

**Board of Directors Meeting
of the Kerrisdale Community Centre Society (KCCS)
Wednesday, 25 March 2015 at 7:30pm**

MINUTES

Present: Kathleen Bigsby (Chair), Robert Lockhart, David Eaton, Ali Cheung, Alex Cherkezoff, Bill Harris, Don Munton, Fred Jay, Mary Anne Davies, Melina Hung, Terry Hong, Humaira Akhtar

Regrets: Barb Mikulec, Ron Stromberg, Keiko Honda, Oscar Bisnar

Absent: Colin Booth, Donald Wong

Staff: Susan Mele

Commissioner: Casey Crawford

Guest: Mark Koep

Recorder: Alison Verghese

1. CALL TO ORDER and approval of Agenda- Chair

The meeting was called to order at 7.30 pm. Kathleen welcomed Humaira and Terry, newly elected board members, and Melina returning after a 2-yr hiatus, to their first meeting of the Board of Directors this year.

MOVED by Bill and seconded, to accept that the Agenda as presented. CARRIED.

2. GUEST SPEAKER – MARK KOEP, KERRISDALE LIBRARY BRANCH HEAD

Mark is on a mission to deliver high quality library services and activities (free of charge) to our community and look for reciprocal or collaborative initiatives from the Centre and its Board. The library has full on site access to KCC space and benefits that include:

- use of rooms for program activities
- promotion of Children’s Programs in our program brochures
- a community to draw from with members ranging from 0-99yrs

He reported on recent Intergenerational activities that included:

- Seniors and Teens - Valentines Cards for Veterans / sharing their favourite books / Technology on demand with “1-on-1 training” on Tablets and E-Books
- Infants and Seniors, Parents and Carers – Story time in the Lobby / Baby story time in the library

New Programs and Initiatives include:

- Maple Grove Pool and the library with “story time at the pool in the summer”
- Enlist community volunteers to delivery tech advice to seniors, mirroring Renfrew’s successful program where they have about 45 Chinese seniors turning up regularly to learn technology
- Pop-up library and morning programing at 10am, utilising the Wi-Fi “hotspot” for Seniors
- Research your house / house genealogy and financial literacy for Seniors
- Display cases for Veterans / Author talks / cheese and soap making for greening the city
- VPL branding, making people aware there is a library in the centre
- Book clubs – currently 15 women aged between 50-80 years, participate.

Mark fielded questions from the floor that addressed:

- a) Book club for teens – Not available in Kerrisdale. There are teen advisory groups throughout the city that meet the specific needs of their community for example; in Mt. Pleasant “youth at risk” is a priority, whereas we have eager youth needing community service/volunteering opportunities.

- b) High Staff turnover – Mark has been at Kerrisdale less than a year and wants to give the public, assurance of stability. They have had three Librarians leave in the last 2 years.
- c) Language challenge – Melina noted the Chinese section in the library has expanded. She asked if anyone on staff spoke Mandarin or Cantonese? It's a challenge to deliver in other languages.
- d) The library doesn't have enough staff so the only way to deliver programs to this demographic is to take staff away from their regular jobs. They have a strong ESL and conversation circles in the library.
- e) Resource material has changed because of technology, with more people streaming movies and lifestyle programs online so it's hard to know what people want.

Mark left the meeting at 8pm.

3. APPROVAL OF CONSENT AGENDA of 25 March 2015 (8:00 – 8:03)

The Executive Committee decided in February to trial this Consent Agenda model until June. The package is larger than normal because there was no meeting in February and therefore, there is twice as much information in the package. The Chair asked that all members be patient with this initial implementation.

There were no changes or discussion on the Consent Agenda Package of 25 March 2015.
MOVED by Fred and seconded, to approve the Consent Agenda as presented. CARRIED.

4. MATTERS Arising from THE Minutes/reports (PULLED FROM ABOVE)

4.1 Recognition Plaque for Outstanding Service

Fred spoke on this item, brought forward from January's Program Committee meeting. More information from the committee is needed before he can answer questions from the floor:

- Would the plaque be from the Society?
- How does it relate to the award already given for service?

Alison to table this item for next month.

4.2 Using multiple languages in the program brochure – discussion item (8:07 – 8:22)

New immigrants, particularly the Chinese section within our community, is growing. Many of the seniors don't speak English. We need to reach out to let them know "this is your community centre too".

- Bill suggested a sample section of different languages (French is our 2nd language)
- Melina estimated this would be expensive and complicated
- Don pointed out there is a great deal of information carry over from season to season. At least have the table of content or list of the programs in different languages
- Susan agreed that we should promote our services in different languages. A note to get someone to translate the information for you.
- What are other community centres doing about this to accommodate a greater diversity of people?
- Our program brochure and in-person registration used to carry translations, what happened to this?
- Terry suggested using volunteers rather than staff to vet calls for particular languages
- Other languages could easily be uploaded online as well.

The Program Committee has to come back with more ideas. We will aim at having other languages for the fall program. Deadline for press is the 3rd week in July; proof must be completed by mid June. The committee should come up with a cost estimate.

