

Pembroke 50+ Active Living Centre Inc.
Annual General Meeting
September 16, 2020
1 p.m.

1. Welcome by Mieke Mahood – Mieke welcomed everyone in attendance:

Mieke Mahood, Cheryll Stott, Pat Wolfe, Pam Gaudette, Margaret Smith, Lorne Troutman, Larry TerMarsch, Kathy Kennedy, Fyrne Ditullio, Don Carnegie, Pat Seawright, Ted Mahood, Mark Ling, Gerry Lett, Bill Halkett and Arlene Ling.

Regrets: Lynn Miller

2. Audit report for April 2019– March 31, 2020

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

Fred Sinclair presented the financial Statements for the year ended March 31, 2020, stating in the firm’s opinion, except for the possible effect of the matter described in the Basis for Qualified Opinion section of the report, the accompanying financial statements present fairly, in all material respects the financial position of Pembroke 50+ Active Living Centre Inc., as of March 31, 2020 and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations. Fred reviewed the audit pointing out the Special Events line in both the revenue and expenses were down, due to 1 less trip this year compared to last fiscal year. The cancellation of Trivia Night fundraiser in March, 2020 due to the COVID-19 pandemic also was a factor in an overall loss of \$832. In all intents purposes it was a break-even year.

Fred reviewed the Centre’s 4 GICs indicating the renewal terms of each. Fred recommended the Centre do its best and hold in reserves \$31,000. Question from the floor – deferred revenue the balance of 202 City Strategic Partnership funds. Deferred income was the membership take during the membership 2020-2021 drive before March 16, when the Centre closed due to COVID-19.

3. Approval Agenda – **Moved by Cheryll Stott, seconded by Lorne Troutman the Annual General Meeting September 16, 2020 agenda be accepted. Carried**
4. Approval of June 12, 2019 AGM Minutes – **Hearing no errors or omissions, June 12, 2019 Moved by Ted Mahood, seconded by Pam Gaudette, the 2019-2020 Annual General Meeting Minutes be accepted as presented. Carried**
5. Reports
 - President’s Report 2019-2020 A. Mieke Mahood

This fiscal year the Pembroke 50+ Active Living Centre has continued successes with the financial and programming of the Centre, while coping with some large challenges, that took up time and energy.

We started on an optimistic note, on how we were organized in reporting statistics of program attendance re- the capacity and participation, volunteers and their hours. A dedicated volunteer, who is also our 2nd Vice President does an amazing job in keeping these stats on a month to month basis, and is ready for the year-end report.

This year, one of their accomplishments was to have a tree painted on the wall with leaves added to the tree with the names of 100 + volunteers to recognize their time and talents in growing with the Centre.

The Membership Committee developed a program guide outlining the Centre's activities and programs with a short description of each. This has proven to be a useful tool, especially for new members, but also for current members who would like to know more about an activity. The Centre partnered with the Pembroke Business Improvement Area's Downtown Connect, a 2-day community expo trade show Friday May 10 and Saturday May 11, 2019. This gave the Centre an opportunity to showcase what the Centre has to offer, with volunteers giving out information and performing demonstrations i.e., of our active programming – Line Dancing, Active Fit, Let's Get -fit-a-bit, Zumba, Tai Chi were demonstrated.

The Centre's Grant sub-committee, completed and submitted a New Horizon for Seniors Program on June 14, 2019; "Reaching Out: Keeping Seniors Active, Healthy & Safe" in the amount of \$25,000.00. In this application items budgeted:

- Marketing campaign
 - New electronic outdoor sign to advertise our programs
 - New fresh logo
 - Printing of promotional materials
- Transportation Pilot – with no public bus transportation to the Centre, it was to be a means for seniors to get to the Centre for social inclusion
- Ice-Cleat Program – the purchase of ice cleats and re-selling to our members at cost for their safety in walking during winter conditions.

Unfortunately, we received word on September 18, 2019 the Ice-Cleat program was removed as it was determined an ineligible project. We confirmed, the balance of the project would be successfully administered with the budget being reduced to \$16,000.

Again, we received word April 3, 2020 our project was not recommended for approval.

