

**CFUW Etobicoke
Executive Committee Meeting
Thursday, October 5, 2023
Fairfield, 7:00 pm**

Facilitated by	Cathy Holmes
Minutes Taken by	Jennifer Denomme
Agenda Location	Email - Cathy Holmes
Attendees	Cathy Holmes, President, Joanne Jamieson, Past President, Adele Allan, Co-Chair, Interest Groups, Marilyn Goodchild, Hospitality, Jennifer Denomme, Co-Chair, Communications, Mary Hilborn, GM Recording Secretary, Sandy Marven, Membership Anita De Angelis, Membership-Data-entry Mary Dodge Bovaird, Program Chair Germaine Drury, Hospitality Leslie Darling, Co-chair Communications Virginia Anderson, Member at Large Maure Kentner, Advocacy Chair
Guests	Mariann Glynn; Treasurer Charitable Trust of CFUW Etobicoke
Regrets	Pat Joyce, Membership-Social; Sue Lattik, Co-Chair Interest Groups; Lori Bailey, GM Recording Secretary; Martha Leger, Member-at-Large, Lois Willson, Secretary

# Topic		Discussion
1.	Welcome	Welcome to the October Executive meeting
2.	Acknowledgement of the Land	Presented by Mary Hilborn
3.	Acceptance of Agenda	Accepted as presented.

4.	Approval of the Executive Minutes	Minutes – 2023-09-07 Approved as presented
5.	Approval of the General Meeting Minutes	General Meeting Minutes – 2023-09-07 Approved as presented
6.	Request	<p>Mariann Glynn (Treasurer, (Charitable Trust CFUW Etobicoke) requested that the club transfer 50% or \$922.00 of the 2022-2023 surplus to the budget. After discussion the following motion was moved by Maure Kentner and seconded by Joanne Jamieson.</p> <p>Motion: Moved That the entire amount of the 2022-23 surplus to budget \$1,844.00 be transferred to the CFUW Etobicoke Charitable Trust.</p> <p>Approved as proposed.</p>
7.	President	<p>a. Action items from prior meetings:</p> <ul style="list-style-type: none"> i. Name tags - Martha Leger provided a plan for managing name tags (see below). ii. After discussion, Allyson Monaghan has declined an unpaid practicum. <p>b. An uncashed cheque to the speaker from Ducks Unlimited for \$250 was discussed. The following motion was moved by Mary Dodge-Bovaird and seconded by Maure Kentner. Motion: To void the current uncashed cheque and make a new cheque for \$250 payable to Ducks Unlimited. Approved as proposed. Note: This was a request of the speaker at the time. Not required to be posted in the Nov NL or voted on by members.</p> <p>c. The annual dues for 2023-2024 include \$21.00 that is unallocated. Remove:(By signing their membership form each member has contributed \$21 of their 2023-24 annual fees for distribution to charity as determined by the club as a whole) The following motion was moved by Joanne Jamieson and seconded by Mary Hilburn. Motion: Moved that 75% of the unallocated funds be donated to Daily Bread Food Bank and 25% to “Help Us Help”. Approved as proposed.</p> <p>d. It was determined that additional funds will be required in the 2023-2024 budget for the conference fund since meetings in 2024 will be in-person. This discussion of how to deal with the Operating Account Surplus (\$12,076) was deferred until after the 2024-25 budget is complete.</p> <p>NOTE: motions will be included in the November newsletter to be voted on by the club attendees at the November General Meeting on November 9.</p>

