

Leash Free Mississauga Board Meeting - Minutes

December 5, 2012 - Mississauga Valley Community Centre, Program Room 2

Present:

David Black - Rep Quennippenon	Nancy Gorelle - Vice President
Debra Buckler - Treasurer	Barbara Hanson - Secretary, PPC, Rep JD.
Richard Bramwell - Rep Totoredaca	Jim Harper - Director
Dave Carty - Totoredaca	Shane McNeil - Rep Garnetwood
Michael Franklin - Member	Patricia Pierpoint - Pres, Rep Lakeside, Meeting Chair
Regrets: Lynne Hind, Hazel McColl	

General

Approval of Minutes- Oct 3rd, 2009

Carried pending revision on Policy and Planning from Barbara Hanson

Assignment of Board Positions

Barbara Hanson elected Secretary
Nancy Gorelle elected Vice President
Director - Membership still to be assigned

Reports

City of Mississauga

Letter received indicating that since we now have a constitution approved by the membership Hazel will be attending meetings only occasionally from here on.

Financial

No Report.

Membership

No Report

Zones

Etobicoke Valley - Membership is up

Garnetwood - report to follow, incident with person injured during dog fight

Jack Darling

1. Things continue to go well with completion of the construction. Plywood was removed from the parking lot making it look large and likely safer now that cars aren't hidden from passing traffic. Unfortunately this disrupted a section of the fence making gaps big enough for even big dogs to get through and leaving many protruding pieces of metal both of which raised safety concerns. I reported this to Jeff Cunningham and a temporary fence was put up shortly thereafter.
2. November 13th I attended the Toronto city council meeting as invited by councillor Minnan-Wong and gave a deposition extolling the virtues of leash free zones and the City of Mississauga for supporting them.
3. Members enjoyed seeing the LFM calendar and bought all the ones I had for sale. Two volunteers are planning a membership drive and further calendar sales (if there are any left) between Xmas and New Years.
4. There was an incident of dog on dog aggression resulting in injuries requiring veterinary attention. Both dogs involved were un-neutered males. It happened near a picnic bench. The owners present were either sitting on a picnic bench or standing taking nearby at the time of the incident

Lakeside

Woodchip spreading coincided with beautiful weather on November 18th.

Many members turned out to help and completed the job in record time.

This was the first day of calendar sales and 15 were snapped up that morning with more since for a total of 28 so far.

The Weather Network visited on November 21st from 5 – 7 to conduct very brief interviews (about 30 seconds) with dog owners, the City Liaison and myself. It was pitch black by 5:30 but they brought their own light. I watched later – there were no dogs and owners at 6:30 – the reporter demonstrated the use of the double gates and at 7 there was one dog and owner.

No further break-ins have been reported but everyone is being much more careful and alert.

Parkway Belt - need to find a new rep

Quenippenon Meadows

1. Expansion Project

The work continues on Phase 2. There appear to be more than twice as many work vehicles parked at or around the Leash Free area. This makes it very difficult for leash-free users to access the parking area during work hours Monday to Friday. An additional lane has been closed on southbound Erin Mills Parkway alongside the pumping station to allow heavy vehicles clear access to the site. This closure will be in effect until mid spring 2013.

2. Cleanup:

Our Fall Cleanup Day Sunday Nov 11 was very successful. We had 15 volunteers on board. Ten memberships, new and renewal were submitted. A brief annual meeting followed. Patricia spoke to the assembled group about the work of LFM and presented a sample calendar for viewing.

Totoredaca - report submitted

Fund Raising

Calender - Report submitted

Corporate Donations - Purina donation needs to be serviced each year

Upcoming Zone Events - need to submit plans for 2013 by March 2013

Business Arising from Reports

Motion: Shane should approach councillors to discuss licensing of dog walkers

Carried

Other Business

Policy Procedures and Constitution

Moved by Patricia: That we move toward amending the LFM Constitution section on Subcommittees to read in its entirety:

“The Board may from time to time form subcommittees of as many members as it sees fit to perform particular tasks as deemed necessary for needs of LFM. “

In favour: 2 Opposed: 2 Abstentions 2

Deciding vote cast by Patricia as Chair. Carried

Nancy and Debra agreed to help Patricia draft a report on Fund Raising for submission to the board for approval and thereafter inclusion in our Policies and Procedures.

It was agreed that for the January to March meetings whenever there is a storm on the day of a board meeting the president will send out an email by 4PM to all board members indicating whether or not the meeting will take place as planned.

