

**Board of Directors Meeting
of the Kerrisdale Community Centre Society (KCCS)
Wednesday, 22 April 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, Keiko Honda, Oscar Bisnar
Regrets: Barb Mikulec, Colin Booth, Donald Wong (absent), Ron Stromberg (absent)
Staff: Susan Mele
Commissioner: Casey Crawford
Recorder: Alison Verghese

1. Call to order and approval of Agenda

The meeting was called to order at 7:30pm

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

- A “Thank You” card received from Kristi Douglas was circulated thanking the Board for hosting her farewell send off.
- Item 4.1 David circulated a sign up sheet for members who can staff the booth for Saturday’s 10am-1pm-celebration event.

2. APPROVAL OF CONSENT AGENDA of 25 March 2015 (7:34)

There were no changes or discussion on the Consent Agenda of 25 March 2015.

MOVED by Robert and seconded, that the Consent Agenda be accepted as presented. CARRIED.

3. MATTERS arising from the minutes/reports (7:34)

4. Old Business

4.1 KCCS CELEBRATION EVENT, 25 APRIL (BOARD, MARCH 25 ITEM 4.3) – DAVID

This item was addressed earlier.

4.2 RECOGNITION PLAQUE FOR OUTSTANDING SERVICE (BOARD, MARCH 25 ITEM 4.1) – FRED (7:35)

Fred reported further details and clarification are still pending. The Board recommended that the Program Committee refer to the Society’s Awards and Honours Policy to ensure that a duplicate process is not raised.

4.3 USING MULTIPLE LANGUAGES IN THE PROGRAM BROCHURE (REFER 5.3)

There was a general discussion on effective ways to reach our diverse community that included:

- A two-step process in our program brochure: That we immediately go ahead with a small translation this summer, using the example provided in Sunset’s program brochure. A more comprehensive half or full page could be included somewhere in the beginning of our Fall brochure, using 3 or 4 other languages that are identified by our needs assessment appraisal.
- Online translations: We could include a note in the brochure directing patrons to read the translations on our website or on Facebook.

- Translated program material: It is important to provide accessible program material in other languages, especially for workshops on health or financial talks available to our members.
- Open Day with translators: We could host a preregistration public Open Day to promote and advertise our programs and services with translators, instructors and volunteers on hand.
- Hiring bi/multi-lingual staff and volunteers: It was reported that about 70% of the kids that participated in last years summer day camps were Chinese. Approximately 50% of the parents or guardians of these children needed translations in either Cantonese or Mandarin.

MOVED by Don and seconded, that a needs assessment need not be required to ascertain which language is most prevalent here. The Chinese community is a very substantial group and translation of a generic list of programs in this language is required. CARRIED unanimously.

This item is to be taken to the Program Committee for further input and implementation. Melina offered to translate the one-liner and it will go into the June brochure. She has also agreed to translate the generic list of program offers at KCC into Chinese and the list will not change from season to season.

David left the meeting at 8:00

4.4 KITCHEN SUBSIDY (BOARD, MARCH 25 ITEM 4.4) – MARY ANNE (PAGE 32) 8:00

- Finance identified an increasing deficit in the seniors' kitchen operations, rising to \$50k in January (year-to-date is \$10K over budget).
- The kitchen menu prices increased last September, but not the coffee bar.
- The factors most affecting the deficit are increases in wages and food costs.
- This is an interim measure. Future price reviews in the coffee bar will be made at the same time as the kitchen.
- The price increase will reduce our subsidy by 10% on an annualised base. It will generate an additional \$4,500 per year, assuming demand doesn't change. This is a significant change.

Therefore to curtail the increasing subsidy, a motion to increase the prices in the coffee bar, effective June 1st, 2015 was approved by the Seniors' Council.

MOVED by Mary Anne and seconded, that the Board approve the proposed coffee bar price increases as tabled. CARRIED.

4.5 SOCIETY BULLETIN BOARD (EXECUTIVE, APRIL 8 ITEM 3.4) 8:10

- Will act as a "go to" board and will provide a strong profile for the Society
- Could be use it as a marketing and communication tool
- Would contain the President's Message
- Could be an opportunity to post translations for the program brochure here

MOVED by Robert and seconded, that the Society will establish a dedicated Bulletin board for the Centre. CARRIED.

Susan will find us a location for the Bulletin board.

5. New Business

5.1 COMMITTEE GOALS FOR 2015-16 (8:14)

Kathleen announced that the deadline for submitting Committee Goals is Monday, May 18th, 2015. Key points to remember when setting goals are to:

- Look at your committee's Terms of Reference
- Discuss what's going on and set yourselves two goals
- Make the objectives measurable.

Committee Goals are to be submitted to Alison by the due date and will be tabled for review at the May Board Meeting.