8	Past President	<p>a. Marketing for CFUW Etobicoke – Posters at Eatonville Library will be left in place until the end of November, remaining posters and postcards are available for posting elsewhere. TBD. The next meeting of the committee will be early November.</p> <p>b. Stop the Violence Fundraiser– The wording of an invitation email is under development. The next meeting of the committee will be October 16. After discussion, Joanne Jamienson moved the following motion and was seconded by Maure Kentner. Motion: Moved that CFUW fund the Zoom webinar cost of \$600 for 5 months (October 2023 to February 2024) and all future years for meeting set-up, testing and registration starting in October. Approved as proposed.</p> <p>c. The Ontario Council Speaker series will have online meetings on October 21, November 25 and February 24. All are free to register.</p> <p>d. The club must provide a list of our 2022-23 scholarships to Ontario Council.</p> <p>e. Joanne Jamienson attended a Zoom meeting set up by Women’s Habitat with a consultant helping them with forward planning. She learned how little funding the shelter works with. She also learned how they assign volunteers based on their skill sets.</p> <p>NOTE: all motions will be included in the November newsletter to be voted on by the club attendees at the November General Meeting on November 9.</p>
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9.	Communi-cations	<p>Jennifer Denomme presented the branding images chosen for our banners and logos and also reminded executive members of the work required by the communications team to update every iteration. See attached.</p> <p>She also noted that there are many online accounts with individual usernames and passwords required to run communications for our club and that a document listing them is stored on the website under the members only section.</p> <p>Input for the November Newsletter is due October 16.</p>
10.	Advocacy	<p>Letters to politicians are underway.</p> <p>A “Call to Action” section will be included in every Newsletter going forward..</p>
11.	Tins and Toonies	<p>Leslie Darling asked if we still want to collect money at our General Meetings. The consensus was - Yes. Leslie will coordinate.</p>

		Mary Dodge-Bovaird suggested that we rename the effort to “Toonies in Tins” and that we advertise this in the November Newsletter ready for the November General Meeting.
12.	Financial Report	<p>Silvana Ho reported that our current operating balance is \$31,812 not including undeposited cheques which will generate a total of \$37927.43.</p> <p>Silvana and Mariann Glynn will determine how the projector purchase will be reported in the general ledger.</p> <p>Mary Hilborn requested copies of the year-end financial statements for 2022-23 for all executive members before being published in the November Newsletter.</p> <p>2 people have overpaid by e-transfer and will be reimbursed by cheque.</p> <p>Silvana is working with Paypal to ensure that we have a working account for the Stop the Violence Fundraiser testing.</p> <p>Prior Action: Discuss Operating Account Surplus further after the Budget is set for 2023-24 (see above), and resurrect the creation of a Fund-raising Committee.</p>
13.	Membership	<p>40 people have not yet responded to invitations to renew. They will be contacted by phone asap.</p> <p>There are currently 8 new members and 4 re-joining members.</p> <p>170 members have paid to date.</p> <p>A new and re-joining member gathering, together with the executive will take place October 26 at Fairfield.</p>
14.	Name Tags	Report from Martha Leger attached (Attachment 4) Martha’s suggestions were approved.

16.	Program	<p>Speakers for all meetings except January are set. December General Meeting Festive Gathering– see attached report.</p> <p>A discussion took place and there was consensus that a normal General Meeting will be held on December 14. The program committee will find a speaker.</p>
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17.	Interest Groups	Adele Allen reports there are now 33 interest groups operating. The sign-up session at the September GM was successful.
18.	Other business	None
19.	Appreciation	Cathy voiced her appreciation of all the good work done by members of the executive.
20.	Next Meeting	Thursday, November 2, 2023 at 7pm, at Fairfield.
21.	Adjournment	9:00 pm

See attachments below

Attachments

MOTIONS

Surplus to Budget 2022-2023

Traditionally the Executive decides in the fall how much of the previous year's budget surplus will be given to the Charitable Trust to support current awards. The surplus to budget is \$1844.00. The Executive recommends that the entire amount of \$1,844.00 (100%) be given to the Charitable Trust.

Moved: *That the entire amount of the 2022-23 surplus to budget \$1,844.00 be transferred to the CFUW Etobicoke Charitable Trust.* Moved: Joanne Jamieson
Read the rationale for the motion [here](#).