Date and Time of Next Meeting

January 9, 2012 7pm Mississauga Valley Community Centre

Adjournment: Moved: Nancy Seconded: Shane Carried

Meeting Adjourned at 9:09 PM

Leash-Free Mississauga Fundraising 2013 Calendar Project

Step 1 - Board Approval

- The purpose of the 2013 Calendar Project is to raise significant funds for LFM overall so that the corporation can support necessary work in each of the zones.
- At June 2012 LFM Meeting, presented the opportunity of a Calendar Project and shared the experience of the organization that inspired the idea, Oakville and Milton Humane Society working with TheCommunityFundraiser.com
- A motion to proceed with a 2013 Calendar Project was seconded and approved

Step 2 - Engage TheCommunityFundraiser.com (TFC)

- President and Vice-President met TheCommunityFundraiser.com and discussed LFM's calendar opportunity
- TCF provided process, timeline and sample intra letters

Step 3 - Identify and Attract Sponsoring Advertisers

- LFM drafted intra letter and reviewed with City Liaison for City approval
- Identified 60+ Mississauga businesses related to pet dogs and shared the list with Board members requesting additional sponsor names
- Delivered and visited / E-mailed all potential sponsors to introduce project
- Shared list and contact information with TCF.
Both TCF and LFM President followed up to persuade candidates to advertise
Succeeded in achieving 8 advertisers; gave 3 free opportunities

Step 4 - Solicit Photographs

- When sufficient advertising funding was achieved, e-mailed Zone Representatives to solicit members to submit pictures from parks
- Created SkyDrive file of all pictures received and shared with Board to select calendar photos
- Followed up with photographers of selected photos to provide adequately sized photo files

Step 5 - Production

- Created inside cover copy and monthly tips based on previously published material
- Proof read and approved calendar file
- Produced 2 sample calendars from proof file, to display at AGM, with TCF approval

Step 6 - Sales Process

- Received 630 calendars from TCF and details of distribution to advertisers
- Created spreadsheet to monitor and manage inventory and proceeds
- Approach Zone Reps and Retailers to sell for LFM, and communicate use of 'Sign out' fundraising process, as used by our School Districts
- Meet with all who respond to delivered agreed number of calendars, and complete sign out sheets.
- Provide Notice for Zone Bulletin Boards and Tent cards for retailer sales
- Follow up with sellers to collect proceeds (Dollars and/or unsold calendars) and provide additional calendars if needed
- Receipt original sign out sheet; provide copy to seller and keep original to reconcile proceeds and inventory.

Step 7 - Bank Deposit

- Jointly with Treasurer or other Signing Officer, visit bank and deposit proceeds, per LFM Accounting Procedure.

Leash-Free Mississauga 2013 Calendar Inventory / Sales Managenent

Date	Sponsor Name			Calendars Delivered		Proceeds
15-Nov	McCleary			35		
15-Nov	Creditview			35		
15-Nov	You Lucky Dog			50		
15-Nov	Clarkson Village			35		
15-Nov	Suburban Dog			50		
15-Nov	Creature Comforts			50		
15-Nov	Bark Fur Joy			25		
15-Nov	Purina			5		
15-Nov	Online Sales			100		
15-Nov	LFM			630		
	Total Inventory			1015		

Date	Seller Name	Sell		No. of Calendars			Proceeds
				Delivered	Sold	Returned	
15-Nov	LFM Inventory			630			
16-Nov	Pet Valu	N	Samples	5			
16-Nov	Options Mississauga	N	Samples	5			
18-Nov	Auroralites	N	Samples	1			
16-Nov	Pet Valu	Y	Tim Ader	10			
18-Nov	Lakeside	Y	Patricia Pierpoint	28	28		\$ 280.00
21-Nov	Q-Park	Y	David Black	50			
21-Nov	Global Pet Foods Eglinton	Y	Dawn Ferrante	10			
22-Nov	Jack Darling	Y	Barbara Hanson	20	20		
24-Nov	Pawsome Pet Photography	Y	Trish Aieve	25			
24-Nov	McCleary Animal Hospital	Y	Sherri Oswald	25			
24-Nov	Lakeside	Y	Dave Youngman	20			
24-Nov	Lakeside	Y	Dave Youngman	10	1		\$ 10.00
25-Nov	Doggie Central	N	Declined to sell; business conflict	1			
27-Nov	Toto	Y	Richard Bramwell	105			
27-Nov	Mississauga Oakville Emergency Vet Hospital	N	Declined - no retail sales; comitment to sponsor 2014 Calendar	1			
28-Nov	Second Tub	Y	Marie	25			
28-Nov	Garnetwood	Y	Sonia Matheson	25			
30-Nov	Perry's Pet Mart	Y	Perry	6			
1-Dec	Jack Darling	Y	Joan Christensen	25			
1-Dec	Clarkson Village Vet	Y	Erin Arsenault	20			
3-Dec	Lakeside	Y	Tina Resney	10			
	Streetsville Animal Hospital / Steve		Steve - vacation to Dec 11.				
	Sheridan Nurseries		Grace Williams - Approver on vacation to Dec 5				
	Total Distributed			427			\$ 290.00
	Remaining			203			
	Balance			630			