Additional Item:

Oscar highlighted the challenges of the new transitioning Youth Committee noting:

- Terry and himself are new to this committee and have no historical knowledge
- Erik doesn't have a lot of time to spend on this committee due to his new workload
- Suggested this sub-committee go back into Programs or be injected with more members

Kathleen mentioned that committees could be comprised of any members, not necessarily just board members. This needs to be discussed at the Program Committee for further review.

5.2 COMMUNITY NEEDS ASSESSMENT (BOARD, MARCH 25 ITEM 5.2) & (EXECUTIVE, APRIL 8 ITEM 3.1) 8:18

As a follow up from last month's Board meeting on "KCCS Drop in Membership Numbers", Robert submitted a memo to KCCS Executive Committee, dated April 3, 2015. It outlined the background of the 2005 Needs Assessment report and the comprehensive survey work that with some tweaking, could provided the basis for developing a marketing plan to counteract the trend towards current lower membership numbers.

- Both the 2005 Needs Assessment Report and Stats Canada reports have been forward to another party for further analysis.
- The committee made up of: Robert, Oscar, Don, Terry, Melina and Humaira has been struck
- Three appendices from the 2005 report will be sent to the committee members for review
- Don's synopsis was very useful and added meaning to the data from the 2011 Census (refer to Memo dated April 12, 2015). It confirms that our memberships are coming from other areas, like Shaughnessy, Arbutus-Ridge, Dunbar and perhaps Oakridge so we should broaden the area of our survey outside of Kerrisdale
- Susan's data compiled by the City was also very useful for comparing Kerrisdale Community Census date from 1996 and 2001 to 2006.
- We have the addresses of all our members and the committee can map out where they live by postal code on a computer.

8:30 – 8:45 BREAK

5.3 PROMOTIONS & COMMUNICATION COMMITTEE PREVIOUS TERMS OF REFERENCE (EXECUTIVE, APRIL 8 ITEM 3.2)

The Promotions and Communication committee has been in hiatus for a number of years. We are now addressing falling registration and memberships: two areas that could benefit from activities of an active Promotions & Communication committee. For instance:

- Upgrading the KCC website to make it more enticing
- Finding other venues for advertising and promoting, the Seniors' lunches for example
- Using other languages to communicate to our diverse ethnic community
- Implementing the marketing plan arising from the needs assessment's appraisals
- Improving current communication methods: e.g., using social media (FB/Twitter)
- Robert mentioned that activities of this committee are similar to those of Community Engagement and could be incorporated into that committee; however Keiko stated that, although there are overlaps, the Terms of Reference for the CEC have a broader scope.

- Oscar feels we should wait for the Community Needs Assessment Committee’s report to guide this committee before proceeding
- One of the first tasks of this committee would be to review and update the old ToR

MOVED by Fred and seconded, that the Board accept to reactivate of the Promotions and Communications committee. MOTION IS CARRIED

Kathleen will follow up with the implementation of this committee.

5.4 ACTIVENET REPORT – ROBERT LOCKHART (8:58)

The City has contracted ActiveNet to replace the Safari registration system this coming August. The CCAs’ concerns have been well documented (refer to ActiveNet Report, dated April 11, 2015). We note:

- We have yet to receive a response from a letter to the General Manager (dated March 16th, 2015) from Robert asking for the consultation we were promised. We’ve had no consultation on the replacement of Safari, the selection of ActiveNet, the terms of the contract, or the kinds of reports to be generated.
- Lee is currently replicating the numbers from the handout to see how accurate they are because we don’t know where they came from. We’re looking at a big financial hit and a loss of financial control because our revenue flows through ActiveNet, then Park Board. We know that ActiveNet has the capacity to pay us our revenue directly, so why is it flowing through the City?
- It seems a rationale for implementing this new system stems from changes to federal legislation related to the handling of money (credit & debit cards, etc.) that require a higher level of financial management and security than Safari is capable of.
- Our fall program fees have already been set and the Society will have to absorb any increased costs from the ActiveNet implementation. Our ability to plan and evaluate is non-existent because the City won’t ask us what we need or tell us what’s being set up.
- The promised workshop for April 20th on financial matters was not held and has not been rescheduled.

Susan left the meeting at 9:17pm

NOTE: Casey voiced his concern about our new consent agenda model, which eliminates him from discussing anything with us. We will in future have a standing line item for the Commissioner’s Report in the main agenda. Casey didn’t have a report to submit this month.

Casey left the meeting at 9:19

6. In-camera Meeting (9:22 – 9:45)

7. Adjournment

There be no further business, the meeting adjourned at 9:45pm

NEXT MEETING: May 27, 2015

UPCOMING EVENTS:

Program Committee	Wednesday, 6 May 2015
Executive Committee	Wednesday, 13 May 2015
Board Meeting	Wednesday, 27 May 2015
Park Board Meetings	Monday, 11 & 25 May 2015