

**WESTVIEW HEIGHTS COMMUNITY ASSOCIATION  
EXECUTIVE MEETING MINUTES  
FOR: Monday November 20<sup>th</sup>, 2017**

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**Present:** Jenny, Donna, Jan, Sami, Alanna, Carol, Lorien, Nicole, Maria, Jennelle, Valerie

**Regrets:** Marian, Connie, Brian McAllister, Brian McConnell, Desmond, Agnes, Sheila, Nelda

**Meeting called to order Jenny at 6:40**

- Jenny called for motion to adopt agenda... seconded by Jennelle... all in favour

**2. Secretary**

- Minutes of September meeting done by Alanna distributed
- Jenny called for a motion to adopt minutes.. seconded by Alanna... all in favour

**3. Matters Arising From the Minutes - none**

**4. Guest Speaker - none**

**5. President's Report – Jenny**

- Welcome new members!
- Baseball uniforms are still sitting in the rink shack and not being used. Caroline Robins does not have a use for them. We will have a get together at the rink to hand out as many uniforms as we can, possibly in conjunction with the garage sell, and send the rest to Value Village

**6. Treasurer's Report - Carol**

- Financials for September 2017 & October 2017 presented by Carol. See attached
- Carol made a motion to adopt the financial statements for September 2017 & October 2017... seconded by Nicole... all in favour
- Outstanding payments –Marian Gymnastics advertising still needs to pay. Alanna will follow up
- Budget 2017-2018 tabled to next meeting.
  - Discussion about increasing the budget for the newsletter printing. Get other advertising quotes
  - Added youth grant as revenue

**7. Home & School Report - Donna**

- Planning winter festival December 20<sup>th</sup> that will include sleigh rides, supper, and Warren the balloon guy.
- Still in need of donations for the indoor White Elephant sale
- There are about 350 kids at the school

## **8. Area Co-ordinator's Report – Jan, Community Consultant**

- See attached

## **9. COORDINATORS REPORTS:**

Equipment – VACANT

Citizen Patrol – Nicole nothing to report

- Advertise for citizen patrol members. Alanna to post on Facebook to get more people.
- Jenny sent an email to previous coordinator to Wayne for him to get into contact with Nicole with how he ran Citizen Patrol

Indoor Programs – Lorien & Marian (absent)

Indoor Programs Registration will be coming up at the beginning of January. This time there will be only one public registration night due to the tight timeline in January. It will be on Jan 10 at 6-8pm. If anyone is free to help out, please be at the gym by 5:45pm as we usually have people arriving right at 6:00! We usually need at least 5 of us there to help plus Sheila and Brian to do the registrations for their classes

For the first time we will also offer an online option using a Google form that Alanna has kindly created for me. It will be like a registration form online and for payment they will need to send an e-transfer through their bank or they may also come to the registration night on January 10 to pay with cash or cheque.

This should save the time that it takes for me to email a form and then wait to get it back, print it and ensure the payment has been received.

The only classes that are not included in online registration is Cooking/Baking and Woodworking.

I have applied for the Youth Program Grant for the cooking/baking class for the Winter classes. Brian, the woodworking instructor has asked if we could apply for the grant for his woodworking class next Fall, instead of cooking/baking. His expenses are high and I believe the grant would fit into the arts/creative area that is a requirement? Brian is also going to offer a new class, one geared towards kids that are homeschooled and it would be offered on a weekday afternoon. He had a request from a parent who has children homeschooled and said he could help us to find more kids in the same situation.

I am still looking for an instructor for Bootcamp starting in January. If anyone has any contacts please let me know. Jan did you reach Warren to see if he could teach for us?

We have a new class, Tai Chi that we will be offering on Thursday at 7:30pm so please spread the word. I have a little write up on his qualifications and I'm excited to see how the class does. I've already had two people inquire about it just from seeing it in the newsletter.

I would love to have some help with advertising the programs. I currently only advertise on free social media, Kijiji as well as posters put up at schools in the area but with 17 classes I'm unable to get to all of them. Perhaps someone could offer to take on the advertising for the kids programs while I do the adult ones. If social media isn't your favourite thing perhaps someone can help me with driving around to schools and putting them up. Or at work and any churches.

And if we could all take a moment in mid December to post on Facebook or tell a friend about your favourite class or activity we offer at Westview. I'd really like to get to a point where we are making more revenue on our programs rather than just barely breaking even.

#### Membership – Nicole

- Carol to mentor Nicole
- 109 memberships sold so far

#### Media Coordinator – Alanna

##### Let it Glow Décor Contest

I put in the newsletter a notice about a Décor contest for Christmas, is anyone interested in coordinating this? Last year we had to go out and take some pictures because people didn't submit them. I can manage things from the facebook perspective but taking a few pictures and then buying and delivering the prizes is that part I need help with.

##### Newsletters

We had 1325 winter newsletter printed at Pro Print for \$548.46, We received our regular non-profit discount (about \$55.00). They were delivered by volunteer deliver people to homes in the neighborhood.

This will be Henry Dyck's last newsletter deliver on Lewis Crescent as him and his wife are moving to a senior complex. Thanks Henry for your dedication to Westview Heights Community.

