QCHCA Board meeting

7 – 9 pm, Tuesday, February 26, 2019

FINAL MINUTES

In attendance:

Pam, Art, John, Jean, Margaret, Chris, Noella, Ruth, Lana, Susan, Peter, Paul

Meeting called to order at 7

Approve agenda

* QCH Park added to section G
* Art to add update on budget meetings under Treasurers report
* Margaret moves, Peter seconds – agenda approved

Approval of Jan 29 minutes

* Chris moves, Peters seconds, carried

Treasurer’s report - Art

* $9574 as of Feb. 2nd
* $1052 net increase for period
* Art attended budget meeting at city hall
  + Departments all running at 4% annual increases
  + Art was the last person standing
  + TUESDAY: Planning, Parks, Police, Engineering
  + THURSDAY: Capital expenditures, New staff
  + Council accepting public submissions online; public evening sessions only dealing with grants (0.05% of budget)
  + Art spoke to the budget based on our letter during allocated QCHCA slot
  + Art’s core argument was we should stick to the CPI – current budget lift is in excess of CPI
  + Average annual increases are 3.5% or 4%, CPI is 2%
  + Revenue not increasing to keep pace

Membership report – Noella

* As circulated by email
* We have significant membership in Braefoot, possibly due to Farmers’ Market exposure
* Susan spoke with Greg Gillespie from Royal Oak, resuscitating itself with membership drive, using flyers
* Lots of people often sign up at March AGM
* Jasmine updating the QCHCA general brochure that includes membership form tear-off
* Discussion about investigating basic membership info cards to leave in churches, etc,.
* Membership signup sheet to be updated to include a check box if individual would like to receive email updates, etc. from QCHCA

Business arising

1. Susan: what are the 3 things we should focus on over the coming year?
   * If we’re too few people relative to our ambition, we have to either reduce our ambition or increase our human capacity
   * Peter: recruitment is #1 goal
   * Pam: why haven’t we succeeded so far?
   * Lana: pamphlets at development meetings, spoke to someone at development meeting and reconnected with someone who had stopped coming, development is where we get many of our recruits
   * Chris: use pamphlet for information and contact info
   * Ruth: pamphlet shows community association could speak for neighbourhood
   * Peter: what do we offer? We need to use this – could be material for pamphlet, etc, but what is our elevator pitch? It’s relationships that keep people coming back, social component is important
   * Chris: Christmas social helps with that, but we shouldn’t worry as all community associations grapple with the same issues, we’ve changed to become more involved with development, which has given us a key responsibility; event planning is not a core function, ours is more about meetings, speakers, etc.,
   * Noella: we should change where our booth is during music in the park so that we’re welcoming people, and handing out the brochure
   * Art: council questions CAs legitimacy to speak for their neighbourhoods
   * Ruth: that’s why numbers are important
   * Susan: we have quite a large executive, and are quite representative, and when we speak as QCHCA we say this is what we heard vs. this is our position
   * Peter: last night Council recognized Eric Daly for his work removing vessels from the beach, so why don’t they recognize the work of community associations, the events, the tens of thousands of volunteer hours, Council doesn’t provide any recognition, which could help generate volunteers
   * Chris: is the goal to recruit members or active volunteers
   * Susan: If people come in through development, they may find a niche or choose to get more involved
   * Chris: recruitment is multifaceted, people will engage to various degrees,
   * John: historically we have 3-4 developments per year where we collect names and emails, but we haven’t asked for permission to add these people to our list, the new form will allow us to keep these people – also we should transition to longer term memberships – 2, 3 or 5 years
   * Paul: what percentage of revenue is memberships?
   * Art: 17% or approx $1500 of $7000 – volunteers need a project to do
   * Ruth: when is our local area plan process starting
   * Susan: draft terms of reference for QCHCA and North Quadra will go to council soon,
   * Ruth: the community plan will be a great opportunity to engage people – a mega-development style opportunity
   * Peter: lots of related orgs (i.e. friends of Cedar Hill Park, Friends of Bowker Creek) that we could reach out to and include as part of our QCHCA community
2. Susan: bylaw change on nominations from the floor, starting next year there are no nominations from the floor, John is chair of nomination committee and won’t be here during March, suggested Karen Dearborne to chair the election part of the agenda
   * Susan: We need someone to be named Secretary in the interim, with the hope they may stand again for next year
   * Peter: willing to take it on
   * Susan: we also need someone to take on membership as Noella is stepping back
3. Discussed above

Updates:

