

**BVA Executive Meeting
Tuesday February 16 2016
Chair: Eric Bristow**

Attendee's: Jean Probyn, Sue Wires, Judi Codd, Sharon Johnson, David Magil, Eric Bristow, Debbie Bristow, Jane Robertson, Jan Siegel (via Skype).

Regrets: Tim Storus, Monty McDonald, David McGhee.

Agenda for February 16 2016: David Magil moved to approve the agenda as presented. Motion seconded by Jean Probyn and carried.

Approval of Minutes: Sue Wires moved the minutes of Dec 8 2015 be approved. The motion was seconded by Jean Probyn and carried. The approval of the minutes of Jan 16 2016 was deferred until next meeting.

Treasurer's Report-Debbie Bristow

Balances as at Feb 10 2016	
Business Chequing account	\$7,767.87
Business Investor account	\$18,787.38
Pay Pal account	\$2,653.59
 GIC	 \$19,504.07

In Jan 2016 a motion was passed to reduce the Reserve fund, by the funding deficit for the 1200 Sheppard development opposition. Expenses exceeded community funds raised, resulting in a deficit of \$10,752.00. Please see attachment called Capital Reserve fund for details.

Over a two year period we had expensed the additional money needed, from our operating funds instead of removing it from the Reserve Fund.

When the GIC came due Feb 10 2016 we were able to reduce the GIC (P&I) by that amount leaving the new GIC at a value of \$19,504.07. The \$10,752.00 is currently in the Business Investor account. We will be speaking with the accountant about how to best show this in the yearend financial reports.

Attached to my report sent via email is an updated copy of the financial reports sent out in January reflecting the additional membership dues and donations as well as the 10,752.00 available for general use.

Debbie Bristow moved that this financial report be accepted. The motion was seconded by David Magil and carried.

Follow up on Action Items

BVA Focus Group Priorities and Recommendation – Jan Siegel

Priorities: Participants were asked to prioritize the following 6 topics according to their needs, interests and how they envision BVA working for residents.

- i) Social connection
- ii) Municipal & Government Affairs and protecting property values (including by-laws and zoning issues.)
- iii) Events (such as Halloween Party, Skating Party, Earth Day, All Candidates etc.)
- iv) Opportunities such as plant swap and shredding.
- v) Safety (traffic issues, congestion, crime, community awareness.)
- vi) Environment (pollution, recycling, raccoons.)

The survey results showed 'Safety' and 'Municipal and Government Affairs' and 'Protect Property Values' were tied for first priority. One participant listed 'Social' as their top priority.

Recommendations from the Focus Group

- Membership includes all residents; homeowners, renters and condo owners, in the BVA defined geographic boundaries.
- Publish and distribute to the community, the costs of hosting events and maintaining the organization.
- Follow with an increase in membership fees to \$25.00 per household.
- Conduct one membership blitz in October, with a follow up blitz in November.
- Revise the membership form as needed in May/June and send to printer in August.
- Extend invitation to those new to Bayview Village to meet the Executive for coffee (annually or biannually).

For the events and social aspect it was recommended that there be information/education evenings with the following topics.

- i) Wildlife- raccoons, deer, etc.
- ii) Crime Prevention through design- consider upgrading locks and windows when renovating
- iii) Safety (walking/driving in the neighbourhood)
- iv) Continue to publish police updates and PSA's in newsletter
- v) MAGA updates/concerns

For the aspect of safety and building community, it was recommended that volunteers be recruited as quadrant captains.

It was recommended that the Website include

- i) Videos of the Executive introducing themselves and outlining their role.
- ii) Post link to the Toronto Police Service's PSA's
- iii) Speakers Series: Post links to event speakers' presentations (with their permission).
- iv) Recruit high school students as part of their community service hours to create and post above mentioned videos to the website.

BVA 2017 Membership Fees- Judi Codd, Jane Robertson, Eric Bristow

In 2005 the membership fee was increased from \$10.00 to \$20.00.

The consumer price index has increased by 25% since 2005. Judi's extensive list of comparables (other community associations) showed membership fees to be \$20.00-\$30.00 per year. Jane Robertson recommended we raise it to \$25.00 and make it public that we will re visit the issue in five years. Other ways to increase revenue would be to charge for events and also allow paid advertising in the newsletter. If we wanted to allow a new membership category we would have to bring it up at the annual general meeting.

David Magil moved that we raise the membership fee from \$20.00 to \$25.00 for 2017 and review it every five years. The motion was seconded by Sue Wires and carried.

As the membership year is from January 1st to December 31st if we receive a new membership in September the new member would receive 16 months of membership benefit.

Judi Codd moved that new members joining after September 1st of any given year would have their membership fee cover the end of the current year and the next year. The motion was seconded by Jane Robertson and carried.

Follow up item regarding Membership-

Explore an alternate form of membership and develop the criteria and name. This would be for people or households who want to join but don't live in the catchment area. This membership category would not include voting privileges and would not be for businesses for profit. This new membership category will have to go to the AGM for approval. Judi Codd will develop this proposal further with a motion recommendation to the March BVA Executive Meeting.

Recommendation on advertising fees and advertisers for the 2016 BVA directory- David Magil

David is in the middle of arranging for advertising in this year's directory. The costs of ads are the same as last year. Any increase in rates will apply for next year's (2017) directory. Current advertising rates are \$150 for 1/2 page black and white, \$225 for full page black and white or half-page colour, \$400 for full inside page colour. The inside front cover (\$700), inside back cover (\$600), and back cover (\$800) are spoken for on an ongoing basis.

