



DUFFERIN PARENT SUPPORT NETWORK

BOARD MEETING MINUTES

Date | time May 15/26, 10 am - noon via Zoom

In Attendance

Present: Wendy C (chair), Susan W (secretary), Joanne D (treasurer), Alyssa K (programming & operations lead), Chris B (guest)

Regrets: Saket K

Agenda

The agenda was approved with the addition of introductions.

Land Acknowledgement

The land acknowledgement was not read but was acknowledged 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.”

Introductions

Everyone introduced themselves, giving a little bit of background as to their history related to the PSN, including Chris B who is a prospective board member.

Approval of April 2026 Minutes

The minutes from the meeting held on April 16/26 were approved by all.

Resignation of Loren, Community Engagement & Project Lead

Between board meetings, Wendy heard from Loren that she was leaving the PSN. The board will review the job description and post the position with the hopes of filling it prior to the end of the school year.

Coordinators' Report: Workshops

Spring workshops: 8 workshops have been scheduled for the spring season, including some new (or revived) ones. Half of them have already happened. Attendance is lower compared to winter, but this seems to be true of most years. Attendance at the workshops that have happened this spring is averaging 6 -7 people, plus an additional 3 or 4 people getting access to the recording to watch at a different time.

Fall workshops: a “How to Talk” in-person series (6 weeks in a row with a 7th tentative re: rain date or extra session if needed for review) has been booked and will be advertised soon.

Promotion of DPSN workshops:

Website:

Google Analytics: The PSN had 251 page interactions in the last 28 days; up from the last report.

Google Ads: We had 4.01k impressions and 413 clicks in the last 30 days; both slightly down from the last report.

Wix Analytics: We had 837 site sessions from 782 unique visitors in the last 30 days; up from the last report.

Facebook: As of May 12/26, we have 1068 followers (down 3 from last report) and our posts were viewed 7.9k times in the last 28 days (up substantially from the last report.)

Instagram: We have 203 followers (up from the last report) and our posts were viewed 3.9k times (up from the last report.)

Wix Subscription List: We have 1763 contacts (up from last report.) In the last 30 days, our email open rate was 40% (up from last report and slightly above the industry average*) and the click rate was 4% (same as last report.) * the industry average of a 37% open rate and a 1% click rate.

Coordinator's Report: Grants

Current Grants:

FreshCo Grant: This grant application was successful – the PSN will be receiving \$3,000 worth of gift cards, that will be used to offset some of the costs associated with running events.

United Way Grant:

Nothing new to report. This grant was approved for \$7,000 annually, between April 1, 2026, and March 31, 2028.

County of Dufferin Community Grant:

Nothing new to report. This grant was approved for \$5,000 per year for 3 years (April 2024 – March 2027) with the last payment April 2026.

Unsuccessful Applications:

Trillium Mutual Insurance Company: Roots Community Fund

An application requesting \$5,000 was sent on February 4, 2026, but was not unsuccessful.

Applications submitted, awaiting responses:

Rexall Grant:

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

Town of Orangeville Grant:

An application for this grant (one year term) was submitted on March 25/26.

Sifton Family Foundation Grant:

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

The Georgina Foundation Grant:

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

Catherine and Maxwell Meighen Foundation Grant:

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

The Audrey S Hellyer Grant:

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

The Enbridge Grant:

Nothing new to report. An application asking for \$5,000 was submitted on Jan 27/26

The Patrick and Barbara Keenan Foundation Grant:

Nothing new to report. A “request to apply” letter was submitted, as we can only apply if invited to do so.

The Domtar Grant:

Nothing new to report. This grant was submitted on January 27/26, asking for \$10,000.

Resolute Forest Products Corporate Donation Program

Nothing new to report. An application asking for \$10,000 was submitted Jan 27/26.

The Beutell Goodman Charitable Foundation Grant:

Nothing new to report. A grant proposal letter was submitted February 2/26 requesting \$10,000.

The Canada Post Foundation:

Nothing new to report. An application asking for \$15,000 was submitted February 26, 2026.

Treasurer's Report

Joanne presented a financial update as at May 15/26 with a balance of \$21,489 (less some accounts payable.) Joanne will initiate with Cathy C the financial compilation for the AGM.

Sponsorship Packages

Via email prior to the meeting, Loren reported on her work to-date, giving Alyssa the detailed information needed to move forward.

Social Media

The workshop flyers will be added to LinkedIn postings.

Also, one of the current postings includes a link to donating.

Orangeville Farmers Market

Loren had been investigating having a PSN table at the farmer's market in Orangeville, but this has been put on hold until her position can be filled.

Promotional Events

For the Blues and Jazz Festival on Saturday June 6th. Loren sent information and an agenda for the day.

Upcoming Board Meetings

Monday, June 08, 2026, 10 am – noon, in-person, Orangeville library. Includes AGM.

Future meeting dates to be determined in June.