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**GWCA MISSION STATEMENT:**

***To maintain the hamlet character of Glen Williams by***

***engaging and communicating with its residents and other stakeholders.***

**DRAFT ONLY - FOR BOARD MEMBERS REVIEW**

**Board Meeting Minutes**

**Held via Zoom**

***September 14, 2022***

**Present:**

Claudia Russell, Aimee Cichocki, Larissa Howe, Derek Remes, Anthea Hoare

Regrets: Joan Griffin, Kate Murray, Fernanda Amaral, Jenny Humphries

1. **Welcome**
   1. Welcome to all.
   2. Motion to approve and accept the Agenda. All in favour.
   3. Motion to accept the minutes of the meeting of June 29th, 2022. All in favour.
2. **Board Membership Updates and Discussion**

Motion to accept Larissa Howe as Secretary

1. All in favour.
2. Development Committee – there is a need to begin formalizing new leads. Claudia thought there might be two new members.
   1. Joan will set up a meeting to discuss further.
3. **Committee Leads – Check in Update**

How are action plans going? Share updates

1. Kate, Joan, Claudia kept meeting as Board Executive during the summer.
2. Check ins were deferred to next meeting when everyone is present.

What resources/help (monetary/non-monetary) do you need to progress plans as we are entering Q3?

1. Money that was collected through Canada day can be used for the clubs – Claudia mentioned we have the means to use small amounts of money.
2. **Membership Discussion**

* Need to confirm our plan for increasing membership – door to door campaigns? Door drop flyers? Other ideas? And confirm when, who will participate
  + 1. Executive team has previously discussed what membership “means.” Kate has taken stock of the number we have on the membership list which is 200-300. In contrast, the e-newsletter reaches upwards of 1,000.
    2. Claudia discussed that membership is important when the GWCA and its board members speak on behalf of residents; a robust membership provides better support for committee issues and initiatives.
    3. Claudia asked what everyone’s thoughts are on how to add more members. Several ideas were discussed: Claudia said that we successfully signed people up through Canada Day and that we could convert newsletter subscribers; Anthea thought of asking attendees at the all-candidates meetings why they were not members; and the previous suggestion of going door to door was tabled.
    4. Anthea was against going door to door during the election period, so Claudia asked about doing this later in the year. Derek thought increasing membership through the Newsletter was better for this period. Claudia suggested a door hanger in the spring.
    5. The decided upon action plan is as follows:

1. Look at increasing membership through the Newsletter for now
2. Promoting membership at the all-candidates meetings
3. Distributing door hangers in the spring
   * 1. Aimee asked what the value proposition might be for membership and that we need to define what it is for members vs. newsletter subscribers. Value proposition was described as things like providing members with a pin, describing what membership means for example: “Have a voice in the Glen and in future development.” Other ideas discussed: Claudia suggested that we look at websites for other groups and what do they do; Aimee mentioned a possible membership package – i.e., pay $50, get some value (i.e., Mark Rowe’s book?); Anthea said it would give links to Town Hall; Aimee talked about the value of a vote? What does that mean? What do you get a say in? Anthea suggested questions or a survey for the newsletter – what do people want/look for in the newsletter – focus – what do they want – can we use this as part of why you should be a member?

FOLLOW UP: Claudia asked everyone to give thought to the value added of becoming a member. What could be a hook? Members need to review: Glenwilliams.org – about us – and think about how to incorporate the value added into this description.

1. **Municipal Elections Candidates Updates**
   1. Councillor Candidates are scheduled for September 21st and Mayoral Candidates are on Wednesday September 29th. There are 8 people running for Councillor (3 or more are Glen residents). Matt Kindbom and Ken Paige are former Board members. Alex Leger will moderate.
   2. Members are needed to help set up and tidy up which includes set up of chairs, set up and sign in, greeters, coffee, and tear down. Members will need to be there at 6:00 p.m. and candidates will show up at 6:45 p.m. AHA slides will be used for pre-submitted questions and voting on questions
   3. Town Hall capacity was discussed and how to deal with only allowing 90 people in and if it should be first come in? Derek asked if we could do Zoom? A camera is needed for this, and Anthea suggested doing a call out for technology, projectors etc. Larissa suggested recording the session and then posting for others to watch later. Anthea suggested the enlisting assistance from news stations. To be confirmed.
2. **New Business**
   1. Anthea brought up the Pumpkin walk and asked if there were any records of how it was organized and who did it? Matt Kindbom would know, since the last one was done in 2020; Elizabeth Bailey organized one in 2019; there was no walk hosted in 2021 due to COVID. Tasks will include contacting the school to see if appropriate to consider a walk, finding a truck to drop them off at a farm the next day. This may be a “no go” this year due to Halloween being on a Monday.
3. **October Meeting**

Next meeting date is October 26th, 2022.

1. **Adjournment - 8:00 approximately**