



DUFFERIN PARENT SUPPORT NETWORK

BOARD MEETING MINUTES

Date | time Mar 09/26 11:15am, via Zoom

In Attendance

Present: Wendy C (chair), Susan W (secretary), Joanne D (treasurer), Alyssa K (programming & operations lead), Loren R (community engagement & project lead)

Regrets: Saket K

Agenda

The agenda was approved with the addition of a couple of items.

Land Acknowledgement

The land acknowledgement was read by Wendy as follows:

“DPSN recognizes that these traditional territories, upon which we live and learn, are steeped in rich Indigenous history and traditions. We also acknowledge there is much reconciliation work to do that honours the recommendations of the Truth and Reconciliation

Commission and the United Nations Declaration on the Rights of Indigenous Peoples.”

Approval of February 2026 Minutes

The minutes from the meeting held on February 09/26 were approved by all.

Coordinators' Report: Workshops

Winter Workshops: For February through March, 6 workshops have been planned. Attendance at the first 3 was good, ranging from 10 – 15 participants (plus 5 - 11 people accessing the recording of the workshops.)

Workshop Survey: A survey has been sent out to our current followers via the PSN email list to ask for input about workshop topics, times and format.

Spring workshops: One has been scheduled for April, with more to follow.

Promotion of DPSN workshops:

Website:

Google Analytics: The PSN had 133 page interactions in the last 28 days; up from the last report.

Google Ads: We had 4.38k impressions and 558 clicks in the last 30 days; up from the last report.

Wix Analytics: We had 681 site sessions from 564 unique visitors in the last 30 days; up from the last report.

Facebook: As of March 3rd, we have 1070 followers (up from last report) and our posts were viewed 5.7k times in the last 28 days (down from the last report.)

Instagram: We have 192 followers (up from the last report) and our posts were viewed 2236 times (up from the last report.)

Wix Subscription List: We have 1687 contacts (up from last report.). In the last 30 days, our email open rate was 42% and the click rate was 3% (both down from last report, but still above the industry average of a 37% open rate and a 1% click rate.)

Coordinator's Report: Grants

United Way Grant:

This grant was approved for \$7,000 annually, between April 1, 2026 and March 31, 2028.

An application for the 2026-2028 season was submitted on October 29, 2025, asking for \$20,000 annually.

Dufferin Community Grant:

The funds for the 2025-2026 year have been received. The last payment for this grant is expected in April.

Town of Orangeville Grant:

Nothing new to report. An application for this grant will be submitted by March 31/26.

TD Ready Commitment Driver Grant:

We were not successful in getting this grant. An application requesting \$8,000 was submitted on October 02/25.

Sifton Family Foundation Grant:

Nothing new to report. An application requesting \$20,000 was submitted on September 22/25.

Catherine and Maxwell Meighen Foundation Grant:

Nothing new to report. An application requesting \$25,000 was submitted on September 29/25.

Rexall Grant:

Nothing new to report. This grant application was submitted on March 15/25. Nothing new to report.

Freshco Grant:

Nothing new to report. (A grant application for this was submitted on November 03, 2025, asking for \$8,000.)

The Georgina Foundation Grant:

Nothing new to report. An application asking for \$2,000 was submitted on September 23, 2025

The Audrey S Hellyer Grant:

Nothing new to report. An application was submitted asking for \$10,000 on November 04, 2025.

The Patrick and Barbara Keenan Foundation Grant:

A "request to apply" letter was submitted, as we can only apply if invited to do so.

The Domtar Grant:

This grant was submitted on January 27/26, asking for \$10,000.

The Beutell Goodman Charitable Foundation Grant:

A grant proposal letter was submitted February 2/26 requesting \$10,000.

The Canada Post Foundation:

An application asking for \$15,000 was submitted February 26, 2026.

Treasurer's Report

Joanne presented a financial update as at March 07/26, with the balance being \$20,243 (less some accounts payable.) The budget for the year has been updated to note that we will receive \$1,000 less from the United Way.

Sponsorship Packages

The levels of sponsorship were confirmed, and a letter of introduction will be added so that prospective sponsors will better understand why we are asking them to support the PSN. To reduce costs, Loren will be using her own printer, and creating packages as needed (rather than ordering a bunch from a printer.)

Social Media

Several new posts have been added to social media via BlazeAI, and our “measures of profile” seem to indicate that they have been helpful. We will investigate using it to promote sponsorships and donations.

Micro Event and Volunteer Tax Clinic

Two clinics are being planned, one in March and one in April, taking place at the Shelburne library. In addition to Joanne being there to supervise the clinic, Loren will be there to offer some activities for any children that accompany the participants.

Promotional Events

Loren is investigating having a booth and family connection activity at the Farmer's Market.

The PSN will go ahead with having a booth and activity at the Blues and Jazz Festival on Saturday June 6th.

Upcoming Board Meetings

Thursday, April 16/26, 11:30am – 1:30pm, via Zoom.