1. Development and Land Use Group:
   * Susan: currently chairing it, has developed new process and materials for development applications, maintain table of potential developments
   * Paul: we could use it as an engagement tool if we have permission from developers
   * Chris: developers used to talk to CA after submitting to Saanich, but now are doing so soon
   * Susan: we’re getting the info sooner and sooner
   * Art: fair game to put it on the website as soon as we hear
2. Organization Action Group
   * New application form for people interested in Board role
3. Communication
   * Discussion about differences between outreach and communications
   * ‘Outreach’ part of this group was down to Jean and Pam; not doing much; is it needed as a separate group or should it be part of Communications
   * Susan: Communication is the driver, outreach is a secondary function
   * Jean: goal was to create a home for the group, but not sure where the home should be for this group
   * Ruth: would a virtual home work?
   * Lana: spoke with Nellie McLung but they don’t have room, uptown library has a room but only enough room for 3 people
   * Ruth: who would come to this?
   * Peter: met with Libby, Jean Newton and Tom re a permanent ‘home’; no resolution
   * Susan: market study about Saanich’s four recreation centres concluded community associations should be given space, would be nice to have small space
   * Ruth: Gorge-Tillicum has sign saying home of community association
   * Susan: Carole said we waived our right when our original sign came off the building by agreeing to have it on one side of the sign they installed beside the golf club
   * Peter: possible that the rec centres names will change to community centres, so Peter can approach them and ask for space or at least visibility, ambition for centres is very high, but they may be out of space, Saanich parks realizing they have an obligation to build community
   * Peter – seemed to be inclination to no longer do Roots as a standalone doc and go the Gordon Head option in Saanich News
   * John: Gordon Head pays $500 for 4 pages in Saanich News
   * Peter: could be an outcome of reorganizing the resources we have, website needs an upgrade, need to include payment processing, refresh website to make it look like newsletter, website and newsletter are both challenged by having enough content, web content can be pulled into Saanich News every 6-months, also issue of who to run the website, suggestion from directors was the newsletter should change, and Saanich News option
   * Jean: should have someone paid, website should be where we drive membership, events page, list of local orgs, local walks, book clubs
   * Peter: this is the content, technical piece is designing and building website,
   * Jean: people go to the web for information, this should be one of our big items for the year
   * Susan: a website would be more current than the newsletter, more topical
   * Peter: we’re stuck trying to produce a newsletter for Spring, trying to figure out the Saanich News option, and trying to figure out the website
   * Peter: do we have the agreement of the group
   * Cautious fade to black for Roots, maybe we should consider it as a pause
   * Noella: maybe we could put the Roots savings toward website
   * Paul: doesn’t need to be expensive, can use off the shelf option, hosting is $40/month, one option called NationBuilder does website, database management, payment processing,
4. Membership & Outreach
   * Noella has reported
   * Outreach is becoming part of
5. Events
   * Chris: Music in the Park – August 6 and 13 at Routledge Park
   * Newsletter deadline is March 21st, and will know our bands by then
   * Susan: Hockey tickets
   * Chris: Happy to promote events, but
   * Margaret: $25/gift certificates from Bolen Books, any ideas for other locations?
     + Should we consider Lumber World?
     + Lana: Membership to Glendale Gardens? Membership to Swan Lake?
     + Thriftys
     + Roundhouse Café & Lumber World
     + Korean Gardens
     + Halibut House
     + Roundhouse Café & Lumber World
   * Margaret will decide and go ahead accordingly
   * Speakers: Teale Phelps-Bonderoff on mini-libraries, Mayor in May, only need a speaker for September
     + one suggestion is from Trudie: Linda from CRFAIR on food security, farmland trust
     + speaker from UVic: plastics in the marine environment,
   * Peter: we have market recreation study coming out, we could maybe get a speaker from Saanich Parks. Group encouraged Margaret to go ahead with Linda on CRFAIR and the UVic speaker.
6. SCAN:
   * Jean: report on community association engagement session workshop, Jean has the exec summary, SCAN is considering a follow up meeting to discuss key recommendations
   * Susan: has circulated it to the group, Susan is working with Shawn to draft a shared terms of reference for all SCAN members, this would then go to Saanich and help solidify our relationship with them, also an effort to create a Mayor’s taskforce to consider engagement?
   * Art: discussion about CA membership where larger orgs like QCHCA can support smaller CAs
   * Susan: board role descriptions were redrafted some months ago and distributed,; to be discussed at next meeting
   * John: we should shrink down the area director role description
7. Cedar Hill Park stakeholder working group:
   * Peter: Cedar Hill park debating what to do in this area – ball fields to remain largely as is, but several ideas being discussed as possibilities for the gravel parking lot and the slope south of McRae house. Peter is writing a letter to say McRae house should be protected as a heritage site, and to preserve the vistas, Peter will circulate the letter to Exec

**John: Motion to Adjourn**