

**Minutes BVA Executive Meeting: Tuesday, 19 January 2016**  
**Bristow Residence, 7:00 p.m.**  
**Chair: Tim Storus**

In attendance:

Eric Bristow, Debbie Bristow, Tim Storus, Jane Robertson, Sue Wires, Jean Probyn, Monty Macdonald, Judi Codd, David Magil, Jan Siegal via Skype.

7:00 p.m. - Tim Storus called the meeting to order.

1. Motion from David Magil:

To approve the Agenda as amended, to include a discussion about the planters and the 60<sup>th</sup> Anniversary. Seconded by Monty Macdonald.

Motion carried.

2. Approval of 8 December 2015 Minutes was deferred to the next meeting.

3. Treasurer's Report and Shortfall Discussion

Debbie Bristow reviewed the treasurers report prepared as at Dec 31 2015 as follows:

The page titled **Bayview Village Association Statement of Operations and Members Equity** comes from the work the accountant does for the year end AGM.

The next chart looks at the actual revenue and expenses for the year ended May 31 2015 as well as the actual and estimated revenue and expenses for the year ending May 31 2016. The expenses have been broken out so it is easier to see what has been and is estimated to be spent for the various things we do. Then it is possible to look at the expenses and brainstorm how to reduce them looking at the specific activities and events.

We have already begun to reduce costs by having the remainder of the executive meetings at members homes thus eliminating 450.00 in rental costs for the rest of the fiscal year. We lost money at the shredding event this year and the skating event proceeds only covered the cost of refreshments. Our ice time cost us 572.00. Over the fiscal 2014/2015 year and the current 2015/2016 year we are spending between 3500.00-4000.00 more that we make in advertising and memberships.

The last chart titled **2016 Calendar Year estimated Cash Flow Outlook** shows our bank balances as at Dec 31 2015 that we have available to use for the 2016 calendar year. Revenue that has been collected in 2015 is reflected in our bank balances. Advertising revenue which is collected summer/fall 2016 and membership revenue collected fall/winter 2016 is not included in this report as it will be needed to cover 2017 expenses. In this cash flow analysis I used the assumption that the 60th Anniversary events would be cost neutral. At the end of this analysis we will still be spending more than we have available to by 3281.00.

Debbie Bristow moved to have her report accepted which was seconded by Jean Probyn and carried.

There was discussions about membership fees and expenses to address the shortfall, including that:

- 60th Anniversary Gala Party needs be cost neutral.
- Each committee needs to be frugal, and develop 2016 budgets for BVA Executive approval.

Eric Bristow noted that David Magil has done an admiral job of securing sponsors for the Directory.

There was a discussion about the reserve fund. Jean Probyn shared that in 2013/2014 the costs for 1200 Sheppard mediation with the OMB came out of the savings account where all the donations came in. The expenses were over what was donated but it was not taken out of the capital reserve fund.

Motion from David Magil:

That the BVA reduce the Special Trust Fund (GIC) by the shortfall amount that was needed to cover the costs for 1200 Sheppard Ave. (Amexon), and authorize the Treasurer to transfer the said amount from the GIC when it matures to the checking/savings account.

Seconded by Jean Probyn.

Motion carried.

Further discussion on Item #3 to occur at Feb. 2016 BVA Executive meeting.

#### 4. Strategic Plan Committee Recommendations

Tim Storus reviewed the Strategic Plan Committee's report.

- Committee decided not to recommend utilising a facilitator's services due to our financial situation.
- It was noted that we have to manage and control expenses.
- Proposed that each committee prepare an activity plan, and 2016 budget.
- We should have a plan for the AGM, to explain our Strategic Plan assessment.
- Membership should increase, with an appropriate amount to be determined. \$30 has been proposed. Memberships should clearly be on a fiscal year basis.
- Eliminate/reduce paper-based memberships.
- Evaluate and make a formal recommendation of whether or not to approach the Alamosa neighbourhood for a possible merger.
- Increase volunteer support on committees.
- Flip to calendar year accounting which would need to change the by-laws - not for fiscal reporting.
- Instruct committee chairs to develop a 2016 budget for BVA Executive approval, and to stick to the budget.
- Each committee to complete the Strategic Plan for their committee.
- Eric Bristow suggested we work as a group on the larger committees that have significant budgets to come up with a strategy to reduce costs.
- Target a campaign to increase memberships.