We had advertisers, but I forgot to invoice them

CBI Health Group - ½ Page Ad \$65.00-\$10.00 = \$55.00

Sheri Benson - Block Ad \$40.00 - \$10.00 = \$30.00

David Buckingham, MLA Saskatoon Westview - Business Card Ad \$30.00

Saskatoon Public Library (Block) - Complimentary

Troy Davies (Banner) - Complimentary

Caroline Robins School (Block) - Complimentary

Caroline Robins Parent Council (Block) - Complimentary

We made a total of \$115.00 from advertising for the newsletter

I am currently seeking some assistance in the following areas of news lettering.

1. Newsletter Distributer: I would like someone to take over the responsibility of distributing the newsletter to carriers. Responsibilities would include:
  - a. Picking up newsletter from Printer
  - b. Collating inserts if required
  - c. Putting newsletter into bundles
  - d. Delivering packages to the route captains
  - e. Replacing carriers if someone is out of town or can't do their route (easier than it sounds)
  - f. Answering any questions from newsletter carriers

The routes are already established, and I would supply you with the list.

2. Advertiser coordinator: I would like someone to manage recruiting and invoicing advertisers for the newsletter. Responsibilities would include
  - a. Contacting possible new advertisers to see if they want to submit something
  - b. E-mailing the advertisements to Alanna before the newsletter content deadline
  - c. Sending out a digital copy of the completed newsletter along with an invoice for each advertiser.
  - d. Using your discretion about free ads for community organizations
  - e. Follow the code of conduct listed in our bylaws regarding advertising during elections.

### Logo

I would like to look into developing a logo for Westview Heights Community Association. This logo would be linked to our identity as an organization. It would, could include Westview Colours, Fonts, graphic, tag lines etc. that we could use consistently on our newsletter, website, facebook, event posters, and at social events.

Here is what I have found out so far.

Vista Print creates logos for \$120.00 you receive 3 different designs to choose from and get 3 edits on the design that is chosen. My mother and law used this service for her small business and had a good experience.

I also talked to a friend of a friend at Black Atlas Creative and he said in average a logo costs \$300-\$400. The question that usually comes up at this point is, "what about those websites where I can just buy a logo for cheaper?". That is fine too, but what we usually find is that they aren't exclusive to you unless you buy them out. If you buy them out they aren't allowed to sell that same logo to someone else and just change small details like color or text. Buying it out, costs around the same price or more of getting one developed. They are a local company and sound keen to make a great logo for us and support the steps along the way.

When doing research, I discovered that people like making logos for fun. This might be an easy way to get a logo donated to us. Maybe hold a contest. The tricky part is this is getting it

digitalized in a professional manner that would allow us to use it on all types of media. Not impossible but maybe challenging at times.

- Discussion on Logo and volunteers to assist with newsletter and advertisers tabled
- Christmas décor contest – Val volunteered to take pictures and send to Alanna. Pictures by December 10<sup>th</sup>, posted December 11<sup>th</sup>. Voting complete on December 21<sup>st</sup>. Prize given December 22<sup>nd</sup>. Volunteered Marian to buy/find 3 prizes
- It would be nice if we could get more content like videos and testimonials. We need to get someone to get out there and do it!
  - Sami will make a Twitter and Instagram account and then we can get a #hashtag and try and get us out there more
  - Put event on facebook for each meeting

#### Rink – Desmond / Marian

- Rink supervisor position. 2 resumes came in from 17 year olds. Jenny's son Cole will take one of the two positions. Marian will interview the other two and we will start up supervision early December
- Jenny has 2 sets of keys, Desmond has the other
- Rink should be good by Monday November 27<sup>th</sup>

#### Soccer – VACANT

- We will need someone to volunteer or else soccer will not run in this community
- We would need to raise prices as we were charging less than the soccer centre was charging
- Send email to previous soccer parents to look for a coordinator – Jenny will contact Caley for the email addresses

#### Social – Maria

- Steak Night Saturday November 25<sup>th</sup>. We have had a really poor response. Some newsletters did not get delivered and the sign did not get changed early enough so this could be part of it. It is also a busy season.
- It was advertised in the school newsletter, it is on their outdoor sign as well as their computer sign, and a text message was send out to parents today.
- We have only 52 people expected so far. Final numbers will be counted tomorrow. We will go ahead
- What is next?
  - Movie Night – use parent council license. We could make a little bit of money on popcorn and concession. February is a good tentative date. To be discussed at next meeting
  - Volunteer Appreciation is done every other year. BBQ in June? Tabled

#### Members at Large

1. Agnes (absent)
2. Sheila (absent)

3. Brian McAllister (absent)
4. Nelda (absent)
5. Val – no report
6. Brian McConnell (absent)
7. Jennelle - no report

Secretary – Connie (Absent)

Vice President – Sami

- Will be away from Canada for 2 ½ months
- Very active in social media, will work in conjunction with Alanna as mentioned in Media Coordinator report

#### **10. New Business:**

- December Social/Meeting – just executive members
  - When: Monday December 18<sup>th</sup> 6:30
  - Where: Fairhaven Bowling Alley (3401 22<sup>nd</sup> street west)
  - WHCA will pay for bowling and pizza. Individuals will be responsible for own drinks. Alanna will try and score us a deal!

Motion to Adjourn at 8:30 made by Jenny all in favour