

FOR BOARD APPROVAL
Minutes of PCA Board of Directors Meeting
Thursday, Oct. 13/22 — 7-9 p.m.
Via Zoom (hosted by Sarah)

Present: Eadit Rokach (Chair), Gail James, Malinda Francis, Martin Pollak, Sarah Sheard

Regrets: Lori Zucchiatti O'Neill. **Absent:** Marco C. Oved.

Regular Business:

1. Welcome to new Board; appreciation; land acknowledgement, introductions

2. Approval of Agenda: Gail motioned to approve the Agenda. Seconded by Malinda. Passed.

3. Approval of Sept. 7 Minutes: Malinda motioned to approve the minutes. Seconded by Martin. Passed.

4. Treasurer's Report:

Martin reported that he hasn't produced an update of the financials because very little has happened. He's drawn only 3 cheques. There's a \$2500 balance in current acct. \$10K in savings acct. So far this year, PCA has spent \$800 on IT costs. PCA has not yet paid the current Progressive Nation (IT) invoice, due the end of this month. Martin contacted them to ask what they're actually doing for PCA but received no reply. PCA pays Progressive Nation \$210 (paid quarterly @ \$70 per month). Eadit understands that Marco deals with Progressive Nation directly and will figure out what they do and how to deal with the membership services email issue. Sean Symes was also paid \$250 earlier this year to keep the email account open. Martin was unsure what Sean provided for that money. Marco does likely know but wasn't present at this meeting. Martin promised to circulate a balance sheet to the Executive, end of Oct.

Committee Reports:

1. Communications

- Marco was absent so no discussion took place.

2. Events

- The Pumpkin Parade permit request was submitted by Jeff Otto. Julie and Marco will handle the e-blast on it. The Pumpkin Parade will be held November 1st. Jeff will help with the setup, hosting, and teardown but needs assistants. Julie will put out an e-blast call for volunteers to help with set-up and take-down, making popcorn in the big machine and distributing it. Hot chocolate needs people to make it. A donation box needs a minder to prevent shrinkage. Membership forms could be made available that night too. The venue was packed last year so it's a good opportunity to make contact with members. A volunteer is needed to help with

music and announcements. Gail suggested the Registration table be put right beside refreshments. A pumpkin person in costume could move through the crowd and offer coupons for best costume. Some discussion followed as to recycling of the pumpkins. Gail offered to contact Toronto Zoo to see if they wanted pumpkins. Maybe someone with a truck (Jeff?) could take them there, if wanted. The Parade would likely start around 6 p.m. or whenever the sun goes down.

- The Santa Claus Parade Committee has set the date for Nov, 27th. More information to come, once the committee has begun meeting.

3. Membership:

There hasn't been any increase in membership renewals or new memberships of late. This may have been due to a PCA Gmail malfunction which prevented-transfers and Paypal payments going through. This Gmail problem has now been remedied.

Lori reported the launch of the new gift certificate draw for the membership, slated for the end of September, but delayed. Lori and Julie will donate money to get 3 X \$50 gift certificates to local businesses. Reflecting their wish that the gift card reflect PCA's anti-racism work by choosing Black or Indigenous-owned businesses, Old's Cool General Store, Maselli's and SugarCane Restaurant were selected. As in 2020 and 2021, anyone who joins or renews by December 31st will be eligible, but we'll have three winners this year.

Last year we didn't do a \$15 membership (for the new year plus balance of current year). Julie finds this a complicated offering and would prefer to keep it simpler so that anyone who joins between now and December 31st, simply pays \$10 for 2023. Julie will flesh out a membership drive strategy and circulate it at the next meeting, planning the campaign in stages, including a year-end e-blast to promote "Earlybird" membership for 2023.

Julie has a couple of registrations of new or renewing members, and some cash and Paypal payments to pass on to Martin. The PCA Gmail was temporarily down due to a change in its policy regarding non-profit organizations. Formerly free, Gmail now charges organizations \$6 a month and suspended PCA's account until it began paying for the account.

Eadit suggested that whenever we send out any new messages about issues on our FB page or e-blast, we remind members to renew their memberships and also to encourage prospective new members to join and, as incentive, become eligible to participate in the draw for certificates to the 3 previously-mentioned local businesses.

4. Phin Park and Greening:

On Sept. 13, the TRCA met with Jeff Otto and Lori, co-chairs of the Phin Park and Greening Committee, along with Bianca Kapteyn, co-chair of Oakvale Green Community Garden. The Committee did a 3-hour site visit to learn about our challenges and hopes and how the TRCA could help in the short- and long term. The report will be shared with PCA Executive in November.

The PP&G Committee ended its seasonal debris removal, weeding and watering of Phin Park and of the DOLA (Dog Off-leash area). Commitment was from May 1st to terminate today. The team will reflect on what was achieved during this 5-month period and consider plans for next spring and solicit volunteers. On Oct. 22nd, the TRCA will drop off free native trees and shrubs to all who ordered them, in Phin Park.

Project Swallowtail was removed from the agenda and thus not discussed. (formerly #2 on New Business).

- Neighbourhood Support Committee. There is less activity on this committee. Neighbourhood Support matched a resident with someone who needed help decluttering, sorting, packing for a move this fall. A resident with chronic pain needing help with snow removal was matched with a volunteer team to remove the resident's snow and ice, free of charge, from the start to the end of the snow season.

5. Pocket Change:

Marco was not present to report so no discussion followed.

New Business:

- **Transition to the ONCA Committee (Ontario NonProfit Corporation Act).**

Eadit promised to review the Act, see how to proceed and send notes to Malinda. The PCA has until 2024 to conform to this new bylaw. The New Act came out about a year ago, compelling all non-profit corporations to comply with the new bylaw.

- **Thanks and Condolences**

Discussion followed as to whether or not the Executive formally thank community members who assisted in apprehending a fleeing driver during the recent hit and run on Danforth and Jones. The question discussed was whether to thank the family that had intervened and/or to express condolences to the people injured in the collision. Julie agreed to look into whom to contact. The identities of the people involved weren't known to the Executive. Julie promised to draft an appropriate message and run it by Eadit before posting it on the PCA FB page.

- **TEA (Toronto Environmental Alliance)**

A Motion was put forward in an earlier email to the Executive, by Lori (in absentia) that the PCA endorse TEA. (TEA's quoted mandate reads in part: "... we're working to eliminate harmful disposables and champion a culture of reuse in Toronto through advocacy, policy change, community engagement, and on-the-ground solutions.")

Nothing further would be required of the PCA beyond this endorsement. Lori suggested that TEA might invite the PCA to participate in activities, "though we'd need to avoid doing anything overtly political or otherwise inappropriate."

The motion to endorse TEA was seconded by Eadit. Passed.

- **Final Comments**

It was suggested that Marco send the Executive a short update on the website and on Pocket Change.

Gail sought an update on the 7-11 store renovation and on all the stores that have closed on the Danforth. No new information has been received. Emailed City updates come to the secretary and will be duly shared. Julie said there's an email from a prospective new resident who should soon receive a welcome bag. She's moving into the Pocket in November and wants to know more about membership. Julie agreed to check in with Ellen on this.

Discussion followed as to whether the PCA Executive hold future meetings via Zoom or in person. The mood of the room was to continue Zooming until the spring when meetings could be comfortably held outside.

Malinda moved to adjourn the meeting. Julie seconded. Passed.

Minutes drafted by Sarah Sheard on October 17, 2022