



# MINUTES

Date | time 5/9/2016 1:00 PM |

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## In Attendance

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Phyllis N (Treasurer), Laura L (Coordinator) , Barbara H, Jan P (co-chair), Joan O'B, (recorder) Kolleen M (co-chair)

**Regrets:** Stacey M

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## Approval of Agenda

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Approved

Motion: Kolleen

Second: Barbara

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## Approval of Minutes from April 7<sup>th</sup>, 2016

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Motion: Jan

Second: Phyllis

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## Coordinator's Report

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### **Spring Workshops:**

- All workshops including the 'Support Group Drop In' have low registration and attendance respectively. All local agencies including DCAFS are reporting the same result this spring.
- Recent cancelled workshops include School Work Strategies and Appreciating Gifts of our Differences due to low registration.
- We did design and distribute a second workshop schedule for May only and received permission to distribute through the UGDSB schools.
- Brainstorming to address lower registration for the workshops; discussion followed on ideas to increase promotion, outreach. The Orangeville Banner continues to omit us from their 'Community Events' section, consequently we are not reaching as many parents as we need to to fill our workshops. With the change in management and structure for the Orangeville Banner it is apparent that we need to dedicate an advertising budget to promote our fall program. Also, Joan will take on the responsibility of physically posting flyers throughout the community bulletin boards for each of our programs and events.
- Lower numbers have provided an excellent opportunity for participants to receive 'quality communication' that does not happen when there is more attendees. Discussion around how to convey that information to our funders.

Initiatives to take before the Fall schedule:

Other ideas:

- By creating two schedules instead of one that encompasses all the workshops will be easier for Laura as there will be less changes required and also more room for the information.

- Laura to get pricing for Orangeville Banner advertising.
- -Kolleen, Jan re radio spot for parenting tips- sponsored by a company
- Using a Focus Group for the fall
- Charging a fee for our workshops with the pros and cons.
- Try again to get into the Parks and Recreation book
- participate in the sign up night at the recreation centre
- arrange a display at the open area at the recreation centre

**Pro Grant:**

**Ross Greene, May 12 at ODSS**

Registration for Ross Green Presentation on May 11<sup>th</sup> at ODSS is about 70 people so far.

- Immediate action:
  - Laura will contact the local radio station 100.5 to see if we can get last minute reminders
  - Laura will contact the school to get a contact number in case we run into technical difficulties with the microphone.
  - Laura will confirm whether he wants to provide hand-outs and/or sell his books at the presentation.
  - Those that can help set-up will meet at ODSS for 6:00 pm. Joan will look after our booth with info
  - consider more advertising in the Banner
  - Laura to get or create a Thank You Card.
  - Kolleen will do the introduction and Jan will present the 'Thank You' card and cheque.

**Brochure**

- Brochure: discussed content
  - We want to change the chart to STOP –THINK by creating a Yield sign- RESPOND
  - Use an example in the chart of a more educational basis so that parents will keep it and refer to it.
  - Kolleen and Laura will revisit this idea.

**United Way:**

- Barbara attended the 'Investing in our Community' event on April 20<sup>th</sup> on our behalf. It was a nice recognition to all agencies who delivered services for their programs.
- May 11 – Joan will be attending the 'All Agency' meeting in Guelph.

**Treasurer's Report**

-Phyllis reported a bank balance of around \$32,000 after Ross Green expenses.

-Phyllis has completed her preparation of the audited financial statements and made arrangements for Catherine Campbell, our auditor to pick them up.

**Additional Agenda Items:**

**DC M.O.V.E.S:**

- County of Dufferin and Headwaters Communities in Action (HCIA) combining in an initiative to "identify and develop innovative and/or collaborative solutions to local issues" – an agency integration model.
- There is potential benefit for DPSN to be included in this collaborative initiative
- Phyllis suggested that this initiative may have future opportunities for DPSN and that as many of us attend as possible.
- The Association will meet quarterly – next meeting is June 21<sup>st</sup>.

**AGM Meeting:**

- June 6<sup>th</sup> from 1 to 3 pm at DCAFS.
- Jan will invite her friend to the meeting who has shown an interest into possibly becoming a volunteer.
- Laura will email board members to arrange snacks.
- Laura will email the board members with the detailed AGM information prior to the meeting.
- Catherine Campbell, our generous auditor, is invited and Phyllis will purchase flowers for her on our behalf.

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## Next Meetings

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June 6: Annual General Meeting