

MEETING MINUTES



Wednesday April 3, 2019 7:00 pm to 9:00 pm

Mississauga Valley Community Centre Program Room 2

Board Attendance	Board Member Regrets	Board Member No Regrets or Vacancy	Guests
Gayle Laws- President/Acting Secretary Hugo Reinoso - Webmaster Carolyn Taylor- Fundraising and Events Mary Smith – Garnetwood Carol Mitchell - Parkway Belt Jeff Meiusi-JD Maire Lindsay- Toto Kevin Pullis – VP Jill Sellar- Q Park Steve Dombey- JD Small dog lead	Ellen Lockley- Lakeside Angela Puliyodil—Board Director	Jessica Baker Dave Carty- Past President Secretary Treasurer	Clayton Jucke Emily Sung Snehal Pandya

1. The meeting was called to order at 7:10. Introductions were made. March 6, 2019 meeting minutes were reviewed.

Moved by Jeff and seconded by Carol, that the minutes be approved and posted on the LFM website. Carried

2. Report from City of Mississauga—Jamie Ferguson—did not attend so no report
 Board wants a report on the benches and the sheds and also on status of new parks (as outlined in City of Mississauga report that has identified 6 new parks)

Action: Park reps to complete the monthly inspection report and provide to Jamie (copy to Gayle)

Action: three parks need better lighting and want to modify the lights from the parking lot: Q Park, Small Dog Park, and Parkway Belt. To be discussed with Jamie in May.

3. Park Representative Updates :

- Etobicoke Valley: No report as there is no park rep
- Garnetwood: Mary -- nothing to report

- Jack Darling: Jeff -- decision not to do the annual Easter Egg hunt; will respond to Global Pet Foods for partnership, perhaps with membership drive -- fences were not opening properly—called 311
- JD Small Dog Park Lead: Steve-- spread a lot of wood chips and not that much mud
- Lakeside: Ellen Nothing to report.
- Parkway Belt: Carol -- the scoop from the sand box was stolen; gate needs to be fixed again so will call 311
- Quenippenon: Jill -- nothing to report
- Totoredaca: Mairi—better signage for the poop Sutra container is in poop location—no one uses that parking lot so need another one. Need to have the garbage cans back.

Board reports:

1. President—Gayle is committed to submitting the Community Affiliation with the city as per the March minutes.
2. Finance— Financial reports were distributed. LFM filing at Canada Revenue Agency has been done. Thanks to Sue Dombey for completing the records so LFM is in compliance.

Action: Kevin to provide the instructions of using the App to take payments.

Action: E-transfers to be sent to treasurer@leashfreemississauga.ca for deposit into the bank account. Gayle will be the test case.

3. Membership – Goal to have 1000 membership by June 30 to support the drive to request more leash-free parks, as well as raise funds for park enhancements. Membership lists were distributed to be posted on display boards.

Poop dog dispensers were ordered with the LFM logo. A tracking sheet will track the distribution, as each one costs about \$4.32 and we want to ensure we know who is getting them: current members and new members, and for those who donate more than \$15. It is anticipated that the cost of the dispensers will be recovered by new memberships and donations. Should the membership drive exceed expectations more can be ordered as the set up fee and cost for the logo have already been covered.

Gayle distributed 25 membership forms to each park rep as a start with the goal for each park to sign up 100 new members. Jack Darling and Toto, being much larger parks, will hopefully sign up significantly more. It is important that all board members participate at all drives as possible. Designated park membership drives will be on:

Jack Darling (big and small dog park) May 4 11 am to 2 pm
Parkway Belt—April 27 11 to 2 pm – part of their annual park clean up

Q Park—June 22 11 to 2 (plus one in May tbc)
Garnettwood-- ad hoc
Etobicoke Valley-- tbc
Lakeside—tbc
Toto—tbc

Gayle will make arrangements to distribute the dog poop dispensers to park reps and Board members to promote membership.

More membership forms will be available at the May meeting.

Action: updated park member list will be available at May meeting.

Action: any issues about the current membership list (ie missing people) can be referred to Steve

4. Fundraising and Events. Display board messaging has been updated.

We have made \$40 for FlipGive. Carolyn will promote on social media. We can also promote this at the membership drives.

Carolyn has been posting a lot of photos and content on FB to generate interest in LFM.

5. Website and IT – Hugo

Development of an App for LFM. A prototype is being developed. They have provided screen shoots and coding.

Discussion: What is the goal of the App? Is it to increase membership? To improve communications to park users?

Action: The website needs to be made more user friendly and that should be a priority.

Ideas for communications to let people know about LFM: Flyers on the cars in the parking lot; Better signage within the park; Ads in the Mississauga News and Snapped

Gayle noted that in her experience, people need to be approached in person, in the parks, to inform them about LFM, as the majority of people do not know, and assume the parks are operated solely by the city. The signage and display boards, as well as emails, are helpful and better than nothing, but do not translate into memberships.

The meeting adjourned at 8:40 pm.

Next meeting: Wednesday May 1, 2019 at 7 pm.

Minutes taken by Gayle Laws