



MINUTES

Date | time 11/9/2015 1:00 PM | *Meeting called to order by* Barbara H

In Attendance

Jan P (Chair), Phyllis N (Treasurer), Laura L (Coordinator), Stacey M (recorder), Barbara H, Joan O'B, Barb W (volunteer)

Regrets: Kolleen M (co-chair) and Shirley M (volunteer)

Approval of Agenda

Motion: Stacey M

Second: Phyllis N

Approval of Minutes from October 5, 2015

Motion: Jan P

Second: Barbara H

Coordinator's Report

A. Fall Parenting Workshops:

- Schoolwork Strategies for Parents – was cancelled; most likely due to no notice going out to parents from the schools because of the School Teachers Work to rule.

B. Special Presentations:

i. Teresa Pitman, The Resilient Child: Fortifying Your Child against Stress:

- 39 attended
- Pictures from the event will be submitted to the Banner and Snap Dufferin
- There were a couple tickets handed in that were given by FTP
- Laura will send a thank you card to the teacher and students who helped with the event

ii. Alyson Schafer: Family Talk about Drinking

- November 23rd at ODSS at 7:00PM
- Flyer to be emailed again to the School Council Chairs
- Have access at 4:30pm to set up chairs at the school
- Equipment should be at the school needed for the event
- Stacey, Joan, Jan and Barb W (maybe) can help with the event

C. Lions Club:

- Not listed on their website as being supported by them. Sent an inquiry to the director, have not heard back yet. Laura will try to contact them again.

D. United Way:

- We have not heard about a site visit yet

Treasurer's Report

Phyllis reported having a bank balance of \$27,000, this is not including the PRO Grant \$ or the \$500.00 donation

PRO Grant 2015-2016

Ross Greene:

- Will be in Oakville in May; so would not need to worry about extra transportation costs
- Need to confirm \$1500 fee, ensure it is in CND not US funds

Parent Support Groups:

- Orangeville daytime – School age
- Orangeville evening - Teens
- Shelburne evening – School age
- Possible idea of having rack cards with quick parenting tips available at these Support Groups. Will look at quotes from Vista Print
- Look at spending extra money for different facilitators (especially for Teen group)

Implementation of Strategic Initiatives

A) Funding – Meeting/Discussions with Dufferin County:

- Separating out the donations, funding stream is not changing
- Reporting may change; who and how many we serve, outcome numbers etc.
- Purchases for facilitators covered, but not salaries

B) Fundraising Opportunities:

i. Jungle Oasis:

- Discussion on holding this event again
- Possibly partner with Scotiabank, see if they can match donations as well
- Saturday of Family Day weekend seems to work well

ii. Sponsor Recognition:

- Gold Recognition; discussion on putting sponsor recognition on our workshop calendar. Laura will put together our list of sponsors to discuss at a future meeting

iii. Income Generating Opportunities:

- Putting a group of schools PRO Grant together; similar to the group of Erin schools who work together for their PRO Grant

C) Establishment of Marketing Research Method:

- Need to concentrate on how people are hearing about us
- Look at affordable methods of marketing
- Review other types of research; ask Kolleen about Family Education, DuCK

D) Set Targets for Measure of Profile:

- Have been keeping track of Facebook likes, but not clicks or how many reached
- Look closely at the numbers twice a year (end of December and end of June)
- Look at setting targets

E) Reducing Barriers – stigma, childcare transportation, time:

- Jan had an idea of getting a weekly Parenting Tips on the local radio station
- Discussion about offering video clips/podcasts on our website on parenting tips for people with transportation, childcare issues etc.

Next Meetings

December 7th (12-3pm)

January 11th

February 8th

March 7th

April 11th

May 9th

June 6th