

Pembroke 50+ Active Living Centre Inc.
Annual General Meeting
June 12, 2019
11 a.m.

1. Welcome by Mieke Mahood - Mieke welcomed everyone in attendance (17 members with 11 Board members). At this time, she called on the Centre's Auditor Fred Sinclair of Dean Sinclair to give the audit report for 2018-2019.

2. Audit report for April 2018 – March 31, 2019

Presented by Fred Sinclair – Centre's auditor of Dean Sinclair CPA

Fred reviewed the Audit report as circulated to the membership present. Fred noted it was a good financial year. Question to Fred: What would be the amount to be kept as reserves. Answer: Fred noted between \$25,00 - \$30,00.00 would be an acceptable range for the Centre to have in reserves. This amount is to maintain an operable maintenance contingency plan.

3. Approval agenda - Hearing no further additions to the agenda, **moved by Susan Bernhardt, seconded by Larry TerMarsch the agenda as presented and circulated be accepted. Carried**

4. Approval of June 13, 2018 AGM Minutes – **Hearing no errors or omissions, moved by Ted Mahood, seconded by Gerri Roy, the 2018 AGM minutes as circulated be accepted. Carried**

5. Reports

- President's Report Year in review (2018-2019) – Pam Gaudette Past President
 - 2018-2019 certainly had been a very busy year
 - Official name change to Pembroke 50+ Active Living Centre
 - There were 6 Board meetings; 3 executive meetings
 - Continued development of the Finance & Advocacy Committee, the Membership Committee and the grant Committee
 - Received our annual funding from the Province of Ontario of \$42,700; Special grant funding was applied for and received \$9360. The Special Grant Funding was used for many things to enhance our Centre, Computers were upgraded and purchased with new computer programming, a new projector was purchased, the 2nd AED (automated external defibrillator) was purchased for the 1st floor, more exercise equipment such as weights and resistance

TheraBand's were purchased, a new table for the table tennis activity was purchased, a chest set, seven round white table cloths, cooking utensils and a new coat rack.

- Workshops and Seminars, 3 cooking workshops, Dot Painting, Digital camera workshop, Seminars well we have had a few, OVCATA, Elder Abuse, Wills & Estate Planning, Spinal Health, Power of Attorney, Robbie Dean Family Counselling Centre
- Chat Café has had many interesting speakers and presentations
- Social and Special Events and Fund Raisers- 1st Ice Cream Social, Drumming demonstration by the Circle of Turtle Dove Lodge, Annual Garage Sale was increased to 2 days, Victoria's Christmas Tea, 1st Ugly Christmas Sweater Party, Christmas Dinner and Dance, Trivia in the Valley, Yoga Marathon, and the Fifth Avenue Jewellery Tea,
- Community- we collected at Christmas for the ST Joseph's Food Bank, we set up a table at the PMC for the Downtown Connect Community Expo, and demonstrations were given from our Active Fitness, Line Dancers, Let's Get Fit a Bit, Zumba Gold and Kripula Yoga groups.
- Programming for 2018-2019 "Walk in a Hike with nature" 9 successful hikes/snowshoe days and with 3 cancellation times due to the unpredictable weather. Participation varies for this activity from 3 to 23.

In addition the regular programming Active Fitness, Line Dancing, Belly Dancing had one session and is on hold for now, Qui Gong Yoga, Kripula Yoga, Tai Chi, Cribbage -had an increased number of participants, Bridge, Euchre, Bid Euchre, Bunco, darts, table Tennis, Carpet Bowling has resumed, Art includes oil, acrylic and water color, Art Discovery and games day, more recently Wednesdays has added playing games, Ceramics has been on hold until the fall, Computer lessons including one on one, Book Club, Movie matinee resumed with several people taking turns to provide this activity, Drawing with Friends, Memoirs, Hooks needles and patchwork, this past year we also had Quilters Block party sessions on Fridays, Diners Delight is monthly and we had it at the Centre and catered by the Thai Gardens, finally Zumba Gold has been new this past year and well attended.

