

**College Park Recreation Association, Board of Directors' Minutes
of Meeting Wednesday, Oct 13, 2021, 7:00 pm, Virtual**

Meeting Attendance:

SueAnne Harms		Mark Shimell
Evan Sharp		Mark Planchot
Jessica Smith		Lukmon Bolarinwa
Nadeem Bakhsh		Jacque Okemaysim (Guest)
Ahlam Murabit		Paul (Guest)
Mitat Sejdu		

Regrets: Kendra & Cote Campbell, Kamini Lakhanpal, Sanket Patel

- 1) **Call to Order** – Quorum of 5 was reached, so meeting was called to order at 7:08pm
- 2) **Approval of Agenda**
Motion moved by Jessica Smith; Mark Shimell seconded the motion. No opposition to the revised agenda
- 3) **Guests – Jackie Okemaysim, Paul Banick**
Jackie just moved to the neighbourhood and is interested in volunteering for the Soccer Coordinator position. Paul is a resident and has come out to just observe at this time.
- 4) **Approval of last month's minutes (Sept 8)**
No questions. Motion moved by Nadeem Bakhsh; Mark Shimell seconded the motion. No opposition to the revised agenda
- 5) **Old/Outstanding Business**
 - 1) Short/Long term goal - Mark requested for a review of the Short/Long term goals we worked on in June. Since not many were prepared, we did not dwell so much on this but Lukmon suggested that we should try to increase followership by improving in a lot of areas so that the impact of the CPRA can be felt in the community.

Based on comments from the short/long term goals – there are two areas that the executive should try and make a priority for CPRA in the coming year:

- 1) Increase promotion of CPRA to community (social media & other mediums); and
- 2) Increase diversity (indoors/outdoors, and age groups targeted) of community programming

Based on these two priorities – Mark Planchot and Lukmon Bolarinwa will work with the following subcommittees:

Lukmon – work with Jessica & Mitat on *social media development*

Mark – will work with SueAnne, Ahlam & Nadeem regarding *community programs*

2) Newsletter discussion – follow-up discussion on the newspaper

The following topic was discussed, however, final decision on changes would be made at the November meeting when a review can take place and a motion made.

Currently, the overall expense for the newsletter is approximately \$700 per year (this is for 2 newsletters; and is the overall expense to the CPRA after the ad revenue (of approx. \$500 per edition) is subtracted).

With the CPRA now in its second year of a deficit budget, looking at creative ways of distributing and producing the newsletter need to be considered.

Following some discussion – the following recommended changes to the way CPRA produces and distributes the newsletter were made and will be voted on at the November meeting:

- Create a smaller newsletter (3-4 pages) where CPRA content and ads are equal and can be produced and distributed at a cost neutral amount.
- Content of newsletter reduced to focus more on advertisement referring people to the website or other CPRA social media for additional details (such as program descriptions, etc.). Maximum length: 2 pages
- Review the newsletter design template – a list of standard topics to include in the newsletter need to be decided on so that only key items are included and mentioned only once in the newsletter.
- 1 – 2 newsletter to be produced and distributed per year. Priority will be the fall newsletter (to also advertise the AGM) and will include costs to distribute to apartments in the neighbourhood via Canada Post. If too expensive, then 1 newsletter (4 pages) will be produced along with a 1-2 page flyer advertising the winter programs and services.
- Additional digital only newsletters can be made when required to advertise special events, etc. These can be shared on social media, through the school newsletter and email distribution to members.

Lukmon also mentioned that advertising options such as billboards could be looked at.

ACTION: Lukmon to add this suggestion to the social media development subcommittee work he will be doing. Once ideas and projected costs are determined – these suggestions can be brought back to the group for discussion and approval.

6) New Business

- 1) Chair & minute taking duties – Afeez confirmed he's relocated out of province, so we are in need

of a minute taker. We will follow up with some of you who may have less duties on the go right now to help with this task.

- 2) New Executive - Jackie Okemaysim just completed a soccer orientation session with the two Marks and is willing to take on this coordinator role.
Motion to appoint Jackie as Soccer Coordinator – moved by Mark Shimell; Jessica Smith seconded the motion. No opposition; CARRIED
- 3) Future projects – Cardinal Leger School Parent Committee
* Mark P informed us that the school is planning a project and the CPRA may be getting called on to support their fundraising efforts or get feedback on the project. The project in the short term involves some additional seating area on the tarmac (school property) and long term additional intermediate (6-12 yrs.) playground pieces for the playground area (on City property) or beside the pathway (school property). More updates to come.
- 4) Executive meeting venue – Currently the City is allowing staff to attend executive meetings virtually or outdoors. With cooler weather coming – virtual meetings will need to be the option, at least for the remainder of fall. Nadeem will cancel the library for Nov and Dec, and Jessica will send out virtual meeting links.

7) Executive Reports (only reports & highlights listed)

SueAnne – Programming:

- No registrations for virtual painting – however, all other programs had registrations and will run: Gentle Yoga (8), Volleyball basics (6), Basketball (6+1), Adult hockey
- She will be updating safety protocol to reflect that all participants must be wearing masks during the activity, except for indoor hockey who have all submitted proof of vaccinations.
Note: hockey participants are still choosing to keep masks on.

Mark Shimell (Rinks)

- Will begin preparing rink area for flooding when the temperature drops.
- Needs to look at rink supervision and how to work that with the winter programming planned for the rink.

ACTION: Mark to contact SueAnne about outdoor programs being scheduled

TABLED: Discussion on rink supervision, what schedule to plan this winter (6 hrs. per week required), and whether this should be a volunteer role or if budget for contracting someone is possible.

Mark Planchot

- See monthly report for reminders & updates
- Highlights: winter program details due at the end of November; school bookings for the winter (historical bookings) are to be entered during the period of Nov 1 -14. Nov 30th the City will be offering a virtual workshop on creating an inclusive organization. Hold the date and the registration link will be coming soon!

8) Adjourned

Jessica Smith moves to adjourn at 8:39 pm. Next meeting: Nov 10th, 7:00 pm (MS Teams)