



Mission

Strengthening the Oaklands community by providing programs, services and resources for its residents, businesses and visitors.

BOARD OF DIRECTORS MEETING – TUESDAY, OCTOBER-27-15

Present:

Allieren Ward (Program Coordinator), Laurie Morgan, Traci Fontana-Wegelin, Marianne Alto, Jeff Loughheed, Kim Walker, Elaina Mack, Eric Hallman, Eric Bleumenschein, Roberto Melfi, Dave Campbell

1. Adoption of Agenda

Motion: Eric moved to accept the agenda. Laurie seconded. Motion carried.

2. Adoption of Minutes

MOTION: Jeff moved to adopt the Minutes for September. Laurie seconded. Motion carried.

3. Staff Report – Allieren Ward

See attached handout from Allieren.

Allieren is looking at strategic opportunities for programming, (e.g. Participaction grants) as well as opportunities to focus on low-cost family programming (e.g. Tennis).

Allieren discussed the need for higher visibility promotion. Dave mentioned that Forbes Pharmacy will freely install monitors to feature programs but they will want to run their own ads on the bottom of the screen. Eric Blumenschein noted that we could showcase vendor recipes on the main bulletin board in OCC (e.g. see what you could find at the Winter Market).

Elaina discussed the possibility of partnering with Oaklands Elementary School's Parent Advisory Committee to explore programming for school-aged children at the school.

ACTIONS: Allieren will follow-up on signage options and explore partnership opportunities with PAC, in coordination with other staff.

4. Old Business

- Confidentiality Policy - Directors must act honestly and in good faith under the *Society Act*. We are liable for any breach of trust. Suggested edits to the draft confidentiality policy would make the policy clearer: Under Procedure 2, remove first sentence in first paragraph. Add "3. Disciplinary Actions" as a new heading above Breach of Confidentiality sentences. Add the date when the *Society Act* was referenced. Suggested edit to the Confidentiality Agreement sheet: remove the last sentence clause in the first paragraph, " , unless they are deemed to be in the public domain."

MOTION: Laurie moved to accept the Confidentiality Policy and Agreement, subject to minor edits as discussed. Eric seconded. Motion carried.

- Conflict of Interest Policy - We have an existing policy dated 2003 which needs to be reviewed before submitting a new or revised one. Conflict of Interest policy is related to discipline and complaints.

ACTION: Address the Conflict of Interest policy during the next Executive Committee

- Accounting Services - Eric and Traci met yesterday to discuss financial review. Collins and Associates have withdrawn (their services) because of new Chartered Professional Accounting requirements. Three firms have expressed an interest – Collins Barrow, McAvoy Rule and Far Hill Bookkeeping. Eric noted that a key point of consideration is to ensure that there is a good fit with the OCA's needs.

ACTION: Traci will make the final decision as long as the quotes are within the same range.

- Traci's performance review - Laurie summarized key highlights from the Executive Director's 360 performance review which included feedback from staff, Board, and community partners. Traci and HR Committee identified some professional development training goals. Traci's employment contract is in the process of being revised based on the performance review results. Eric Blumenschein enquired if licensing inspection reports are part of Executive Director reviews.

5. Community Liaison's Report

- The variance request for the Canadian Tire sign at Hillside Centre will be decided at City Council meeting on October 29th.
- Ivy Place greenway project is inviting community members to join a "work party" on Sunday, November 15 from 1-4pm.
- The City is having ongoing discussions on the Community Association Land Use Committee (CALUC) process. Council is considering changing the process to streamline and improve delegation to focus the Land Use Committees on more substantial issues.
- Marianne noted that City Civic Engagement staff are reaching out to community associations to confirm the directions/feedback that they think they heard (expect contact next month).
- Marianne noted that Anna Glenny is continuing outreach with the folks on Lange Street.
- Kiwanis Pavilion will be hosting a celebration for the Cedar Hill crosswalk –this is a great way to connect the two parts of community.
- There is a new e-newsletter from the City. Anyone can sign up for it on-line.

ACTIONS:

- Traci will follow-up with Anna about promoting Oaklands community members to sign up for the City of Victoria newsletter.
- Staff will contact Kiwanis to join in the celebrations, possibly including children from Little Acorn. Traci, Kim & Elaina plan to attend as well.

6. Treasurer's Report

Eric H. noted that he is optimistic about OCA's financials.