- Over the last year Chartwell Retirement Homes - Pinewood and Heritage Manor have continued to sponsor our newsletter and various events
- Riverview Heights sponsors our web page and various events
- Moncion Metro continued to sponsor us with receipt program and thank-you Laretta Handke for continuing to take on the task of tallying up all those receipts.
- City of Pembroke- has also sponsored us for special events
- Art Display is looked after by Gerri Roy and she certainly has generated the interest of the many talented artists at the Centre to display their art. So please continue to support her.
- We had elections in March, with some newly elected Directors and some returning, but this I will say, all those elected are working for you the members and this Centre, to make this organization a place you want to go to. This Centre is place to socialize, to meet, to participate in the many activities offered, it has become a community or even a second home.
- Finance & Advocacy Committee (F&A) –Kathy Kennedy
 - Kathy explained the mandate of this committee to develop, prioritize, plan and monitor future needs of the Centre including: revenue, property space, membership, programs, education, safe practices and volunteer recruitment/development. The committee’s objective is to raise community awareness of the Centre and increase memberships; support the work of the board of directors with all of the actions having board approval; actively respond to all board requests and are often proactive in bringing new issues forward to the board for action; provide assistance to Sub-Committees. At this time Kathy asked for everyone to refer to the organizational chart (attached).
 - Accomplishments to date:
 - Communicated and meet with the City of Pembroke as required throughout the year fostering the growth of a strong partnership and monitoring the possibility of acquiring additional space.
 - Name Change – completed the process with positive feedback.

- Developed the Grant and Membership Committees including Terms of Reference and provide ongoing support as our new committees as they move through their written Work Plan.
- With support from the membership committee we created new volunteer and membership forms.
- Put in place a detailed data collection process for statistics that are required to ensure grants, partnerships and community funding. We monitor and update this data as required.
- We developed an honorarium guideline.
- We developed the process of creating an ongoing “Wish List” that will enable us to capitalize on funding opportunities in a timely manner and enhance our grant application process.
- The committee spearheaded an updated inventory of property assets for insurance purpose and for future planning. This task has been included in our Work Plan to be done annually.
- Develop promotional and marketing material in aid of expanding our community profile, membership and funding. Materials include items such as DID YOU KNOW, promotional Brochure, contact and community resource listings and signage.
- We developed a “Display in a Box” and recently participated in the Downtown Connect event.
- We review the work of the sub-committees and provide support to these committees. We report back to the board sub-committee actions and obtain board approval for sub-committee work when required. *Sub-committees are currently structured to have 2 F&A members be part of their committee.*
- Recently we completed the Senior Active Living Centre (SALC) funding application for 2019 with a June 14th deadline.
- Worked with the Grant Committee to prioritize Horizon Grant request to ensure necessary funding and meet our June deadline.

○ Future Plans

- Develop a logo and tagline. *(began the process)*
 - Purchase professional banners to identify the Centre.
 - Review and revise current by-laws.
 - Develop a presentation that can be used internally and externally to educate partners, funders, members on all we have to offer our community and why they should support the Centre.
 - Develop a Health and Safety Team (part of the volunteer committee) to create a process/policy regarding AED needs, including equipment and volunteer training.
 - Establish a Volunteer Committee this Fall. *We have started working on the Terms of Reference for this committee. This will include recruitment, training and appreciation.*
 - Establish a Fundraising Committee.
 - Obtain Outdoor Signage pending approval of our funding request and any new construction changes to the building.
- Membership Committee – submitted by Rose Smith
 - The Membership Sub-Committee was established in 2018, with our first meeting on November 19th. Those in attendance included: Kathy Kennedy, Lynn Miller, Christine Bennett, Carol Liranzis, Rose Smith and Arlene Ling. As a sub-committee, of the Finance and Advisory Committee (F&A) of the Board of Directors, we are responsible for making recommendations, but not limited to, the organization, scheduling and implementation of the yearly membership drive. The goal for 2019/2020 is to increase our membership by 60 new members.
 - Current committee includes: Kathy Kennedy (F&A), Christine Bennett, Carol Lirantzis, Rose Smith, Susan Bernhardt, Mieke Mahood (Board) and Arlene Ling (Office resource).

