

**Greenfield Community League Board Meeting Agenda/Notes
Tuesday, October 12, 2021 7:00-8:00 pm Meeting**

Attended	Regrets
Amanda Barros (President) Tara Wren (Soccer) Jenny Hong (Secretary) Megan Schmidt (Treasurer) Corey Wren (Webmaster) Norma Lorincz (CoE NRC) Richard Fahlman (SWAC) Shannon Kowalchuk (Gazette) Fiona Pruss / Sandi Lafleur, Community Garden Vacant (Membership) Mildred Ncube (Community Member)	Sean Breckon (Communications) Jeff Mann (Vice President) Aleksandra Nowacka (Tennis Rep) Ken Wurtak (Neighbourhood Watch) Wendy Lauber (Hall/Facilities Manager)

1. Meeting start time 7:03
2. Introduction / Welcome
3. Approval of September [minutes](#). Megan motions. All approves.
4. Membership
5. Financials update (10 min).
 - Megan asks what the board is interested in knowing for the monthly updates.
 - Board asks for a simple high level snapshot that compares monthly YTD.
 - Give high level summary, highlight biggest changes,
 - Soccer and tennis are done for the year.
 - Last month, tennis and hall manager payroll are the two highest expense.
 - Soccer: \$1300 expected to get from SWENSA. Soccer did really well.
 - Hall revenue: \$5000 to be deposited (gathered since July - Karate & Yoga were recurring customers, the rest were one-time rentals)
 - A lot vendors are asking for e-transfers. New process is for Megan to ask for email approval... no need to get cheque signing.
6. Communications and Gazette; Website (10 min)

Nov/Dec Gazette

- The upcoming Gazette will include:
 - Usual content (Presidents Note, Past Events (send parade photos to Sean, or Sean can use FB posts), Program Updates, Next Door Neighbour Ads, Paid ads, etc.)

- Casino Call for Volunteers (pretty close, just missing a couple; volunteers need to be vaccinated)
- Petrolia Seniors Group story
- Some ideas that we can potentially include in the next Gazette (what are your thoughts?)
 - President's kid will provide a drawing
 - Hope to go head with fireworks (next Gazette won't be in January); booked already.
 - Community Swim update. City paused the program for now.. Due to shortage of staff. Update to be provided on October 29th.
 - Skating Rink Update
 - Recruiting for a new rink lead.
 - What's our approach to make ice,
 - What do we need to make ice (e.g. number of days below a certain temp))
 - What do people need to use the ice (membership and skate tags 😊)
 - Show a picture of the grey skate tag
 - What's the annual operating cost for ice?
 - What temperature do we shut down? How will people know? Etc.
 - Hall Rental Promotion
 - Membership promotion – what does it get you? How much? How many members do we have? Where does the money go? Etc.
 - Story about a historical event in Greenfield, a community resident, or business? - None we can think of right now.
 - Meet a board member – Richard Fahlman, SWAC representative
 - **Congrats to our new councillor?**

Advertising Policy

- Policy has been decent so far, and leads are picking up
- To date (only 3 Gazette issues since announcing our new policy in Jan 2021) we have provided advertising to 4 businesses and received \$490 in new Revenue
- Our advertising policy says we review and update in Oct each year
 - Since I won't be at this meeting, we can do in Nov if you would like
 - Overall, going pretty smoothly. Would only suggest we have better guidance on advertising for non-profits
 - We have been approached by a lot of them, received a lot of requests for it, haven't been too consistent – some have been free, some have been denied (politicians), some have been asked to pay
 - Amanda and I spoke briefly on this one... our costs are quite affordable, even for non-profits. If they want to include an ad, they can be treated the same as other small / local businesses and pay our rates.

Meat Locker Foods (see attached email)

- This organization helps groups like ours fundraise by selling food – we receive about 22% of proceeds
- They were reaching out wondering if we were interested in a fundraiser
- See the attached email for more details

7. SWAC Update

- o Richard says we are still expecting \$4000 of Casino money. Connect Megan with Andrea Jackson.
- o Coyotes in Blue Quill were getting problematic then City used deterrence methods such as rubber pallets, and they move on.

8. Guiding Principles for free rentals

- o Open, public event to Greenfielders
- o Non-profit activities
- o Meant for community engagement and outreach (can be less formal)
 - i. Example events: Been approached by SAGE - Men's Shed
- o Amanda would like to further develop this and bring it up and future meeting.

9. Rink / Hall Operations

- o Vaccination Exemption Policy - will follow EFCL's policy

10. League Infrastructure Maintenance / Upgrade Needs

- o For November meeting, Richard to bring back info, if any, on ability of leagues to do security cameras.
- o Norma is putting together info on security cameras.

11. Programs

- o Community Soccer. Sponsoring 4 indoor teams.
- o Community Garden. Boxes should be cleared. Thanksgiving was the deadline. Sandi will be moving to a more administrative role. Needing volunteers. Terry, Fiona and Sandi are the main volunteers.
 - i. There is a bad case of vandalism. Illegal dumping, misc. garbage, and some drug use items. Sandi and the City helped clean it up.
 - ii. Discussed whether we need to put up signs to say area is monitored.
- o Tennis Program
- o Neighbourhood Watch

12. NRC Updates

13. Roundtable

- o Board Christmas Event - more discussion in November.
- o New York Eve Event - more discussion in November. Norma

14. Membership / Promotion

- Lisa Chmilar has resigned. Corey Wren will be the new Membership Director

- Fundraising Ideas: (standing item)
 - Candy Gram
 - 50/50 - under \$20k, only needs a simple application to AGLC
 - Swag -
 - Greenfield Cookbook?

Next board meeting November 9, 2021