

**Pineview Community Association
Executive Meeting**

November 23, 2015 6:30 p.m.

Minutes

Location: Louis Steak House, 1682 Cyrville Road, Gloucester, ON

Board Members:

- Heather Scott (Pres)
- Valerie Marchildon (Vice-president)
- Chaidwick Leneis (Treasurer)
- Derek Oudit (Director)
- Dave Wills (Community member)
- Trisha Wills (Community member)
- Sarah Smiles (Community member)

Absent

- Tyler Pratt (Director)
- John Makela (Director)
- Dwyer, Genevieve (Secretary)

Meeting was called to order at 6:42p.m.

1. Additions/Deletions, Approval of Agenda

Heather motions to approve agenda, seconded by Chaidwick.

2. Approval of Meeting Minutes from July 20th, 2015, September 14th, 2015 & October 26th, 2015

July and September minutes approved, October minutes to be approved in January, motion moved by Heather and seconded by Chaidwick.

3. Strategic Plan Presentation (20 mins): Carl Salter, CPA-CMA

1. *Non-profit accounting*

Heather introduces Carl Salter who provided a summary of grant funding opportunities and financial standards for meeting grant funding requirements. Carl also discussed the need for a strategic vision and a mission statement which are requirements for many funding opportunities.

Accounting infrastructure:

- Avoid use of cash;
- Two signatures required on every transaction;
- Need for periodic reconciliation exercise;
- Financial planning (short & long term). The norm is to maintain an annual operating budget; longer term involves capital budget, unlikely to be applicable to the PCA at this stage (due to lack of capital);
- Oversight needs (auditing) – (internal vs. external measures). Large organizations typically have committees established, the Chair is typically the treasurer.

Key financial statements:

- Definition and applicability of restricted funds, which may be applicable in the future for the PCA; most organizations keep it in separate bank accounting, however restricted funds must be treated separately either way (ex: donation from a will: 50K must remain in the account at all time);
- Audited financial statement: mainly applies to operational funds in the 10K-50K+ range;
- Few taxable considerations for non-profit entities (rare occurrences, ex: buying a rising property);
- The greater an organization becomes, the more it's encouraged to incorporate (diffuses liability of directors). No real impact to stakeholders. Could impact costs of insurances (increases), however case by case.

Strategic planning:

- Planning: creating committee, identifying resources, budget, time, etc.
- Creating future: What do we want to do, what type of impact?
- Assessing current situation: SWOT analyses, etc.
- Develop strategy: Taking what you have and take it to what you see (ex: vision is to increase visibility and increase dialogue –How?);

- Planning to action: Realistic planning to what can be done. (Dave proposes to use a 1-page model that moves to action);
- Implementing and evaluation plan (ex: x will do this by y time); evaluate to see how to get it closer to strategic vision;
- Strategic plan has strong connection with capability of securing funds. Funders will often ask for accounting information and organization direction, mission, etc.
- The PCA's constitution is established and can be used as a launching pad for strategic plan. Must be ready to be flexible and adapt organization's mission/vision based on the strategic planning exercise. Vision is to get to a place, the strategic plan helps to get there. Than once there, adapt;
- Derek notes that when the constitution was created 2 years ago, there was a condition for involving auditors. It seems like a financial framework would address it. Offers to help with oversight structure (ex: committee structure).

Additional suggestion of doing two sporting events for Canada day (ex: tug-a-ware, horse shoe or challenge against Beacon Hill, prizes, etc.). Also games/services for children (ex: marbles, skipping ropes, etc.) Val has lead on Canada Day events, will explore how to include the suggestions.

4. Community mobilization and strategic planning

- Results of the mobilization survey will be presented in January 2016;
- Will include timeline for implementation.

Tie-in with the strategic plan:

- Community survey;
 - Meetings with Condos, PTAs, etc.
 - Completion timeline: AGM 2017.
- April AGM 2016 – preliminary results of survey could be presented;
 - Community Surveys are available online. About 275 copies will be printed, cadets will help distribute. Posters can be put up at schools (John Paul II, École des Pins, L'Éssort, Carson Grove, Séraphin-Marion), Louis Steakhouse, etc.; the Cyrville Community Center has offered to help;
 - Councillor Tim Tierney offered to help with newsletters; Sarah will get in touch with Mauril Bélanger, MP, to explore if promotions could take place with his stakeholders, she will get back to the committee;
 - Suggestion to include a newsletter icon on the website for newsletter subscriptions; Suggestion to remove the gmail account restriction;

- Physical copies to be printed before January 25th, 2016;
- March 1st, 2016 is the deadline for the submission of community surveys;
- AGM 2016: Preliminary 3-year strategic plan + survey results (will be analyzed between Jan – March 2015 as data come in);
- 275 targeted distribution of community survey copies to various streets (approximately 10-15 streets per area, ideally those missing in membership map);
- Connection with Overbrook Association to discuss strategic planning + funding.

5. Discussion period & Board approval

- i) Development of Action plan (moved to January 2016);
- ii) Motion: Board Approval for 2016 Events:
 - Will promote them through the website;
 - Yard sale – Partnership with John Paul II Parent Council. It was suggested to do it over two weekends, however the committee prefers to use June 4th, with June 11th as a rain date.

Board approval

- Heather motions, Valérie seconds

- iii) Motion: Board Approval for 2016 Events

Board approval

- Heather motions, Chaidwick seconds

6. Wrap up for this year

- 2015 Haunted Pineview (sponsors agreed to come back).

7. Date for Next Meeting: January 25th, 2016 @ 6:30pm - Special Guest: Michelle Lemieux, Eastern Ottawa Resource Center (EORC).

8. Adjournment - Adjourned (8:27)