On September 24, 2019. President Mieke Mahood and Board member Kathy Kennedy participated in a radio interview for “Seniors in our Community” promoting the Centre on what we had to offer on Heritage Radio, a local radio station in Renfrew,

With a growing membership and seniors in this community, a reoccurring challenge has been parking and the option to hold additional programming in our current space. When the space of the old fire hall, which is attached to our building, became vacant, we submitted a letter of intent for this space to the City in July 2018, with no response. We met with City representatives in June 2019, when we asked re- our letter of intent, they replied no decisions had been made. Hearing no further communication from the City, we learned, in a newspaper article of the City Council’s decision at the council meeting on September 17/19, to award in principle this space to The Grind, a social service for marginalized and homeless adults in the community and the Community Kitchen Task Force. The Grind had been working out of a store front on the main street in Pembroke, which was proving to be an issue and concern of the merchants and was hindering the re-development of the downtown core. With the City Council’s decision to move them to the “old fire hall” comes with challenge, two vulnerable demographics in close proximity of each other. A town hall meeting was held October 30, 2019, providing an opportunity to make the council aware of concerns pertaining to the Centre as well as the general public. As the Centre’s Mission Statement “- **the Centre exists to provide adults 50 years and over a meeting place, delivering quality programming and education to promote active living for life-long health and wellness for our membership in a safe and respectful environment.**” It is uncertain how we will be able to adhere to this statement. The geographically area is very isolated, congested and condensed with close proximately to the Public Library, residential homes, school and a daycare center. With the reconstruction and part closure of the existing street, beside our Centre, this now has become a dead-end street with restricted/reduced vehicle and pedestrian traffic.

The Centre presented to City Council our letter of intent on December 17, 2019. However, Council proceeded with their original “in principle decision” to offer this space to The Grind and Community Kitchen Task Force at a council meeting in January 2020 and enter into a lease, with two city councillors objecting to this motion.

How these two vulnerable groups will interact with each other remains an unknown factor and concern to our members, even to the point where memberships will not be renewed, creating a huge challenge to the Centre.

As a Strategic Partner of the City of Pembroke, to receive the municipal financial funding as outlined in the Senior Active Living Centres Act, the Centre presented to Pembroke City Council the year end Strategic Report on January 21, 2020. In this report, the Centre was able to provide information on the programs/activities we offer to the residents of Pembroke and surrounding areas, statistical data over the past year and promoting the invaluable service we offer.

Which brings us to March and the onset of COVID-19 pandemic, which undoubtedly has, and is continuing to affect everyone.

The Centre's Executive made the decision to close the Centre on Monday March 16th a day before the provincial order on March 17th. With only 2 weeks into our 2020-2021 membership drive, only 173 renewed or purchased a membership, compared to 2019-2020 membership drive of 265 members. Classes, activities, special programs i.e. cooking classes were cancelled along with one of the major fund-raising events – Trivia Night. Without these funds the Centre ended the year with a deficit of \$822 as shown in the Centre's audit.

We welcomed new community partners and worked with existing ones; City of Pembroke Recreation Department, Pembroke Public Library, Chartwell Retirement Residences, Champlain Museum, Royal Bank, as mentioned before the PBI and Little Things Canning Company. The Centre provided spaces as an outreach service to the Alcoholics Anonymous group for evening meetings twice per week.

Overall, the Centre experienced growth in new programs, program leaders and the continued development of the active programming in that more options of times were scheduled. The emphasis for the upcoming year is to focus on the 75+ age group to offer more programs to suit their interests. We were planning on having one session per month with the Pembroke Regional Hospital Mobile Geriatric Day Hospital Program. This will allow their participants become familiar with the Centre and what we have to offer. Two coffee chat mornings were implemented where new members could enquire about the Centre in a relaxed social setting while meeting current members. Subsequent coffee chats are currently on hold. We are also looking at developing a "Fund Raising" sub-committee when the Centre is somewhat in an operational stage.

We ended the year and began the new fiscal year with uncertainty of how we will move forward with the guidelines/restrictions, if any that will be in place to reopen the Centre in regards to COVID-19. When will we be able to reopen? What impact will the move of The Grind and Community Soup Kitchen to the attached building have on the Centre? What will

be the apprehensions among our members? Or will they feel comfortable and confident in coming to the Centre?

One thing for certain, we will be here to offer programs and activities for the seniors in Pembroke and surrounding area either in person or virtually.

Finance & Advocacy Committee/ Membership Committee –Kathy Kennedy

What we do?

