



DUFFERIN PARENT SUPPORT NETWORK

BOARD MEETING MINUTES

Date / time Oct 21, 2024 via Zoom

In Attendance

Present: Phyllis N (treasurer), Susan W (secretary), , Alyssa K (program coordinator)
Jessica W

Regrets: Wendy C (chair) Saket K, Sarah J, Loren R (project coordinator)

Agenda

The agenda was approved. Phyllis and Susan acted as chair for the meeting in Wendy's absence.

Land Acknowledgement

"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 Sept 09, 2024, Meeting Minutes

All approved the minutes for the board meeting held on Sept 09, 2024.

Coordinator's Report

Fall Workshops: Alyssa currently has 7 workshops planned for the fall of 2024. The first 3 have taken place with a low of 8, and a high of 29, participants.

Alyssa reported that she would need to purchase the "How to Talk" DVDs for approximately US \$100. All approved this expenditure. Once the DVDs arrive, the "How to Talk" series will be organized – probably in the winter of 2025.

Micro Events: Loren is working on some events to be offered, one per quarter. They would include both adults and children and would provide an opportunity for parents

and other caregivers to ask questions about upcoming workshops, while also providing a way for parents to connect with one another and with the facilitator. Cost to be \$0-\$50 per event.

Promotion of DPSN workshops:

Website: PSN had 471 site sessions from 378 unique visitors in the last month.

Facebook had 926“likes” and 1036 followers as of Oct 17, 2024. In the last month, our posts have been viewed 4,560 times.

Instagram: We have 45 followers as of Oct 17, 2024. Our posts have been viewed 112 times in the last month.

Constant Contact: We have 1489 email contacts, an increase of 60 in the past month. October emails saw a 46% open rate and a 5% click rate.

Treasurer’s Report

Phyllis reported that the bank balance, including a \$25,000 GIC, is at \$36,184.88.

Website

Avatars for the coordinators and board members is still needing to be done.

Titles for the coordinators

Currently Alyssa and Loren are being called the program coordinator and the project coordinator. Suggestions for new titles will be discussed at the next meeting.

Promotion and Fundraising

Grant opportunities: Alyssa has sent out some prospective grant opportunities for everyone to investigate.

Giving Tuesday Dec 3rd: The coordinators will work on promoting this in order to ask for donations.

United Way Grant

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.

Dufferin County Community Grant

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

Orangeville Community Grant

Nothing new to report. The grant was approved for \$2,600. This is one-time funding.

Ontario Trillium Foundation Grow Grant

The coordinators have been working on the application for a grant. The focus will be on recruiting facilitators and expanding workshops, including further enhancement of our social media presence. Some suggestions were made at the meeting about how to proceed. Lauren and Alyssa will work further on this and contact the board for assistance as needed. The application deadline is November 6th.

Policy Updates

1) It was clarified that facilitators may provide a bit of information at workshops in regards to their contact information and what they do outside of the PSN. Active solicitation of PSN clients is not allowed, but if a workshop participant approaches them, they may connect further outside of the PSN.

2) In reference to what is to be shared with PSN members via email and social media, it was decided that it will continue to be decided on a situation to situation basis, with the coordinator touching base with the board when not sure, as sharing information from for-profit organizations or businesses may still fit into our policy. A disclaimer will be added indicating that we are not recommending any particular business and that the list (i.e. if we share summer camps) may, or may not, be complete.

Event for facilitators

An event to bring together current and prospective facilitators may be added to the OTF Grow Grant proposal.

Action Plan Review

Nothing new to report.

Recognition List for Donations

Deferred to future board meeting.

PSN Storage

Jessi will look into a place for storing larger items that could be accessible to the coordinators and all board members.

PSN Events for 2024 - 2025

Completed:

Welcome Fair at Centennial Hylands School: Sat Oct 5, 2024. This was attended by Saket and a volunteer. They were able to network with parents plus other agencies.

Upcoming:

Princess Margaret Craft Fair: Sat Dec 7, 2024. Susan, Alyssa and Jessi will attend.

Christmas in the Park at Kaycee Gardens. Wendy and Saket will coordinate the set-up and takedown of the PSN display.

To investigate:

Kidsfest at Ribfest; Sun July 21, 2025. Jessi to look into this.

Next Meeting: Monday, Nov 18, 2024, 12 -2 pm, via Zoom