Rationale

- An additional \$1844.00 in the Charitable Trust will allow Trustees to invest in suitable ways and to know that the Trust can meet all of its commitments for the next couple of years.
- Traditionally, the Club has approved a minimum of 50% of the surplus to budget going to the Charitable Trust.
- At present the operating account surplus \$12,476.00 is sufficient for all the Club's expenses for more than 2 years.
- Our Club expenses for the upcoming year will be slightly reduced from the total budget of \$7,405.25 as we will only be paying approximately \$250.00 in rent to Fairfield as we have been carrying a credit with them throughout the pandemic.
- The 2022-2023 budget will have been fully designated with the completion of this motion.
- This motion does not set a precedent for future years as the surplus to budget is discussed each year to determine what can be transferred. It can be 0% if there was not a surplus to budget or any amount from 1%-100% of the surplus to budget.

Unallocated Funds of the Current Year's Dues 2023-2024

Motion: *That 75% of the unallocated funds be donated to Daily Bread Food Bank and 25%\$ donated to Help Us Help.* Moved: Joanne Jamieson. Read the rationale for the motion [here](#).

Rationale

Unallocated means not specifically designated for a use.

When the budget was set and agreed upon by the membership in the spring of 2023 the amount of unallocated funds was \$21.00 per member. In the budget \$5.00 had been set aside in case there was a dues increase at the CFUW National level. This did not happen.

After discussion the executive agreed that the unallocated funds should be used for a donation to local community organization(s) as it is difficult under Zoom and Covid conditions to do significant fundraising within the Club for these groups.

The donation split was agreed to be 75% to Daily Bread Food Bank and 25% to Help Us Help. It was decided not to include a donation to Women's Habitat from these funds as they will receive the full proceeds from the next Stop the Violence Fundraiser in February 2024.

The 2022-2023 budget will have been fully designated with the completion of this motion.

This is proposed for 2023-2024 and does not set a precedent for future years.

Rationale

Daily Food Bank Rationale:

- **More vulnerable persons than ever under the current economic conditions**
- **Many are women and children – directly supports the purposes of CFUW**
- **Club members have a long history of volunteering here**
- **A long-term community organization**
- **Daily Bread Food Banks are seeing a 4X+ increase in the pre-pandemic number of visits. Many, including young families, seniors and those new to Canada cannot cover the basics of food and shelter. With food inflation and rising rents, the need is greater than ever before.**

CFUW Etobicoke supports the Daily Bread Food Bank, which is located in our own community, in 3 ways:

1. We allocate a portion of surplus membership fees; It is being proposed that this be increased to 75% from 50%, estimated to be \$3000.00.
2. Our outreach group volunteers approximately 460 women-hours/yr. and finally,
3. We hold our “Toonies 4 Tins” drive in the fall and spring. On hold while we met via zoom, it will take place at our November monthly meeting. We are asking/ members to donate “Toonies” in support of Daily Bread.

Thank you for your continued support!

The Foodbank Outreach Group

Help Us Help Rationale:

- Local community support group
 - 30+ year history
- The Ukrainian crisis continues to cause massive disruption to the lives of families, especially women and girls.
- President Zelensky has recently spoken at the United Nations, the U.S. and Canadian governments begging them for support.
 - Supporting our CFUW commitment to community

Cost of Zoom Webinar – 2023-2024 and all future years for Stop the Violence Fundraiser

Motion: That CFUW fund the Zoom Webinar cost of \$600.00 for 5 months (October 2023 to February 2024) and all future years, for meeting set-up, testing and registration starting in October. Moved: Joanne Jamieson

This, if passed by membership, would be a permanent change that will show as a line item in our budget each year from now on.

See rationale [here](#).

Rationale

This is the 10th year of the Stop the Violence Fundraiser. Prior to Covid all expenses related to this event were paid from the proceeds of ticket sales for the event.

This is a Club Sponsored event. As such the cost of the Zoom Webinar should be paid by the Club. One result of the Fundraiser is that the Club receives advertising coverage and exposure locally and nationally, within the CFUW network. New members have joined the Club following the Webinar. The Zoom Webinar cost of \$600.00 would, therefore, be passed on to the Charity(ies) receiving the proceeds of the Fundraiser increasing the total amount received for their use.

Branding changes planned for CFUW Etobicoke media.

Web:

Phase 1:

Change the header image and update the tag-line wording in the back-end. Add wording to the About Us Page.

Use one of the boxes (2nd) to point to a page explaining the positives - the rational/background for the new branding etc.