#### Comments Stemming from the Strategic Plan and the Treasurer's Report:

- Debbie Bristow calculated that we need to charge \$45 to break even with the current number of memberships, and current level of spending.
- Jan Siegal suggested we ask for opinions from focus groups regarding membership fees.
- She asked if there's a line on the budget for our events? Eric Bristow noted the intent is we want to create an expense line in the Budget for all events.
- Jean Probyn noted there will always be some resistance to increase membership costs.
- Jan Siegal is hosting a meeting on Feb. 1st to combine the focus group and volunteer group. Jan asked members of the Executive to send her an e mail if they'd like to assist her on Feb. 1<sup>st</sup>.
- Sue Wires suggested the focus groups could discuss if the proposed events met with their needs and expectations.
- Eric Bristow noted his neighbours are really only interested in development and traffic
- Jan Siegal suggested potential members prioritize the 10 things the BVA does and/or set up Survey Monkey.
- Judi Codd suggested we consider types of memberships such as non-voting and Friends of Bayview Village.
- Jean Probyn cautioned about asking the same corporate sponsors that support the Directory to also sponsor the Gala.
- Jan Siegal suggested we reduce the number of paper e mails, and plan well in advance for events i.e. have a yearly plan and work towards going paperless.
- Discussion continued regarding cost cutting measures:
  - No longer renting the church for BVA Executive or other committee meetings.
  - Consider a different venue for Earth Walk.
  - Possibly reduce insurance costs that increased with Indemnity for Officers.

#### Follow up Items Stemming from the Discussion on both the Strategic Plan and the Treasurer's Report:

- Jan Siegal will report back at the February Executive meeting, on the meeting that she is hosting on Feb. 1<sup>st</sup>, and will combine the focus group and volunteer group.
- Jan Siegal will host a meeting to work through the activity sheets.
- Each Committee Chair will develop and recommend for approval to the BVA Executive, a budget for 2016.
- Eric Bristow, Judi Codd & Jane Robertson will report back in February with proposed membership fees, including for potential new classes of memberships, such as 'friends of BVA'.
- Request that David Magil provide a recommendation on an appropriate increase for the advertising fee for advertisers in the Directory.
- Jean Probyn will look into the possibility for reducing our liability to 1 million rather than 2 million, and report back to the BVA Executive on the advisability of making such a change, and Jean will update the names on the executive with the insurance coverage.
- Eric Bristow will put together a proposal, case and recommendation as to whether or not the BVA should pursue a merger with the Alamosa neighbourhood, and report back to the BVA Executive.

#### 5. Membership - Help Matchmaker Report

Jean Probyn reported on her efforts with the "Match Making " strategy for organizing volunteers. Much progress has been made and a number of volunteers have assisted with membership deliveries and indicated interest in supporting committee work.

6. Committee Reports by Circulation only:

a) MAGA

b) Neighbourhood Watch

7. 60th Anniversary Committee Budget

Jan Siegal requested seed money printing costs and advertising for the 60th anniversary events. The committee needs start up funds.

Motion from Jane Robertson:

That \$1,000 be applied to the proposed overall 60th Anniversary budget, with a review of the sponsorship support at the Executive meeting in February.

Seconded by Judi Codd.

Motion carried

Judi Codd reported that an e mail "blast" will be sent tomorrow about the Kick-Off event on January 29th. Notice will be sent to the Bayview Mirror with links to our web site. Judi noted that the 2 sponsor letters will be e mailed to the executive and that Event Sponsors will be acknowledged at each event and in the newsletters

7. Other Business

~ Follow Up: Committee Activity Plans and Training further discussion in February following the Feb 1st focus group

~ E-mail distribution: Jane Robertson noted there are issues with the official recipient of and the person responsible for responding to e mail that comes to the BVA Website. Jane will continue to forward messages to those to whom the messages pertain.

~ AGM Venue: Jane Robertson will book the permit

~ Planters: Volunteers have come forward to look after the planters

Motion from Eric Bristow:

Expand the Executive to include the BVA Match Maker Volunteer role held by Jean Probyn.

Seconded by Tim Storus

Motion carried

Motion from Debbie Bristow:

Motion to adjourn the meeting.

Seconded by Eric Bristow

Motion carried

Meeting Adjourned at 9:50 pm

Next Meeting: 7:00 p.m. Tuesday, 16 February 2016 at the Bristow's Residence