- OCC is up about \$17,000 this month.
- The Sunset Market almost broke even.
- Out of School Care is up \$25,000, but is still waiting for a \$10,000 grant from HRSDC.
- Youth Leadership in Training program - We have asked the funder to roll unallocated funds forward to the next year.
- Financials are down for senior programming.
- Oktoberfest – Numbers expected to come in for November; expect about \$1,000

ACTIONS:

- Eric will put forward at motion at the AGM to request a line of credit for \$30,000
- Traci will talk to Coast Capital about Board signatories.

6. Executive Director's Report

- Busy month at the Centre/ONH
- Full at ONH with wait list
- Some spaces at Chapel/grade 4&5
- Rentals are busy
- Need to consider a different date for AGM or postpone programming one week

ACTION: Traci will talk to staff about a holiday get together in December (Re: dates and location)

7. Committee Reports

a) Land Use

Jeff noted that in addition to the variance for the Canadian Tire sign, the 1581 Hillside McDonalds sign is proposed to be smaller. He also discussed commentary on the Doncaster Street cycling route.

Directors also discussed the possibility of licensing for public gardens and the possibility of contacting a Senior Planner.

New volunteer, Roberto Melfi, will help with notetaking during Land Use meetings. This will free up more time for Ben/Jeff to be more proactive.

Land Use Committees are scheduled for 2nd Tuesday of each month. Directors discussed the possibility of moving LU Committee to the day before board meeting. Marianne mentioned that even if there are no applications, OCA can play a role to use the scheduled committee times for speakers, hosting developers, talk about education/zoning.

Kim noted that there has been some confusion on public meetings (i.e. we heard about meetings through VCAN as opposed to directly through OCA).

ACTIONS:

- Jeff will place the plan for Doncaster cycling route on Dropbox
- Roberto will explore possible topics for speakers for Land Use meetings
- Jeff will let us know about possible date changes for Land Use Committee
- Marianne will follow-up with City staff about communications confusions/contact emails related to Land Use

b) Strategic Planning

A new meeting needs to be scheduled.

ACTION: Eric will set up new meeting.

c) Market

No meeting held in October. Phoenix, Elaina and Kim are reviewing the Market Committee Terms of Reference.

d) Communications

A Communications Committee meeting is scheduled for October 28th.

e) Parks

Looking for people to get involved, but we need Board representation

f) Human Resources

See notes under Old Business, above.

8. New Business

Board Candidate Introductions

- Eric Blumenschein worked for 30 years in facility care and has been in Victoria about 26 years. Since being out of senior care, Eric noted that he has built up a production company (TV show, setting up a pilot in Oaklands). He noted that he is particularly interested in building resilient communities – e.g. community gardens, Bowker creek.

Website

We discussed adding the caricature illustrations for directors (from the summer BBQ) to the OCA website.

ACTION: Traci will talk to Allieren about adding the Board caricatures to the site.

Night of Lights

This is a fundraiser sponsored by Hillside Centre - \$5 tickets are available from OCA and 100% of tickets we sell goes to OCA.

Community Garden project

Deferred

Social Enterprise Meeting with VanCity (October 27)

Traci, Kim, Anna and Phoenix met with Chris Tilden and Andrea DiLucca met this afternoon to discuss resources and general information on social enterprise development.

9. Adjournment

The meeting was adjourned at approximately 9:20pm.

Aillean Ward
Program Coordinator
Presentation to Board
Oct 27/15

Programs

We currently have 45 classes in our Fall Winter 2015-2016

- mix of yearlong programming, in house programming, one day workshops, and one season long activities.
- Adult program fees in September 2015 are up by 41% from last year, child and preschool are up by 7% and youth is down by 10%.
- 2014 Program fee revenue compared to 2013 (my start in 2013 was in nov)- Preschool & Child increased by 45%, (37,800 net), Youth decreased 28% (\$4966 net), Adult increased 37% (30,617 net).
- Maintaining positive instructor relationships
 - o Ensuring that instructors are well paid for their services is a key factor in retention.
 - o Creating opportunities to improve systems, hear feedback and provide support for instructors is also a key priority.
 - o Mellissa's CA position, which began end of Jan 2015, was a creation of mine and Sandy's to ensure consistent and competent after hours customer service. Additionally, she is key to soliciting instructor feedback, solving immediate problems, and improving program systems.
- New development with our CLASS database, customers are now emailed their receipts along with two key program policies. Reduces customer dissatisfaction on the flip side.
- Decrease in cancelled programs this Sept.