We develop, prioritize, plan and monitor future needs of the Centre including: **revenue, partnerships, property space, membership, programs, education, safe practices, community profile and volunteer recruitment/development.** Our objective is to **raise community awareness** of the Centre and increase our memberships. We support the work of the board of directors with all our actions having board approval. This committee actively responds to all board requests and often proactively brings **new issues forward** to the board for action. We provide assistance to **Sub-Committees including: membership, volunteer and grant committees with an F&A member in attendance to provide support and enhance communication between the board of directors and the sub-committees.** As indicated in our **Organizational Chart** our future intent is also to formulate an independent Fundraising Committee as required.

2019-2020 Fiscal Projects, Meetings & Accomplishments

Please note: detailed notes from all of the meetings are available at the office for members to review.

- We provided assistance and direction to **11 Membership Sub-Committee Meetings.**
- Attended and provided support to **several grant and volunteer meeting.**
- The F&A committee had **17 stand-alone meetings** and were very busy throughout the entire year dealing with planned and unplanned items.

F&A - List of Meetings

2019

April 11, 2019 - regular mtg.	Aug 22,2019 – joint F&A & Executive mtg.	Oct. 2, 2019 – first meeting new Volunteer Committee
May 2, 2019 – regular mtg.	Sept. 3, 2019 –planning volunteer committee mtg.	Oct. 3, 2019 – meeting with Pembroke Mayor
June 26, 2019 – special mtg. with City staff	Sept 11,2019F&A – joint membership meeting – logo/tagline development	Nov. 1, 2019 – regular meeting Nov. 22, 2019 – prep for presentation to City Council

June 6, 2019 – regular mtg.	Sept. 25, 2019- City recreation planning mtg.	Nov. 28, 2019 – regular meeting
July – NO MEETING	Sept. 30, 2019 – mtg. City re: use of the fire hall	Dec. 23, 2019 – use of the Fire Hall & next steps
January 23, 2020 – regular meeting	March 5, 2020 – review of stats- year-end mtg.	Feb. 2020 – NO Meeting
March – COVID -19 – changed everything!		

In addition to our meetings we also developed and delivered **2 presentations to Pembroke City Council**: December 2019 a presentation regarding the use of the old Fire Hall and January 2020 delivering an overview of our year’s activities, stats and accomplishments.

This committee along with the sub-committees worked on many new items including: promotional opportunities such as Downtown Connect, Winter Carnival, program assessments and development, new membership kit, new activity booklet, senior’s discount guide, coffee mornings for new members, updated membership and volunteer forms, review and writing of terms of references, health and safety processes, promotional contact lists, reducing our use of plastics at the Centre, wish lists pending available funding, logo & tagline, premise issues, stats collection, and use of the old Fire Hall space.

Summary:

2019-2020 provided us with many new unplanned items for the committee to focus their attention to and adjust our priorities in a timely manner. Our work plan did not entirely accomplish all our year-end objectives as many new ones turned up higher on the priority list. Pre-planning and well thought out objectives/processes permitted us to continue to grow and at the same time meet our unexpected challenges that this year has given us! We have been able to maintain a near balanced budget and acquired the necessary funding needed for operations without the need to establish a special event fundraising committee. Our wide range of programs have provided to meet the needs of our members including the addition of our long sought-after pickle ball through our strategic partnership with the City of Pembroke. Our membership objective was just a few shy of our 600 goal. A year of many challenges and meetings, while at the same time successfully obtaining many of our committee goals. **Thank you** to all the **volunteers** who took a leadership role working on committees, projects and tasks to ensure the success of our Centre.

- **Volunteer Committee & Renfrew County District Active Aging Network (RCDAAN) – Marg Smith**

The Volunteer Sub Committee is a sub committee of the Finance and Advocacy Committee was

established last year. The responsibility of this committee is to organize, develop and oversee the Center's Volunteer program. Some of the main functions of this committee are:

- Prepare and oversee a recruitment strategy to attract new volunteers;
- Prepare and maintain lists of members wanting to volunteer;
- Prepare and oversee development of appropriate training/education programs for volunteers in accordance with their preferences, ie. office volunteers, fund raising volunteers, etc;
- Prepare and oversee strategies to develop volunteers to expand their abilities to volunteer in different initiatives;
- Prepare and oversee strategies to express appreciation for volunteer, i.e. volunteer appreciation luncheon, volunteer service awards, etc.
- The Committee has worked together to revise and draft the Centre's application membership form to include more detail around committee volunteer opportunities.
- The Renfrew County and District Active Aging Network meets quarterly in various locations throughout Renfrew County. The network collaborates, identifies and promotes effective strategies to support a coordinated approach to the planning and delivery of active living initiatives for older adults within Renfrew County and District. The Network's members include our host, the Renfrew County and District Health Unit, other SALC's, the United Way, Champlain LHIN, French Language Health Services, Pembroke Regional Hospital, Heart wise Exercise Programs (The Ottawa Hospital), Whitewater Bromley Community Centre, Algonquins of Pikwakanagan, Champlain Fall Prevention Strategy and Carmen Gould from the Ministry for Seniors and Accessibility.

This group holds a roundtable of discussion and shares their initiatives and best practice. One of the fundamental goals of the network is to promote participation of the eight Seniors Active Living Centres (SALC's) in Renfrew County and District that promote active and healthy living, social engagement and learning for persons who are primarily seniors by providing activities and services.

- **Grant Committee – Submitted by Pat Wolfe**

Members: Mieke Mahood, Lorne Troutman, Larry TerMarsch, Arlene Ling (resource) Pat Wolfe

The Grant Sub-Committee Is responsible for reviewing, writing and submitting grant applications under the direction of the Centre's Board of Directors. These submissions are over and above our ongoing financial support applications and the special grant opportunities associated with that support.

Grants submitted in 2019-2020

1. New Horizons Seniors Programs Grant – June 2019

Funding source: Federal government –Employment and Social Development

Amount requested: \$25,000.00 (Later revised to \$16,000)

Result: Not approved in March 2020 (Most funds from grant were diverted by government to address Covid 19 impact.)

2. Emergency Community Support Fund – May 2020

Funding Source: Federal Government but administered through local foundations. Ours was the United Way.

Amount requested: \$10,000

Result: Not approved. (The local United Way covers all Eastern Ontario)

3. New Horizons for Seniors – Flexibility Related to Covid 19 – June 2020

Funding source: Federal Government

Amount requested: \$13,400.00

Result: No answer yet

Other grant opportunities were reviewed and eliminated as not appropriate. Special thanks to Arlene for all her assistance and expertise.

- **Report on Statistics for the Year 2019-2020 Statistics – Lynn Miller**

- **Number of Programs offered:** Weekly (or more) – 28
- Monthly – 6
- Seminars, Workshops etc. 17
- Fund Raising Events 3
- Bus Trips – 2

- **Number of Participants:** 10,674 people attended programs above. Our numbers are down a little from 2018-19 because we had to close down in mid-March due to the Covid19 pandemic.

- **Volunteer Hours:** Our volunteers donated approximately 4,600 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 Annual Yard Sale, the Victoria Tea, 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.

5. Secretary – Cheryll Stott

I was away during February and March this year, and Pam Gaudette was kind enough to take over the job of sending cards in my absence. On my return, with the pandemic, we weren't able to make the transition of responsibility back to me until the end of May. Thank you so much to Pam for continuing to ensure cards were sent out during that time. My report includes the cards sent during all the months of our fiscal year, April 2019 to the end of March 2020.

The numbers are down when compared to last year. The largest gap was in sympathy cards, so I count that as a good thing, and thank you cards, so I hope we haven't overlooked anyone in our appreciation.

Christmas Cards – 11; Thank you cards – 8; Thinking of you- 20; Sympathy – 18; Get Well – 11 - for a total of 68 cards

Please, if you do hear of anyone who should receive a card, do let us know. Thank you.

- **Property** - Committee Members: Neil Videto, Larry Smith, Lorne Troutman, Mark Ling

In addition to the general repairs and maintenance at the Centre:

- Repairs to the kitchen chairs
- The City of Pembroke replaced the outside stairs leading into Victoria Hall
- Special Grant budgeted items for property:
 - Ceiling fans were installed Level 2
 - Extra security cameras were installed
 - Storage cupboards were purchased by the Special Grant budget
 - Two new Smart televisions were purchased: one for sitting area with extended programming and one for upstairs-used for presentations, exercises...
- The Cleaning contract between the Cleaning Contractors – Ruth and Garth Alberts and the Centre was renewed for a period of two years effective January 2020 – December 2021. Due to the Coronavirus (Covid-19), when the Centre made the decision to close the Centre on Monday March 16, 2020, all programs, activities and special events were either cancelled or postponed. With no presence at the Centre, the decision was made to hold the Cleaning Contract, in

abeyance, until such time when the Centre resumes regular operation with full cooperation and agreement from Ruth and Garth. We thank them for their understanding during this time. Ruth and Garth hold high standards in regards with their cleaning and it certainly shows. Numerous times from the public when entering the Centre has been noticed and mentioned of the cleanliness of the Centre. Thank you to them for their attention to detail.

