

Minutes of PCA Board of Directors' Meeting
Tuesday, April 11th, 2023, 7-10 p.m.
Via Zoom (hosted by Sarah)

Present: Eadit Rokach (Chair), Julie Charles, Malinda Francis, Gail James, Lori Zucchiatti O'Neill, Martin Pollak, Sarah Sheard

Guests: Pocket Change Project Executive Eve Wyatt, Julia Morgan, Street Captain Coordinator Ellen Titus.

Regular Business:

1. Welcome; appreciation, land acknowledgement, introductions

2. Pocket Change Project Presentation

The Pocket Change Project guests presented a detailed overview of the Project's activities and an update on their Retrofits and Sustainable Transportation Working Groups. Their presentation to the Board was in part to update Board members as to their activities and to solicit assistance in finding more street captains and volunteers to help undertake a door-to-door survey to inform and to identify homeowners amenable to retrofitting their homes. They welcomed any additional suggestions from the Board on how best to broadcast word of their activities and resources. The Pocket Change's goal is to have 800 Pocket neighbourhood homes (out of a possible 1100) retrofitted by 2030.

3. Review and Approval of Approval of Agenda

Mali motioned to approve and Martin seconded. Motion passed.

4. Review and Approval of Minutes of January 31, 2023

Some small revisions to the draft Minutes will be forwarded to Sarah after this meeting by Lori and Julie. Minutes were conditionally accepted by the Board. Lori motioned to approve, seconded by Gail. Passed.

5. Treasurer's Report — Martin

Martin presented a summary of the 1st quarter Financials for 2023 and walked us through it. Discussion followed and Martin answered questions. Motion to approve by Lori, seconded by Gail. Treasurer's Report passed.

Committee Reports — What's New

1. Communications — Julie (her notes)

Member e-blasts: We sent out 10 member emails so far this year. Subjects: vacant property declaration deadline, skating rink and skating party, early bird draw winners, two initiatives with Phin Park & Greening and Toronto and Region Conservation Authority, and the Spring Fling Egg Hunt.

Social media: We used Facebook to promote PCA events, the TRCA shrub/tree giveaway, and share information about Public Consultation on two Danforth developments at 975 and 1095-1111 where we obtained the recording from the city planner and posted it.

Website: We edited the website copy to update out-of-date key pages. We added homepage announcements, current calendar of events, and minutes of the board meetings and approved 2021 AGM that hadn't been posted since last August. This maintenance will be minimal as our goal is to switch to the new website as soon as possible after consultation with Susan McMurray. Sean Symes, current administrator and host of our WordPress website, is willing and able to help us make the switch to a new NationBuilder host.

Gmail: We're attempting to requalify for free Gmail as a non-for-profit, and will proceed with the application via Tech-Soup, a resource for non-profits. We'll need to obtain proof of not-for-profit status via our articles of incorporation to submit.

Membership — Julie (her notes)

This year to date, 126 members are in good standing (slightly ahead of the pace of 2022.) We had membership tables with volunteers at the Earlybird Pop Up Sale, Skating Event and at the April Spring Fling. To date: 53% of memberships are online requests in response to eblasts, 3% mail drop, 44% at various PCA events.

Door-to-door member drive: Ellen Titus and Julie met to start planning door-to-door campaigns after a poll of street captains. We've tentatively scheduled a campaign to run from May 4 to 15.

2. Events—Lori

The Skating Party was well attended and the weather allowed skaters an extended rink-worthy season. The Pocket Snap Native Plant workshop, held Saturday, March 18th, was small but successful with 10 people attending. Spring Fling, co-sponsored by Donna Lee, realtor, went well, with PCA's estimated modest expenses of approximately \$100. Donna Lee's raffle raised over \$1000.00 for Eastview Neighbourhood Community Centre and Toronto Humane Society.

Phin Park & Greening & Pocket Change

Response to TRCA's free Shrub & Tree Giveaway was strong. Trees and shrubs will be delivered to those who ordered them by the end of the month. June 25th will be the TRCA's planned planting event (limited attendance of 30 people) in Phin Park. The Tiny Forest Planting will be on land owned by the TTC. Details to follow.

Four interpretive signs will be installed in Phin Park. The draft text (earlier circulated to Board members) was shared for feedback. Additionally, some repair is needed to the stonework enclosing the herb garden. Lori is approaching a neighbourhood stonemason for a quote to restore the wall if he's willing. This repair work might come in around \$2000.00 or so.

Pocket Change updates: On April 22nd, PCA will join with the city's Earth Day celebrations to oversee a park clean-up and offer their annual plant swap and, with the Phin Park and Greening

committee, will sponsor a bike-tune-up service and bike swap. They will ensure that the mechanic receive his requested fee (or more) of \$80 for the 3 hours. The date of the Pocket Change Project's annual meeting, tentatively set for May 24 or 25 at the Kapapamahchakwew School, awaits confirmation.

New Business:

1. Review and Motion to changes to Bylaws

Eadit walked the executive through the detailed markup of revisions to the PCA's Articles of Incorporation (Letters Patent). The Board collaborated on the revisions and Eadit obtained agreement from all to the changes. (A history of tracked changes will be retained and made available at the AGM.) This proposed revision of the Constitution needs to be ratified at our PCA's AGM before ONCA's deadline of October 2024.

Due to this meeting's length, it was decided to adjourn and table the remainder of the agenda to the pre-AGM Board meeting in May.

The meeting adjourned.

Final minutes submitted by Sarah Sheard, May 12, 2023