior's mailbox, donate to Eastview Neighbourhood Community Centre's food bank)
  - Support for a variation of Santa's Frozen Festival (a traditional event sponsored by a Pocket resident for over five years)
2. **Query from a residential development firm:** A principal from Lanescape contacted Lori about the firm's plans to add two three-bedroom units to the triplex at 17 Boothroyd Avenue. This was followed by a phone call to Lori from the architect for the proposed project—a productive conversation that included a summary of the PCA history and mission. Given their willingness to share the drawings for the proposal and the interest of the Executive, Lori emailed them and invited comments and questions to be sent directly to the firm.

**Next meeting:** Last week of November or first week of December TBD

Minutes prepared on November 18, 2020 by Linda Blake.