



## DUFFERIN PARENT SUPPORT NETWORK

### BOARD MEETING MINUTES

*Date | time* Jan 13/25 via Zoom

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#### In Attendance

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**Present:** Wendy C (chair), Phyllis N (treasurer), Susan W (secretary), Jessica W, Saket K, Alyssa K (program coordinator), Loren R (project coordinator)

**Regrets:** Sarah J

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#### Agenda

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The agenda was approved as presented.

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#### Land Acknowledgement

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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.”

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#### Approval of Dec 16, 2024 Minutes

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All approved the minutes for the board meeting held on December 16, 2024.

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#### Coordinators' Report

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**Fall Report:** Alyssa presented a summary report for the workshops that took place in the fall of 2024. A total of 267 families registered, with an attendance rate of 55%. This relates to 477 children being represented. There was some discussion about whether

having people pay for workshops might encourage a higher attendance rate. It was decided to stay as is with free workshops. Now that the on-line workshops are being recorded, we are hoping that more people will benefit even if not attending the workshops live. Alyssa will monitor numbers for the winter workshops and report back.

**Winter Workshops:** 7 workshops have been scheduled. The first one was cancelled due to facilitator illness and will be rescheduled in the spring.

**Micro Events:** Loren is hoping to have one in February or March.

### **Promotion of DPSN workshops:**

**Website:** PSN had 268 site sessions from 212 unique visitors in the last month.

**Facebook** had 932 “likes” and 1042 followers as of Jan 10, 2025. In the last month, our posts have been viewed 2,607 times.

**Instagram:** We have 91 followers as of Jan 10, 2025. Our posts have been viewed 287 times in the last month.

**Constant Contact:** We have 1517 contacts with an email open rate of 41% and a click rate of 2%.

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## **United Way Grant**

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Nothing new to report. We have been approved for \$8,000 per year for 2 years (April 01, 2024 – March 21, 2026). The 2023-2024 report was submitted April 26, 2024.

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## **Dufferin County Community Grant**

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There is nothing new to report. We have been approved for \$5,000 per year, for 3 years (April 11, 2024, and April 10, 2027).

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## **Ontario Trillium Foundation - Grow Grant**

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Nothing new to report. We are waiting to hear the outcome of our application which was submitted in November.

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## **Treasurer's Report**

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Phyllis reported that the bank balance as at the end of December (including a GIC of \$25,000) was \$32,413.55

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## Updates about Action Items from Last Meeting

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- i) Orangeville Community Grant: Alyssa reported that we can apply for this on a yearly basis.
- ii) Links for prospective grants to apply for: Alyssa has updated the list and added highlights to the ones that she thinks fit best.
- iii) List of 2024/2025 promotional events: **ALYSSA** will continue to update this list. iv) Recruitment of new board members and other volunteer recruitment: **ALYSSA** is working on posting notices. **LOREN** is looking into starting a program for student volunteers.
- v) PSN Ambassadors: **ALYSSA** will be working on this in the new year. vi) PSN Storage: **LOREN** will create a spot at her home.
- vii) Charity Village Fundraising Basics: Thur Jan 23/25 at 1pm. **WENDY and ALYSSA** to attend.
- viii) Website photos for avatars: needed still **SARAH and ALYSSA**

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## Promotion and Fundraising

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**Grant opportunities:** Alyssa has sent out some prospective grant opportunities for everyone to investigate. At the meeting, we looked at them and categorized them as “green” meaning we will pursue those ones, “red” as ones that do not fit, and “yellow” as ones that need to be investigated further.

**Promotional events list:** Alyssa made a list of events for 2024 - 2025. Some of them still need to have dates confirmed and some need to have someone sign up to attend, if possible.

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## Policy Updates

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The board discussed the importance of participating in board meetings and other discussions outside of meetings, as well as the importance of sending in regrets as soon as one knows that they are unable to attend. The policy does indicate that regrets need to be provided, so this will be encouraged for all board members. To be added: please send along any updates to action items when giving regrets so that they can be shared with the rest of the board at the meeting.

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## Deferred to the Next Meeting

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Recognition list for donations.

An event for facilitators, current and prospective, will be addressed once we hear about the current grant application.

A large event for parents.

Local businesses and service groups to approach.

Fundraising.

Clarify budget for various events.

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## **Upcoming Board Meetings**

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### **Next Meetings:**

**Monday, January 27, 2025, 7:15 - 8:15 pm, via Zoom**

**Monday, February 10, 2025, 12-2pm via Zoom**

**Monday, February 24, 2025, 7:15-8:15 pm, via Zoom**



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#### Agenda

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The agenda was approved as presented by Wendy verbally at the meeting.

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#### Board Member Resignation

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Wendy reported on the immediate resignation of Sarah J from the board. Sarah resigned for personal reasons and noted that she is willing to volunteer when she can.

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#### Coordinators' Report

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Alyssa resubmitted the Fall 2024 Workshop Report with some changes made as suggested at the Jan 13, 2025 meeting.

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#### Donors and Volunteer Recognition

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The list on the website will be updated annually, showing the people and organizations who have donated in the calendar year just ended. The list will continue to note organizations and businesses who made cash and in-kind donations, as well as individuals who have donated cash and other items and/or time and expertise.

No minimum dollar value or amount of time is needed prior to being on the list. People who donated anonymously on-line will not be added to the list. Wherever possible, donors will be asked for their permission to have their names publicly noted.

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## Ad for the Orangeville Citizen's Family Day Colouring Contest

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Alyssa was given the go ahead to pay for an ad with our logo to help promote the PSN and our support of families.

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## Website Calendar

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After some discussion it was decided to do the following:

- 1) Look into having the calendar pull up only one agency at a time if desired by people using the calendar.
- 2) Relabeling the calendar from "Events Calendar" to "Community Calendar" with the names of the agencies included noted at the top of the page.
- 3) Only free workshops are being added to the calendar, and does not include on-going parenting groups.

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