



DUFFERIN PARENT SUPPORT NETWORK

BOARD MEETING MINUTES

Date | time 11/14/2022 12:30 PM by Zoom

In Attendance

Present: Barbara H (chair), Nichole M (vice-chair), Susan W (secretary), Alyssa K, Kolleen S, Laura L (coordinator), Neetu D (volunteer), and Lon W (fundraising consultant)

Regrets: Karen R-S, Phyllis N (treasurer)

Approval of October 2022 Meeting Minutes

All approved minutes for the board meeting, held on Oct 03, 2022.

Coordinator's Report:

1. Fall workshops: Laura reported that the percentage of people registered for workshops as compared to the number of those actually attending has gone up suggesting that the extra reminders that she has been sending out may be helping.

Laura is starting to schedule the winter workshops this week.

There was also a brief discussion about 'in-person' vs. "on-line" workshops. This will be discussed further in regards to spring workshops.

2. Promotion of DPSN workshops:

There was some discussion at the meeting about further promotion so that more parents become aware of the workshops offered by DPSN. Since the pandemic started, schools have not been distributing DPSN calendars as they had in the past. Laura (and Alyssa) will look into this again. It was also suggested that students be provided with something like a bookmark with the basic DPSN info on it so that people can then look up the current workshops whenever wanted.

Laura reported that in October there were 148 visitors to the website, including 133 new users.

An email sent out in October had a 44% open rate. The email list increased by 22 and is now at 1023 people.

As of Oct 31st, Facebook had 803 “likes”. The top performing post was for a workshop called “Help your child strengthen their mental health, well-being and resiliency” with 3,240 people reached

Princess Margaret Christmas Craft Fair

This will be from 9 – 3pm on Saturday Dec 03/22. Phyllis will be asked to pick up a basket (for a free draw) that is being prepared by a volunteer. Laura will provide the ballots for it plus details of any upcoming workshops that can be posted at the table. Alyssa will plan an activity for children to do while their parents talk with us at the display. Phyllis, Neetu, Alyssa and Susan will work at the table, with Susan coordinating the times with everyone.

Christmas in the Park at Kay Cee Gardens

A new DPSN sign was made and donated by a local company - Canamex Promotions - that will be added to the display. Nichole will look after both the set-up and take down, with Neetu and Susan offering to help if needed.

Treasurer's Report

Phyllis reported via email that the current bank balance is \$37,462.56.

Financials

Insurance has been purchased that is good until March 31, 2023 for a cost of \$248.40

Cost to participate in Christmas in the Park is \$75.

100+ Women Who Care Dufferin

Susan received notice that the Dufferin chapter of 100+ Women Who Care will be suspending their meetings, for at least the time-being.

Dufferin Community Grant

Laura is drafting a report about the DPSN's use of the grant money, in the form of (as requested by the County) a “story” of about 250 words.

The County and Headwaters Communities in Action are planning for the next round of grant applications. Laura will keep us posted on this.

Since there was a municipal election in October, there are new councils in Dufferin. Barbara will draft a letter to introduce the DPSN to the council members.

Ontario Trillium Foundation Resilient Communities Grant:

Lon has asked the board members to review the following prior to the Board Retreat on Monday Nov 21st:

- i) DPSN Retrospective
- ii) DPSN Landscape
- iii) DPSN Digital Marketing Audit, and also
- iv) fill out an anonymous Board Survey by Friday Nov 18th.

All of the above, plus the work done at the retreat, will help him to prepare a report for the next board meeting.

The retreat will be taking place at Community Living Dufferin, 065371 County Rd 3, East Garafraxa).

Arrive prior to 9:30 so that the meeting can start promptly.

Bring laptops or tablets to facilitate group work.

Nichole is bringing muffins and Barbara is coordinating the lunch.

Land Acknowledgement

The following wording was approved:

DPSN recognizes that these traditional territories, upon which we live and learn, are steeped in rich Indigenous history and traditions. We honour and respect the past and present connection of Indigenous peoples with this land, its waterways, and its resources.

DPSN Policy Review

There will be several items for the board as a whole to discuss, but otherwise, the committee will present for board approval the new document once it is complete.

Next Meeting: Monday, Dec 12, 2022; time and location to be determined