To date we have:

- Put together an information page for our volunteer receptionists so that there is consistency with regards to welcoming new members and welcoming back existing members. Also included was an information

package for new members including a current newsletter, Did You Know?, Centre brochure and floor plan of the Centre.

- During our membership drive in March, we held an internal new membership drive contest entitled “Fill the Leprechaun’s ‘Pot of Gold’”. A free membership was given to a current member whose name was pulled from all those who brought in new members.
- Updated our membership & volunteer forms. Also updated the brochure, making it easier to read, included the centre’s many activities, contact information and included our new name “Pembroke 50+ Active Living Centre”.
- Created a consistent clear public message for recruitment and promotion which included posters, newsletters, and brochures, which we distributed throughout Pembroke and area. Heritage and MyFM radio stations were contacted and announcements were made during our membership drive, etc.
- A “Coffee Afternoon” was held on May 21st, for new and old members, to familiarize them with the many advantages and activities of the Centre and get to know other members. All new members were called in advance.
- A half page of information regarding the Pembroke 50+ Active Living Centre was published in the Pembroke Parks & Recreation 2019 Guide.

Looking forward:

- We want to continue to make inroads within the City of Pembroke and the PBIA.
- We are looking into a Logo/Tag Line. Also, a banner that can be on displayed at events.
- Development of an Activity Booklet which will highlight the different activities available at the Centre.
- Become active participants within the city and area to promote the centre. Also, a possibility of giving talks to service groups.
- List of this year’s contacts for use in the future.

- Grant Committee – Submitted by Pat Wolfe read by Larry TerMarsch

- The Grant Sub - committee was formed this past year to explore grant options and to apply for a federal New Horizons grant when the funding opportunity arose. Fundraising in general is not part of its mandate. This committee reports to the standing Finance and Advocacy committee.
 - At present, the committee, consists of five members, and their work has been focused on completing the application process for the New Horizon grant. The announcement and criteria for the grant were made public in the middle of May, with a due date of June 21. Our application for \$25, 000 has been completed and will be submitted on time.
- Statistics (showing program participation) – Lynn Miller
 - **Number of Programs offered:**
 - Weekly – 29
 - Monthly – 8
 - Seminars, Workshops etc. 15
 - Fund Raising Events 4
 - Bus Trips – 3
 - **Number of Participants:**
 - 11,040 people attended programs above
- Participants in our physically active programs increased by 21%, mainly due to the addition of extra days for 50+ Active Fit and Zumba Gold. Participants in our socially active programs decreased by approximately 8% due in part to a reduction in people looking for computer classes, the elimination of 6 hand euchre, a decrease of participants in some of the card games.
- **Volunteer Hours:** Our volunteers donated approximately 5,000 hours to the centre. These hours include time doing set up and take down for activities, donating baking and working in the kitchen for events, volunteering in the office, assisting with programs, working on committees, making decorations for events, working on special programs such the yard sale, the Victoria Tea, Trivia Night, fixing things that are broken in the building, and many more activities. Our Centre would not be able to function without the work of these amazing volunteers and we thank all of you.
- Secretary – Cheryl Stott

