



## DUFFERIN PARENT SUPPORT NETWORK

### BOARD MEETING MINUTES

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*Date | time* Feb 09/26 12pm, via Zoom

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### In Attendance

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**Present:** Wendy C (chair), Susan W (secretary), Joanne D (treasurer), Alyssa K (program coordinator), Loren R (project coordinator)

**Regrets:** Saket K

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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 January 2026 Minutes

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The minutes from the meeting held on January 12/26 were approved by all.

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## Coordinators' Report: Workshops

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**Winter Workshops:** For February through March, 6 workshops have been planned.

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

**Spring workshops:** A few new/revival workshops are in the works including the topics of “Co-parenting” and “Financial Literacy”.

**Youth Wellness Hub in Dufferin County:** The PSN is looking into having a workshop in conjunction with a parent information night.

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

#### **Website:**

Google Analytics: The PSN had 113 page interactions in the last 28 days; up from the last report.

Google Ads: We had 2.85k impressions and 251 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; down from the last report.

**Facebook**: As of February 2<sup>nd</sup>, we have 1067 followers (up from last report) and our posts were viewed 10.k times in the last 28 days (down from the last report.)

**Instagram**: We have 180 followers (up from the last report) and our posts were views 634 times (down from the last report.)

**Wix Subscription List**: We have 1661 contacts. In the last 30 days, our email open rate was 46% and the click rate was 4% (as compared to the industry average of a 37% open rate and a 1% click rate.)

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## Coordinator's Report: Grants

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### **United Way Grant:**

Nothing new to report.

This grant was approved for \$8,000 annually, between April 1, 2024 and March 31, 2026.

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 was submitted on March 31/25. We have been approved to receive \$2,000.

### **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.

### **TS Ready Commitment Driver Grant:**

Nothing new to report. An application requesting \$8,000 was submitted on October 02/25.

### **Rexall Grant:**

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

### **Foodland and Freshco Grants:**

This application was declined. (Grant applications for these were 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 Enbridge Grant:**

This was submitted on January 27, 2026, asking for \$5,000 but has been declined.

### **Lassonde Grant:**

This was declined.

### **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 on February 2/26 requesting \$10,000.

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## **Treasurer’s Report**

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Joanne presented a financial update as at January 31/26, with the balance being \$22,953 (less some accounts payable totalling \$850). As per the motion made at the January meeting, the GIC was cashed with \$5,000 being allocated to the budget for immediate future expenses. Joanne presented some options for reinvesting the remaining \$15,000, and will present further details as she receives them.

A motion was made and approved as follows; “That the board approve the 2026 operating budget as presented, including the updates outlined in the treasurer’s report.” It was also indicated that at the May board meeting the budget will be reviewed.

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## **Micro Event and Volunteer Tax Clinic**

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Joanne proposed (and the board approved) that the PSN sponsor a “Volunteer Tax Clinic”: Families could do a micro craft event while also getting help with their taxes

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## **Social Media**

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It was approved between meetings to try 6 months of BlazeAI to help with social media promotions.

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## **Promotional Events**

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Due to lack of volunteers, the PSN will not participate in the KidsFest that is part of the Ribfest.

The PSN will go ahead with having a booth and activity at the Blues and Jazz Festival.

Alyssa and Loren are attending an information session at the Shelburne Library to share with other agencies what the PSN has to offer families.

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## **Coordinators' Titles**

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This has been looked at in previous board meetings and via electronic discussions, as well as more discussion today. The new titles for the staff are as follows:

- 1) Programming and Operations Lead
- 2) Community Engagement and Project Lead

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## **Upcoming Board Meetings**

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Monday, March 09/26, noon - 2pm, via Zoom.

Monday, April 13/26, noon – 2pm, via Zoom.