

Terwillegar Community League Executive Meeting

Date: November 8, 2011

Location: Earls Crossroads

Present: Jon Dewarle, Danielle Gordon, Lorrie Payne, Jon Connell, Terri Saunders, Mandy Jones, Jennifer Ocloo, Kelly Jeffrey, Michelle McWilliams, James Richardson

Regrets: Monte Webber, Linda Bombardieri

	Item	Responsible
	Call to Order: 8:35pm	
	Approval of Agenda Move: Jon D, Second: Danielle	
	Approval of Minutes of October 11, 2011 Move: Danielle, Second: Jon D	
1	City of Edmonton CRC (Linda) <ul style="list-style-type: none"> • Absent • CRC report to follow 	
2	President (Jon) <ul style="list-style-type: none"> • Welcome to our new Vice President, James <ul style="list-style-type: none"> ○ previously the V.P. for the Riverbend Community League. • still looking for new volunteers to fill the Community Advocate position - Jon D. will forward Mandy position info for the website • Jon has been in contact with Kayla, a community member who may be interested in the vacant programs position. She has experience with running programs and likely has volunteer contacts (Jon to confirm). However Tuesday evening is a conflict. Discussed the possibility of moving the meeting to a different night. Thursday night seemed to work for most people. • December meeting - will be held on Thursday, Dec. 1 • January meeting - second week, Thursday, Jan. 12 • Presented Jon C with his parting gift. Jon was a valued member and we are sorry to see him go. 	Jon D.

3	<p>Vice President (James)</p> <ul style="list-style-type: none"> presented the idea of creating a space for programs to exist, and communicating to the community that the funds are available for them to use if they come with a board approved idea for a program and the volunteers needed to run it 	
4	<p>Treasurer (Monte)</p> <ul style="list-style-type: none"> absent 	
5	<p>Secretary (Danielle)</p> <ul style="list-style-type: none"> will be absent at December meeting. Michelle volunteered to take the minutes. Jon D to bring a laptop for her to use. Danielle to provide format 	<p>Michelle Jon D. Danielle</p>
6	<p>Memberships (Lorrie)</p> <ul style="list-style-type: none"> Memberships are steady. Expecting an increase in Dec. / January as many will use the discount to buy gift memberships to the rec. center. James inquired if we get a lot of donations with membership sales? Not many as most are sold on line and the option is not available. May be a rule against asking for donations on line - need to confirm with Monte. 	
7	<p>Communications (Mandy)</p> <ul style="list-style-type: none"> Community sign – Mandy will advertise vacant board positions for 2-3 weeks and then change it to membership sales (discount at rec. center, Christmas gift, etc...). Mandy brought website samples from Alison for review. <ul style="list-style-type: none"> Ideas discussed were <ul style="list-style-type: none"> place to volunteer for specific events/activities opportunity for people to sign up for a volunteer e-mail list RSS feed (people sign up to get notified by e-mail of changes to the website) links (ie to rec. center) links to business fundraisers community coupon links (bring your membership card, get a discount at local businesses) Mandy to e-mail members to obtain specific content for the website New website will include: <ul style="list-style-type: none"> What's happening in Edmonton feature Event calendar Active projects Pictures (looking for Community Pictures - please forward pictures to Mandy) 	<p>Mandy</p> <p>Mandy</p> <p>All with pictures for website</p>

	<ul style="list-style-type: none"> ▪ time sensitive events will automatically delete once completed ○ Website sample "3B2" was voted the most liked. All liked the colours. Keep the text to a minimum on main page so it stays less busy. All are asked to send any additional feedback they have to Mandy • Mandy will no longer be sending out mass e-mails as we now have the website, facebook, sign, and other ways to communicate. Trinity hosting is not set up to handle Mass e-mails, therefore they are difficult to manage and often freeze up the system. • magnet sign rules changed - they are now available to us 8 times per year, but costs are increased and spaces will fill up fast. We need to decide how and what we want to advertise far in advance as locations are limited. Mandy to ask for a list of available locations. 	<p>All</p> <p>Mandy</p>
8	<p>Fundraising - Michelle</p> <ul style="list-style-type: none"> • discussed fundraising ideas with the Macs store - they need a letter to move forward. Jon D. to forward Michelle a fundraising letter. • Volunteer dinner - 30 confirmed guests. Expecting approx. 35 people. • Simply supper fundraiser in Feb, March, and April • Danielle to look into timing of Fabulous Furballs fundraiser. • Idea to open up sponsorship opportunities for local businesses to help run events. We need to make sure the businesses benefit. • I'm too big for it sale - April 14th at Esther Starkman. • Silent Auction - looking at the first weekend in February. Need to work out who is leading the event. Will look into working with the new liquor store for the wine and cheese portion. • Mandy is investigating the possibility of having a joint fundraiser with Riverbend Community League for the Spray Deck. • Park volunteer issues - Jon and Monte to meet with the park groups to discuss possible changes in the way the park events are coordinated. Michelle to set up the meeting. Will come to December meeting with a specific plan for moving forward. 	<p>Jon D.</p> <p>Danielle</p> <p>Michelle</p>
9	<p>Newsletter (Terri)</p> <ul style="list-style-type: none"> • there is a colouring contest in the upcoming issue • newsletter continues to grow in size and distribution 	

	<ul style="list-style-type: none"> • park article reaching out to all the demographics will be on the front page with donation form following 	
10	<p>Liaison Officer</p> <ul style="list-style-type: none"> • vacant 	
11	<p>Programming (Jon/position vacant)</p> <ul style="list-style-type: none"> • Christmas lights contest will be judged on Dec. 19th. Judges are needed. • multiple emails about how great Halloween was - "Terwillegar's Candy Cane Lane" Next year fireworks will be at the school. 	Judges needed
12	<p>Other</p> <ul style="list-style-type: none"> • none 	
	<p>Meeting Adjourned: 9:55 Next meeting is on Thursday, Dec. 1 at 7:30, Holy Trinity Church. Lorrie to host</p>	Lorrie