- 82 cards were sent as follows; 32 sympathy; 5 Get Well; 16 Thinking of you; 12 Christmas cards; and 17 thank you cards. It usually takes 15 – 20 minutes for each card to be addressed, as Cheryll adds a personal note.
- Cheryll also reported in Arlene’s absence at a board meeting to record the minutes, Cheryll assumes this responsibility.
- Property – Neil Videto
 - Neil spoke of the various maintenance, projects and repairs in the Centre over the past year. With Lorne’s assistance a complete inventory was accomplished to ensure the proper insurance coverage
- Trips - Arlene Ling
 - Trips are based on selling 55 tickets, keeping the cost more reasonably. If this does not occur, it makes it financially difficult. All but one trip was a sellout.
 - 3 trips –
 - August 15 & 16th Toronto Mamma Mia and Herongate Barn Theatre
 - September 18, 19 & 20th Toronto – Orillia Boat Curise, Famous People Players Lunch and Show; Tour of St. Lawrence District & Come from Away
 - November 27th NAC The Good Lovelies Christmas Concert
- Report on Strategic Partnership with the City – Mieke Mahood
 - Mieke spoke on the Strategic Partnership with the City and the benefits it has to the Centre. Currently the Centre is in the second year of a three-year term, which allows stable funding of \$8400.00/year. A yearend report to cover January 2018 – December 2019 was submitted to the City as per the conditions of this agreement on December 21, 2018. Included were statistics and financial reports. This partnership also has also allowed partnering with the City’s Park and Recreation Department in sponsoring some Centre’s events and presentations. To follow up and to address some concerns, a meeting with Centre and City representatives was requested. Due to the issues with the local flooding, the City was unable to commit to a meeting date. To arrange an alternative date for a meeting will be followed up in the near future.
- Letter of Intent -Mieke Mahood

- In July 2018 a letter of intent was sent to Mayor Mike LeMay and City Council for their consideration. The Centre requested the use of the old Fire Department building when it became vacant. In the letter it was asked for the City's approval to proceed with initiating a feasibility study in collaboration with the City of Pembroke's Recreational Department. To date the Centre has been informed that no decision has been made on the usage for any group. City Council will be receiving a report from Terry Lapierre in the fall of 2019 and a decision will be made. Currently the building is being used for the Construction office during the Victoria Street re-construction.
- Other Reports
 - Margaret Smith Centre's Board member reporting on the Renfrew County and District Active Aging Network (RCDAAN). Margaret's involvement in this committee began when she was elected to the Centre's board in March. Margaret informed the meeting that the Ontario Government is consulting with seniors and Caregivers on Aging Strong in their Communities. Feedback to support a new Seniors strategy. Part of the consultation process is an online survey, which Margaret recommended everyone complete, by July 19th.
 - Lynn Murphy addressed the meeting on the past year's Chat Café program subjects and thanked everyone who attended and/or presented. Lynn also listed the subjects for the upcoming year and also invited suggestions &/or individuals to lead a topic of their interest.
 - Lynn also gave a report on Kripalu Yoga. There is a number of faithful participants that participates in both the Tuesday evening and Saturday morning Kripalu Yoga sessions. Although this form of Yoga has its challenging poses, each do it at their individual comfort level. Last year Lynn facilitated a workshop with a guest speaker and teacher raising \$209.00. Lynn thanked everyone who participates in the both sessions.

6. New Business

- Constitution changes and vote
 - Mieke presented the draft Constitution at the meeting pointing out the Constitution requires approval from the membership; however, any revisions

to the By-Laws may be approved at the Board level. She highlighted the changes as proposed by the Board of Directors:

