

MEETING MINUTES



Wednesday March 1, 2017

Mississauga Valley Community Centre, Program Room 2 from 7-9 pm

Board Attendance	Member Regrets	Member No Regrets/Vacancy	Guests
Gayle Laws- President James Aiken, Vice President Karen Forrest, Treasurer Irene Hill- Secretary Marianne Mowbray Jennifer Reid-Kuess – Etob Valley Kevin Pulis – Garnetwood Carol Mitchell- Parkway Belt Mairi Lindsey (Kim Miedema) – Toto Elaine Theriault – Q Park Cathy Hunt - Lakeside	Kira Wilkinson (Resigned) Dave Carty Leslie Peres		Hazel McColl – City Liaison Tim Chapin, Crawford Insurance Adjusters, Sun Insurance

1. The meeting was called to order at 7:05. Agenda was approved.
2. The minutes from February 1, 2017 were entered. Motion to approve the minutes and post on the website was moved by James, seconded by Marianne. Carried.

3. REPORTS:

a) Tim Chapin, Crawford Insurance

Gayle advised the Board that someone recently fell in one of the parks and has sued LFM. Gayle invited Tim Chapin to explain how Board Members are covered via insurance in light of any lawsuit. Tim is investigating the current incident. He explained that the 'Occupiers Liability Act' means that LFM as occupiers of the park are responsible for reasonable safety under circumstances. Being a volunteer non-profit corporate, this 'Duty of Care' is not always clear cut especially since the city owns the land and is responsible for maintenance. As a claims investigator, his role involves reviewing the circumstances of each situation on behalf of the insurance company to confirm details and determine hazards which may include weather conditions, lighting, time of day, footwear used by claimant, etc. The assessment also considers the application of common sense in entering an outdoor environment.

Discussion occurred about appropriate signage, such as signs warning park users to enter at own risk. Hazel reminded the board that all signage must be approved by the City of Mississauga. With specific concerns about liability of Board members, LFM may wish to invite a representative from the insurance company to explain board liability, duty of care and limitations on suing individual board members.

Tim reviewed that our coverage is very general: property damage or injury. As volunteers, we are not expected to cover every risk. As long as board members are acting responsibly to represent LFM, reporting hazards to #311 as we become aware, we can be assured we will be covered by legal action.

b) President

Gayle reported that we received a very nice thank you letter from the Compass food bank drive @ Lakeside. She requested that directors review the handout outlining LFM Priorities for 2017. There are many things we can do, but with limited time and volunteers, we need to choose what is important for this year.

c) City:

Hazel confirmed that the old farm style fencing at Q-Park will be replaced by the city at their expense and will be done when appropriate weather conditions occur.

She advised that woodchips will be coordinated by her after park reps make the request via the 311 call centre. Park rep must state they are calling on behalf of their park.

The MOA (Maintenance Operations Agreement) has been drafted. Grass cutting will be on a 10 day cycle, similar to other parks. Insurance has been raised to \$5 million.

She asks for a complete inventory of our assets, including the items inside sheds at Q-Park and at Toto. Those items either need separate insurance or the sheds need to be vacant. Toto is asked to liaise with Hazel for the removal of the shipping container inside the park.

James inquired if the city supplies salt buckets for ice treatment? No, because there is history of salt hurting dogs' paws, (and the environment).

d) Financial:

Karen noted that the financial information provided to her from the website notifications does not identify patron parks listed. Anna is working on it and Karen was asked to follow up directly with her. She reported that revenue is \$7,000 lower than previous years but our expenses are also lower. An email blast will go out to remind members to renew.

e) Membership and Communications

Gayle announced Kira's resignation from the board effective March 1, 2017. She has a lead on a student who may want to write articles, and she reached out to two members who enjoy the small dog park to write an article in a local rate payer magazine.

f) Fundraising and Event Planning:

Marianne presented Anna's report of webmaster development which is attached to these minutes. The web site crashed due to insufficient host power and migration to the new stronger host server took longer than expected. The developer will continue maintenance of our site in return for website sponsorship. Members will be advised in an email blast that they need to **log in before they can renew.**

The Dog Memorial is set up and only members can honour the memory of their beloved dog.

Motion: That members are allowed to submit a dog photo and wording for one year with a donation to LFM. Moved by James, seconded by Cathy, passed.

Donation Recognition is available to everyone. Donors are asked if they wish to have their name listed and most agree. This is an easy way to acknowledge our appreciation for these donations.

Motion: A photo of donor's dog can be posted with donation information. Moved by James, seconded by Carol, passed.

A blog feature is included with the web site but requires a dedicated communications person, which is currently vacant.

Marianne has started to contact with sponsor companies. A request was made to Purina which has supported LFM for many years with an annual \$5000.

Rens has requested a coupon tool be added to our website so that visitors can click on their logo and get a coupon for their store.

Front page advertising is available for \$900/one year, \$500/ per 6 months, or \$100 for undetermined time as 'Business Friends of LFM' on a different page.

Marianne explained that our agreement with our site developer includes a marketing seminar which we should schedule soon. This will offer training to our entire board so that we can each be able to approach or solicit different companies for our Business Directory.

To highlight activities and events at the parks on the calendar, detailed information must be sent to Anna and she will post.

Anna is updating park descriptions and requires each rep to send details of park features, such as, fence height, water access.

Events have been organized by Irene.

Pet Expo will be April 14/15/16 over the Easter weekend. Volunteers are required for two people for two shifts each day, four hours each. This promises to be a beneficial venue to solicit new members because the location is in Mississauga. We have been granted a table at no charge!!

DogFest will be Sunday, April 30 and volunteers are needed to solicit new memberships. The organizer encourages us to develop some internal competitions to attract more attention and more visitors to DogFest. This is also a no charge arrangement but anything we can do to draw attention is appreciated.

Irene asks that each park rep take an attractive photo of their park so that new or prospective members can view the available parks. These photos are required asap and should be provided to Irene.

Action: determine what items LFM can purchase as give-aways to promote membership.

4. Zone Updates:

- a) Etobicoke Valley: Jennifer says 'all good'.
- b) Garnetwood: Kevin only commented on the injury incident.
- c) Jack Darling: Karen/Leslie announced their annual Easter\ egg hunt of Good Friday.
- d) Parkway Belt: Carol commented that woodchips are much appreciated.
- e) Q-Park: Elaine will pick up keys from AI for the display board and will post items of interest for the park users.
- f) Toto: (Mairi on behalf of Kim) announced visits from 'Ontario American Bulldogs' on May 13. 'Coyote Watch Canada' and the 'Pet First Aid course' will be coming soon.

Next meeting Wednesday, April 5, 2017 @ 7:00 PM

Minutes taken by Irene Hill, Secretary