



DUFFERIN PARENT SUPPORT NETWORK

BOARD MEETING MINUTES

Date | time Dec 11, 2023 12:30 PM at the French Press, Orangeville

In Attendance

Present: Phyllis N (treasurer), Susan W (secretary), Neetu D, Kolleen S, Alyssa K (coordinator), Loren R (project coordinator), Sarah J (guest) Barbara H (guest) Laura L (guest) Andy (guest)

Regrets: Wendy C (chair), Nichole (guest), Jessica W (guest)

Agenda

The agenda was approved as presented. Phyllis took on the role of chair in Wendy's absence.

Land Acknowledgement

The land acknowledgement (see below) was read by Phyllis.

"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 as there were new people attending.

Approval of November 13, 2023, Meeting Minutes

All approved the minutes for the board meeting held on November 13, 2023.

Between Board Meetings

- 1) **Rebranding:** At a CSRF meeting held between board meetings, it was decided to use "The Parent Support Network" as the DPSN nickname/tradename in the logo, emails, etc., while retaining "DPSN /Dufferin Parent Support Network" as our legal name for banking, CTRA reports, funding applications, etc. The website will remain as www.dpsn.ca
- 2) **Website:** Via email, Tech Soup (\$18.08) and Wix Premium Plan (\$170.85) were approved for 2 years.

Coordinator's Report

Fall workshops: Alyssa reported that the last 2 workshops of the season had good registration and attendance numbers.

Winter workshops: are in the planning stages, with 8 out of 11 confirmed.

Promotion of DPSN workshops:

Alyssa reported that in November the website had 50-page interactions.

Facebook had 898 “likes” and 989 followers as of December 7th. Our posts have been viewed 2,776 times.

DPSN has 1592 email contacts; email open rates reported were 40% with a 1% click rate.

Community Choice Grant (Rotary Club of Orangeville Highlands)

Nothing new to report.

United Way Grant

We have asked for \$20,000. We expect to hear the outcome in February 2024.

Dufferin County Grant

Alyssa is working on a report to submit to the county.

Community Services Recovery Fund Grant

Networking/Marketing: Loren has been working on putting together marketing materials and delivering them to local schools and centres.

Website Redesign: Loren and Alyssa have been in contact with Chelsea who has submitted proposals for the new logo. They will soon be submitted to the board for further feedback. Also, work on the copy has started and will continue to be written/amended throughout the process.

Exploring In-Person Workshops: A meeting has been set up for the new year to explore a partnership for offering in-person workshops.

Princess Margaret Public School – Holiday Craft Fair

Alyssa prepared and set-up the display for this event, with Susan and Wendy attending and speaking to parents and others the day of the craft fair. The attendance at the fair seemed to be lower than the year before, but this may have been due to weather. It still seemed to be a worthwhile event to attend, as about 25 people stopped to talk with us about DPSN.

Christmas in the Park

Wendy and Phyllis will look after taking down the DPSN display at Kaycee Gardens in Orangeville.

DPSN Cell Phone Plans

Nothing new to report. Alyssa will look further into this in the next few weeks.

SLACK Communication Tools

Alyssa is working on setting this up for use by the coordinators and the board.

Recruitment of New Board Members

One of the people - who had previously spoken with Alyssa about an interest in joining the board - attended today's meeting.

Treasurer's Report

Phyllis reported that the current bank balance is \$62,693.48. This includes the Community Service Recovery Grant.

Policy Updates

Nothing new to report.

To Do List

Nothing new added.

Next Meeting: Monday, January 15th, Noon – 2:00 pm, via Zoom