- #1 Change name to Pembroke 50+ Active Living Centre Inc.
- #2 Mission Statement
- #3 Objectives
- #5 The Board as listed; The board, consisting of the Executive Committee and directors, will ensure a minimum of eleven board members and a maximum of twelve members.
- **Hearing no other revisions, moved by Lynn Miller, seconded by Susan Bernhardt, the proposed constitution be accepted. Carried.**
- Volunteer Committee
 - This committee will be a sub-committee under the mandate of the Finance and Advocacy committee with members composed of Centre's membership and elected board members. An invitation was extended for interested individuals to let the office know if they would be interested in sitting on this committee. The Volunteer sub-committee is responsible for the organization, development and oversight of a volunteer program. This committee will also prepare and oversee/maintain:
 - Recruitment strategy to attract new volunteers
 - Lists of volunteers
 - Development of appropriate training/education in their preference
 - Develop strategies to expand their abilities to volunteer in different initiatives
 - strategies to express appreciation for volunteer, i.e. volunteer appreciate luncheon, volunteer service awards, etc.
- Fund Raising Committee
 - This committee will be a sub-committee under the mandate of the Finance and Advocacy committee with members composed of Centre's membership and elected board members. An invitation was extended for interested individuals to let the office know if they would be interested in sitting on this committee. The Fundraising Sub-Committee as a sub-committee to the Finance & Advocacy Committee (F&A) of the Board of Directors (Board). The

Fundraising sub-committee is responsible for making recommendations, but not limited to, the organization, scheduling and oversight of various fundraising activities:

- Propose and organize various fundraising activities to be undertaken in house, i.e. Victoria Tea, Trivia Night, Garages sale, etc.;
 - Oversee, coordinate and work appropriately with volunteers to implement fundraising activities
 - Propose, review, revise and prepare, advertising materials/initiatives, i.e. brochures, banners, powerpoint presentations, etc.; as required
 - Present to service clubs and potential donors during fundraising drives for specific requirements, i.e. fundraise for new signs, windows, etc.
 - Canvas businesses and solicit donors for donations etc.
- Logo
 - Kathy K. spoke of the call for a logo and tagline for the Centre. Our name change brought positive responses so we would like to take the next step and create our very own LOGO and Tag Line. We are in a very preliminary stage of this new endeavor and the LOGO and Tag Line we choose may be made up from a combination of submissions. We are looking for a logo that will represent Active Living and is simple enough to use on printed materials. The tag line should be short with a few words that is welcoming and upbeat. All submissions should be submitted to the office.
 - Other – Mieke Mahood – utilizing space for programming
 - Mieke spoke on the challenges the Centre is faced with in regards to utilizing the space for programming. If the main activity room is not being used, it gives the perception to anyone coming in that the Centre is not being used or the Centre is not active, even though there were activities prior to or activities occurring upstairs. When a registered program has booked the space and due to circumstances that program does not proceed, it prevents another activity from being scheduled in its place on short notice. Not only is the space not utilized, the Centre also loses income in providing an alternate activity. It is also a challenge to ensure matching activities to the appropriate space to accommodate the number of participants. By moving activities to other

rooms suitable to the number of participants, would allow another activity to be scheduled that will potentially have more participants.

In going forward, the Membership Committee will be looking at these challenges and will provide some suggestions to utilize the spaces available in a more efficient manner. Also, it will be looked at offering programming to utilize the space on weekends and evenings.

- At this time Mieke introduced the Board members present and those who have sent in their regrets:
 - Kathy Kennedy –Membership and F&A Committee
 - Pam Gaudette – Past President
 - Susan Bernhardt – Elected March 2019; Membership Committee
 - Marg Smith – elected March 2019; Centre’s rep on the Renfrew County District Active Aging Network (RCDAAN)
 - Neil Videto – Second term on Board responsible for Maintenance
 - Carol Lirantzis – Elected March 2019; Membership Committee
 - Lynn Murphy – past Board member Kripalu Yoga instructor; Chat Café facilitator
 - Lynn Miller – 2nd Vice President. F&A Committee
 - Pat Wolfe – (regrets) – 1st Vice President
 - Lorne Troutman (regrets) – Treasurer
 - Cheryll Stott – Secretary
 - Larry TerMarsch – Past Treasuer, reelected board member serving on the Grant and F & A Committees

7. Adjournment – **Moved by Ted Mahood, seconded by Arlene Ling the meeting be adjourned at 12:34 p.m. Carried**