Phase 2:

Experiment with the new colour palette to determine what can be altered within the current "Outreach Pro theme" via our site stylesheet.

Facebook:

Use the new logo to identify us at the top left corner on most pages.

Update the account profile with a new image and background with the full club name and the new tag line as needed.

Instagram:

Create a story and highlight with the new logo. Post re: our enthusiasm for the new look.

Linked-in:

Use the new logo to identify us at the top left corner on most pages.

Update the account profile with a new image and background with the full club name and the new tag line as needed.

Zoom:

Use the new logo to identify us at the top right corner on most pages.

Update the account profile with a new image and background with the full club name and the new tag line as needed.

Newsletter:

Create a new banner with the new logo, club name and new tagline.

Letterhead:

Create new files with a new letterhead with the new logo, club name and new tagline.

Name Tags

Kanchan Sthankiya and I have updated the name-tags and deleted those of non-returning members. We are waiting for the new Roster when we will know how many new members we have for the year 2022-2023. We will request Pat Cleland to print the corresponding tags.

Kanchan and I are in agreement that the current system is not sustainable. Every time there is a change in the membership, it is necessary to shift all the tags in the hanging sleeves. It is cumbersome and time consuming.

We are going to try a filing system. The name tags will be stored alphabetical order in filing boxes. Ideally, the name tags will be placed on the tables alphabetically for the members to collect at the general meetings. We are not sure how successful this system will be and we have decided to test this new method: half the tags will be placed on the tables and the other half will remain in the usual tag sleeves. We are sure we will have enough feedback to decide if it is worth the change.

Kanchan and I feel that the ideal solution would be to use a system widely used at most meetings. That is, participants are issued name tags to be retained by them. Participants are responsible for bringing the name tags to each meeting. If anyone forgets their name tag we can provide a Hello label. Informal conversations with CFUW members lead us to believe that this method could have the approval of the members.

NOTES ON DECEMBER GENERAL MEETING - From Mary Hilborn

To help facilitate discussion on the December General Meeting I have prepared the following summary. Is it time to find a new format for the December General Meeting?

HISTORY

For a number of years, before Covid, the December general meeting followed the same format as approved by the Executive. Attendance was 100 plus members.

- A. Program Committee - Arranges for entertainment - a musical group, speaker, etc., allowing for time to pull names from baskets for winners of gift baskets.
- B. Hospitality - 1) Organizes Interest Groups to bring food, a larger amount than the usual. 2) Works with volunteers to arrange table cloths, centerpieces, and set up.
- C. Interest Group Convenor - 1) Each interest group is asked to collect money from their members and bring a gift basket. 2) Organize people to sell tickets at the meeting. 3) The Executive decides what organization will receive the proceeds from ticket sales.

NEW FOR DECEMBER 2023

D) Fairfield has regulations for capacity in the auditorium when tables and chairs are used. Only 66 people are able to be seated. This is Fire Regulation.

PROS AND CONS FOR DISCUSSION

Since the club has not been meeting in person for several years, this is an opportunity to have a different format for the December General Meeting. How can a new format help in our marketing strategy and attract more members?

- A. Do we have 2 meetings – one in the afternoon and one in the evening? Do we look for a different venue to hold the December meeting? Do we keep the same venue and change the meeting format?
- B. Interest Groups and Gift Baskets - During Covid this did not happen as we did not meet in person. Members still contributed to organizations in place of the gift baskets. Would we like to continue with gift baskets? 1) Members belong to 2/3 or more interest groups donating items for a gift basket. 2) As an aging population and stress on the planet, we do not need more stuff. 3) I can write a cheque to the charity and get a charitable receipt to use on my tax return instead of spending money on tickets for gift baskets. 4) Some members enjoy the game of chance, winning or losing.
- C. Hospitality - How important is holiday food and sitting at a table with friends? If we sit with the same friends every year we do not get to know other members.
- D. Program Committee - It is very difficult to provide entertainment when a meeting format is not decided. This is why the Program Committee has asked the Executive to plan the December General Meeting.

Your suggestions for discussion ----