4.3 KCCS Celebration Event, 25 April 2015 (8:22 – 8:27)

David reported the following:

- 3 custom made banners will be produced and placed at the Centre, the Arena and on the booth that will be set up on the corner of W. 41st Ave and Vine Street, outside CIBC.
- The event will take place from 10am to 1pm on Saturday, 25 April (rain or shine)
- We will give away cupcakes, balloon, streamers and have custom made buttons for the staff and instructors to wear

MOVED by David and seconded that in celebration of Kerrisdale winning the Best Community Centre in the City, the Board is requested to approve a sum of no more than \$1,500 to cover cost of purchasing banners, balloons, streamers, buttons and cupcakes for this significant event. CARRIED.

Volunteers: Melina, Terry, Robert, Don, Kathleen (will have a list of things to do). Everyone is to wear his or her nametags. Susan to coordinate the staff to set up onsite. Alison to invite all Park Board Commissioners.

4.4 Kitchen Subsidy –tabled until the April meeting to have more information available from the Seniors Council.

5. New BUSINESS

5.1 Election of Officers (8:40-8:45)

Robert Lockhart chaired the nominations for Executive positions. Alex read the list of candidates recommended by the Executive Committee who have agreed to accept the following positions:

Treasure:	Ali Cheung	Vice President:	Oscar Bisnar
Past President:	Robert Lockhart	Vice President:	Fred Jay
President:	Kathleen Bigsby	Secretary:	David Eaton

Robert called three times for any other nominations from the floor. With no other nominations, Robert declared the slate is full and elected.

5.2 What is needed to increase program registration? – discussion item (8:45 – 9:19)

We are seeing a steady decline in our membership since 2010-11, and need to identify reasons for this downward trend. Some noteworthy ideas discussed included:

- The OneCard system? Are people asking, “Why would we buy a membership”? However, we’ve been trending down prior to the OneCard implementation. Kathleen cautioned, “Correlation doesn’t necessarily equal causation”!
- Lee identified there maybe a loophole in the fitness area. This process will need to be investigated to ensure that everyone using the fitness area has a membership.
- The Thunderbird minor league players have memberships with us in return for use of our facilities. There are about 275 members who are just about to pay their fees. We use to have the same arrangement with Kerrisdale Soccer. Have they been keeping up their memberships each year?
- The passing away of some of our seniors and the shrinking size of families in the area.
- Do we need to change our programming to attract a changing demographic? Are people in the declining age group too busy working?
- Families are moving out of the area because housing is too expensive. We don’t draw a huge segment of the Kerrisdale community to our centre. Is this an advertising issue?
- The “Kerrisdale Insider” is a free booklet that highlights businesses and events in Kerrisdale (with other similar magazines published for other communities). Maybe we should do some marketing and heighten our profile to describe what we do and what we offer. Do we need to build an advertising campaign and market our business and target those people in Kerrisdale? Is it new migrants that don’t speak English or is it that people are moving out of Kerrisdale.

- The drop in preschool and children’s programs may have impacted on the family membership purchases. It maybe a multi faceted issue and some directions to start exploring.
- Develop a marketing and advertising campaign for KCC. We need to identify the customer. How do we communicate to the consumer? If we can afford it, we can do a KCC survey in area. “Do you know about the community centre and are you a member?” Perhaps in Cantonese and Mandarin. This would help us understand whether it’s the language or the kinds of programs we are offering or not offering.
- Terry asked, why don’t we put out a questionnaire in the brochure? 6,000 onsite and 25,000 delivered out. Offer an incentive. Get London drugs to sponsor – win a TV for example.
- Ali noted that our biggest dips are in the 0-15 age bracket. Kathleen to ask Killarney CC to report on any dips by age.

Robert suggested the following stepwise process to move forward on this issue:

1. We look at the latest Census Surveys from Stats Canada and pay for it if necessary - Don
2. Go back to the market survey and questionnaires from the Needs Assessment Report 2005 to try and elicit what people want – Robert
3. Build a Marketing and Promotion plan that targets the consumer and what they want. Terry suggested enlisting a UBC marketing student to take this on as a project. Keiko maybe able to look at this. Robert cautioned that we should not rush into this process.
4. Parallel with the marketing plan, we can modify our program structures to fit. Program Committee

Volunteers to make up this new committee are: Robert, Don, Humaira and Terry.

Everyone else, to ask their friends and family about what they think about KCC. We need to ask “what would draw people to the centre”? What kinds of changes are needed? Do they come here often? What are we lacking or not offering. Ask and listen. See what clues or insights are coming through. Alison to compare and table Participants’ Feedback data supplied by Erik.

Susan left at 9:20pm

Additional comments from Casey Crawford:

Casey followed up regarding the Gymnasium’s seismic situation. He confirmed that it is on the table with the General Manger as part of the bigger process of evaluating emergency preparedness in all PB facilities in the next few months. The condition of our facility will be included in that discussion.

Casey circulated the latest report from his last PB meeting. Casey is happy to answer any questions or concerns via email.

6. In-camera (9:30 – 9:53)

7. ADJOURNMENT

There was no other business and the meeting adjourned at 9:53pm

NEXT MEETING: APRIL 22, 2015

UPCOMING EVENTS

Program Committee	April 1, 2015
Executive Committee	April 8, 2015
Park Board Meetings	April 13 & 27, 2015