

MEETING MINUTES



Wednesday January 4, 2017

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

Board Attendance	Board Member Regrets	Board Member No Regrets/Vacancy	Guests
Gayle Laws- President James Aiken, Vice President Irene Hill- Secretary Kira Wilkinson- Membership/Communications Victor Petrenko – Website and IT Kevin Pulis – Garnetwood Carol Mitchell- Parkway Belt Kim Miedema – Toto	Marianne Mowbray Karen Forrest Jennifer Reid-Kuess Leslie Peres Dave Carty	Cathy Hunt	Hazel McColl – City Liaison Elaine Theriault Colleen MacDonald

1. The meeting was called to order at 7:05. Agenda was approved.
2. The minutes from Dec. 7, 2016 were reviewed and Hazel noted a correction.

Moved by Kevin and seconded by Carol, that the minutes from December 7 2016 board meeting be approved with the following change: Under Item 8: replace Letter of Agreement to Memorandum of Agreement; and change LOA to MOA; and that the minutes will be posted on the website.

3. REPORTS:

a) Presidents Report:

After working on it for a year, Gayle distributed a LFM Orientation Guide and Procedural Manual. It is intended to be a useful guide to transfer knowledge of how LFM operates, especially for new board members. A copy was provided to each board member with the understanding that if anyone resigns during the year, he/she will return the manual to the Secretary. Board members are encouraged to write in it – note any corrections, items to be added, suggestions—and the manual will be updated for next year’s board.

b) City:

Hazel presented legal maps of all parks showing official boundaries and outlined the hatched areas for grass cutting to be used for contractors. A new contractor will be selected this year by the city. Discussion occurred about the length of grass—whether 3 inches was too high-- and the number of times the grass will be cut. It was suggested that grass would be cut two times each in May and June, once per month in July and August, and twice a month in September and October, depending on the weather. Since four park representatives were not in attendance, this matter will be brought back to the February meeting.

c) Financial:

- No financials were discussed.

d) Communications:

Kira did not have a report on communications or membership, noting that issues with capturing membership from the website is a problem.

e) IT and website:

Gayle and Victor brought the board up to date on the difficulties being encountered to launch the website.

Gayle acknowledged that many issues have occurred in launching the new website. We are very thankful that Anna is assisting from Alberta as she has taught herself WordPress. (Thankyou Anna!)

There are some challenges regarding how to load data of existing 588 members and ways to send emails out to our members. Victor signed up for Mail Chimp, a free available software. An updated membership list is not available.

A conference call was held in December with the vendor, complete with a list of items to be addressed. Being a volunteer organization, it has been challenging for LFM, due to limited time and expertise. LFM is very thankful to have Anna, Victor and Marianne deal with the vendor. Marianne will approach businesses for sponsorship to recover the cost of the website, and then we can launch the business directory for the on-going revenue source.

It was noted that we need additional help. James will follow up with a member who is an IT specialist and Gayle will follow up with Hugo. Victor announced an anonymous donation of \$125.00.

Gayle noted that despite the frustrations, her experience dealing with IT projects invariably means there are glitches and frustrations. She appreciates the Board's patience during this challenging time and asks that the board remain supportive about this project to the membership. We need to build a strong community, and everyone involved with the website project is working in good faith.

f) Fundraising and Event Planning:

- Dog Fest Mississauga will be held Sunday April 17, 2017. Previous participation in 2015 Dog Fest was made possible by providing a donation and not having to pay the full registration cost. Inquiries will be made with how to best arrange this year's attendance because we are a non-profit organization. Information will be sent from Riverwood when available.
- Pet Expo will be held on Easter weekend and we will check for attendance this year. Last year we were provided with a booth at no charge.
- Each promotion event requires some free giveaway items for new members; some ideas included coloured dog tags or key tags stating 'My pet is home alone' to be used in emergencies for pet assistance.

Action: Gayle and Kira will follow up with ideas for give-aways

4. Zone Updates:

- a) Etobicoke Valley: No report.
- b) Garnetwood: Kevin reported that Christmas tree chipping would commence next day, Thursday. So far, there were only two trees. Kevin is arranging to provide hot chocolate to make this a community event.
- c) Jack Darling: Karen (in absentia) reports parking lot lights burned out making a safety hazard. Hazel made note of required repair but is uncertain if this is city or region matter. Gayle will remind Karen to call 311 if she has not already done so.
- d) Lakeside: No report.

- e) Parkway Belt: Carol commented that 311 staff do not understand the park name of 'Parkway Belt'. Hazel suggested she say 'Sport Zone South'. Members are blown away by wind but Hazel promises a wind shelter in another year.
- f) Q-Park Elaine says it is a total ice rink, and other park reps agreed this is a difficult time of year, between rain and then freezing temperatures. Important fence repair was discussed because there are holes and the fence is unstable, allowing for people and dogs to jump over. Hazel agreed to attend to it. Another utility gate should be added to provide for wood chips to be delivered into another section of park.
- g) Toto: Kim reported hazardous ice in the parking lot but Hazel was helpful to rectify problem. Last photo event with Santa brought \$909.60 in profit. Both photo days, including Dec. 4, brought in \$1553.00! Congratulations! Over 93 dogs were photographed with a minimum \$5 donation fee. Photos were posted on Facebook for dog owners to access. All donations raised will be used for Toto.

New Business:

- 5) Elections for park representatives must be held. Each election should have two board members and the most recent park membership list. Elections should be held before the next board meeting. It is expected that acclamations will be held but should there be an election, detailed procedures are in the manual to be used as a guideline.

It was agreed that:

James and Victor will hold the election at Garnetwood in consultation with Kevin.

Gayle and Victor will hold the election at Etobicoke Valley in consultation with Jennifer.

Kira and Kim will hold the election at Q-Park in consultation with Elaine

Gayle will ask Karen and Marianne to hold the election at Jack Darling in consultation with Leslie.

Action: Gayle will ask Dave to assist as he has experience with park elections.

- 6) LFM had a very successful year in 2016 with many notable accomplishments. As a new Board, we need to identify what projects we want to work on this year, knowing that we cannot do everything without a host of volunteers to assist. Each park rep should aim to create a team of volunteers to assist throughout the year, such as park clean-ups, membership drives and other activities. To generate discussion, Gayle presented a list of possible board priorities for 2017. She will email them and the board can discuss and rank them at the February meeting.
- 7) Kevin suggested small banners to be hung around the fence in the parks encouraging users to join Leash Free Mississauga. This was received as a very good idea and worth pursuing.

Action: Kira will look into having small banners created to hang around the parks to encourage people our website and to join.

It was also raised the need for new signs showing Rules and Regulations. Perhaps rules could be revised or simplified. Gayle suggested the rules posted at Marie Curtis Park in Toronto may be a good example.

Next meeting Wednesday, February 1, 2017 @ 7:00 PM

Minutes taken by Irene Hill, Secretary