Thank you to the committee members and all who have helped out during the year.

- **Trips** - Two trips this year:
 - May 31, 2019 1 day trip to Ottawa; Daniel O'Donnell; step on guide, short visit to the National War Museum, National War Memorial, supper and the concert at the National Arts Centre
 - November 3 day trip
 - Canada Oh Theater
 - Shaw's Festival's rendition of Holiday Inn
 - Shopping in Niagara-on-the-Lake
 - Chocolate FX tour
 - This was not a sellout trip
 - Prices are based on a sellout in order to keep costs down and affordable to our members
- Unfortunately, due to COVID-19 trips will be not offered until the pandemic or it is safe to offer. Keeping fingers crossed for a better 2020-2021.

- **Program Report – Pam Gaudette**

- Walk in a Hike with Nature

We started this program September 2015. We have hiked and snowshoed many trails in the last five years. Some years the attendance has certainly been better than others, but everyone who participated really did enjoy the walk. Always lots of talking, laughing and basically enjoying nature.

May 2019 to May 2020, really was a difficult year or rather just 2020. We had four hike days and 4 snowshoe days throughout the year. 2019 we stopped for June, July, August and September. We introduced one new hike which was Inspiration Way near Beachburg. The snowshoe days we did two a month in January and February. The scheduling of 2 a month was just in case of the unpredictable weather. This year we didn't have to cancel because of weather but Covid happened and we didn't have any further hikes from March on.

Attendance for the hikes ranged from 6 to 20 participants.

- Let's Get Fit a Bit

This has been a successful activity and well attended with participation from 10 to 25. The activity has evolved to include chair exercises, stretching exercises, the use of balls, weights, sticks and thera-bands. Generally, the exercise group would last about an hour and 15 minutes, depending on the instruction and talking.

- Drawing with Friends

This is a peer driven group of people getting together once a month for the love of drawing using pencil, or pen and ink. We share knowledge and resources. Participation in this group generally 4 to 6 participants.

- Memoirs

Memoirs has struggled with participants, usually 3 to 4 participants. We did a presentation the Memoirs Writers Read, where we read some of our own stories. It was open to members of the Centre to come and listen. The idea was to try and generate interest. This group meets monthly.

- Art

Myrna Yaniszewski, oil teacher retired in January 2020. Helen Nephin started teaching oil painting lessons in February, until the closure of the Centre in March.

There were various art workshops: 2 day alcohol painting, 2 day acrylic/oil workshop, 5 week session of Asian style watercolour.

6. New Business

- Renewal of Strategic Partnership with the City – Mieke Mahood

The Centre's Strategic Partnership with the City is up for renewal as of December 31, 2020. The Finance and Advocacy Committee will be preparing a presentation for City Council.

- Fund Raising Committee

The Centre re-opened partially on September 14 with limited activities. By providing exercise classes on Zoom and in-person, the Board decided to suspend the collection of the daily activity fees till December 31, 2020. In lieu of the daily activity fee, it was suggested a free will donation for any activity participation. With limited activities, and a decrease of membership fees, due to COVID-19, a fund-raising committee be formed to look at ways to increase revenue. This committee will be established by the Finance and Advocacy Committee.

- This year with COVID-19 year – Virtual Zoom and Seniors’ Centre Without Walls (SCWW) programming, was introduced to provide programming to them from their home. Zoom exercise classes were in partnership with the West Champlain Family Health Team (WCFHT), with some of their clients joining. The Centre provides the space, equipment and technical support, with WCFHT providing the platform of Zoom. We are hoping to return to in-house programming.
 - Marketing of virtual programming utilizing Community Partners
The Centre will be marketing the SCWW phone in program to community home support organizations to refer this program to their clients.
7. Questions for this present year - no questions were heard from the floor.
 8. Adjournment - Moved by Ted Mahood, to adjourn the meeting at 2:14 p.m.

DRAFT