Suggesting increases more than \$15 for 1/2 page ads, \$25 for 1/2 page colour and full page black and white ads, and \$50 for full page colour ads could create a negative response in advertisers.

David will test with full page advertisers if they would accept a \$50.00-\$100.00 increase in the future. He will also mention that they could be named in the newsletter the month the directory comes out.

A discussion around exploring some limited advertising in the newsletter occurred. An example could be advertising for time sensitive events. Judi Codd will lead the charge for developing newsletter advertising. BVA will need a policy about what we advertise. Judi Codd will bring back a recommendation, including a pilot, to the April BVA executive Meeting.

AGM –Jean Probyn The group agreed to leave the AGM at Forest Grove United since it is booked and costs a little less than the school. The signs are printed every year so moving from the school won't incur extra cost.

BV Planters- Jan Siegel Four new people wish to help with the planters. Jean Probyn will get them together with Mary in hopes that Mary will pass along her routine before she resigns.

Membership Committee- Jane Robertson

- The membership follow-up is now finished and the committee will commence sending files to the printer for the directory this week.
- Cover design is not yet finalized.
- Current total is 570 members (which may include some duplicates); 114 of these joined on-line.
- It is necessary to have and communicate a compelling message on why being a member is important.
- We monitor a variety of issues and events and we inform members via newsletter and the website.
- It is important that the website be up to date.
- The membership form needs to be changed to better show what a member's fee does for them.
- The Quadrant captain could be the person identifying new residents and letting them know about the BVA.

Jane is currently working on the directory and when that is done she will go over the membership with Jean Probyn to identify potential Quadrant Captains.

Matchmakers Report- Jean Probyn

Since January 19th, Jean has had the following offers of help:

From 60th Anniversary Kick-Off, January 29th

Rick and Kathy McWatters;—Offer of help for 60th Anniversary, specifically the Park Party in June. Information passed on to 60th Anniversary Committee

From January Newsletter

Claire Chan;--Offered to help with Annual Membership Campaign and special activities during weekdays. Information passed on to Jane Roberson re willingness to make deliveries (has a car) We need younger people with technical skills. We could advertise for this kind of help as well as help for MAGA and Environment as a way high school student could fill their community hours.

Other Business- Jean Probyn

In order to motivate people to buy Gala tickets early it was decided that early purchasers could be entered into a draw to win a prize. A cut off date for early purchase was decided to be the day after the AGM.

MAGA -David Magil

A verbal report was given in addition to David's written email report sent Jan 19 2019.

60th Gala – Jan Siegel

Please give recipes that were used for the Jan Gala Social to Judi Codd for the Newsletter.

Sponsor letters are ready and have been circulated to executive to use.
David Magil requested that those companies listed in the directory not be contacted until he has approached them on directory advertising.
Dead line for getting our deposit back from the Grand Luxe is 6 weeks prior to the event.

Environment- Sharon Johnson

See previously circulated email report sent Feb 6 2016.

The Agenda was completed- Eric Bristow declared the meeting adjourned at 9:10pm
Next meeting March 22 2016 7:30 pm at the residence of Sue Wires.

Capital Reserve Fund and the 1200 Sheppard Development Opposition

We took in \$65,374 to May 31 2013 donations for 1200 Sheppard
 1,469 to May 31 2014 Donations for 1200 Sheppard

\$66,843 Donations received for 1200 Sheppard.

Expenses (\$27,510) to May 31 2013 for 1200 Sheppard
 (50,085) to May 31 2014 for 1200 Sheppard

(\$77,595) Expenses paid re 1200 Sheppard.

Deficit (\$10,752)

These figures are obtained from the respective financial statements and verified.

The Statement of Net Assets that is also produced by our accountant shows our Capital Reserve Fund each year which has been the same amount of \$30,126 since 2004. This money has been held in numerous GIC'S over the years. Coming into the 1200 Sheppard event GIC's were allowed to mature into the Savings account in case they were needed. A new GIC was established Jan 20 2015 for 30,000.00. The Capital Reserve Fund of 30,126 has not been touched since 2004.

In the May 31 2004 Notes to Financial Statement

Reserve fund, beginning of year (2004)	43,993
Contributions- St. Gabriel's land development	14,847
Legal expenses- St. Gabriel's land development	(28,714)
Reserve fund, end of the year	30,126

Therefore our financial statements should show as follows...

Reserve fund, beginning of the year 2013	30,126
Contributions to 1200 Sheppard (2013)	65,374
Expenses paid for 1200 Sheppard (2013)	(27,510)
Reserve fund, end of the year May 2013	67,990
Reserve fund, beginning of the year 2014	67,990
Contributions to 1200 Sheppard (2014)	1,469
Expenses paid for 1200 Sheppard (2014)	(50,085)
Reserve fund End of the year May 2014	19, 374

We are allowed by the by-laws to draw the Capital Reserve Fund down by our deficit of 10,752 and likely should be shown in our financial statements as I have illustrated. Jean and I will meet with our accountant and discuss the best way to handle it sometime in Feb. I will be drawing up a Letter of Direction for the TD instructing them to reduce our GIC by \$10,752.00 upon its maturity Feb 10 2016. This will leave us with a new GIC amount of \$19,504.07 and the 10,572.00 in our saving account.