Youth Programming

- 8 youth activities - weekly we have FlipOut Fridays, Free Drop-in Floor Hockey; Monthly we have drop-in dodgeball, and Red Cross Babysitters Courses, and registration activities include the new youth multisport, free kids tennis, amazing race and the glow snow ball (also an event).
- We've had a significant time of turnover in the Youth department between 2014-2015. Finding qualified and longstanding staff is a challenge.
- I meet monthly with the Community Centre Network, comprised of youth programmers in the greater vic community centres and we organize and run events together including the Monster Bash, Glow Snow Ball and Anti-Bullying Youth Film Festival.
- Our present goal in Youth programming is to provide affordable youth programming while maintaining cost neutrality in our budget. Currently we ask for a maximum of \$6.50 an evening for youth programs (excluding babysitters course). This is achieved by regularly applying for grants and funding (participation grants and the city's strategic plan grant), as well as integrating a CYC practicum student in our Youth programming to cut secondary staff costs.

Marketing

- Bi-annual activity guide reaches 1.5 km radius from Oaklands CC and distributes 7500+ guides by mail out to houses, apartments and businesses. Distributed manually to local businesses, partners, in house visitors and market patrons. Most successful marketing tool along with the city's Active Living Guide. Funded by gaming and guide advertising.
 - o Guide Goals - Market association's services in a visually appealing manner. Develop community identity. Market free week sample opportunities and new programs. Highlight community services, markets, events, board and childcare.
- Social media - Facebook mostly, but also Twitter and Instagram - On Facebook, we have the most likes at 831 than neighbouring community centres including Fairfield, Fernwood, Burnside, Vic West, James Bay and Qudra Village.

- Our average organic reach is approx 226 newsfeeds and our highest organic reach in the last year was about 1000. Our demographic is comprised of 77% women, and 18% men. 54 % of our fans are in the 25-44 age demographic, 9 % in 45-54. This week as an example, we've had 10 page likes.
- Occasional facebook boosts will reach upwards of 1000 feeds for approx. 5\$
- E-news – We send out a monthly e-news to approx. 600+ subscribers with half opening them.
- Advertising – Advertising via posters, handbills, etc usually in cooperation with an instructor or in large groupings (Yoga classes etc). Distributed in house, emailed to interested groups or organizations, occasionally distributed publicly by myself or instructors.
- The Board outside – very effective – can we do more in a higher traffic area?
- Word of mouth – integral– related programs discussed while credit card processes. Occasional tabling at well attended events. Staff and board participation in programs, and program awareness tends to facilitate spreading the word.
- Website - From June 24, 2014 – June 24 2015 we've had 20,841 total users of our site (including staff staff). Of that 20,841, we have had 31, 315 total visits. 64.44% of those visits were first time users of our site. The bounce rate was 49%, meaning half of our users go to our site and exit without interacting with it. About 20,000 sessions (of the 31,315) are Victoria residents and our peak website viewing times are on Wednesdays in the summer. So the market being a part of our website clearly brings a great deal of traffic to us. 53% of our users have been profiled by google. 74% of that group are female. The highest age demo is 25-34 at 35%, with 35-44 in second at 25% and 45-54 at 15%.
 - The calendar has all up-to-date information of association's on going programming and events. Visitors can copy our programs into their own google calendars, and each program has a detailed program description. Clients can also manually check for facility rental availability.
 - Survey Monkey Feedback surveys emailed to registrants after each class and available on the website.
 - General streamlining of website look, addition of guide, donate now and calendar widgets makes information more accessible. Delegation of edits to dept. heads.
 - Board and staff pages in progress – developing congruent staff and board bio's and integrating new caricatures.

Community Services

- Good Food box admin and Seniors Nutrition Coupon Program.

New Initiatives

- Community Dinners – funded by strategic plan
- Youth Multisport – Funded by strategic plan and participation
- KATS free tennis lessons
- Looking forward – childminding for fitness classes, more family programming including special needs playgroup (anna's idea). Parent education, support and resources. Senior programming.
- Communications committee – Website and re-branding package with The Number.
- Front Reception and entryway area makeover
- The Gift of Good Food