



Draft Minutes OEVCA Executive Meeting

Sunday, March 8, 2015

2:30 – 4:00pm

Life*Spin Living Room, 868 Dundas St.

Voting members of the executive present: Jennifer Diplock (Past-President); Joel Eckert; Greg Fowler; Jacalyn Grabowski (Treasurer); Oliver Godbout; Kristina Greenaway Courey (President/Chair); Ellen Husk (Vice-President); Rodger Moran (by Skype); Guido Mulder; Carole Perraud Joly; Bruce Rankin; Paul Seale (Secretary)

Voting members of the executive absent: Susan Toth

Executive members *ex officio* present: Mike Courey (OEV Block Party); Meg Pirie (Communications & Public Relations); Lewis Seale (OEV NEWS); Benjamin Vazquez (East London Historical Society)

Invited Presenters: Jesse Helmer (Ward 4 Councillor); Scott Maclean (Save Lorne Ave)

2:30pm Kristina opens the meeting

2:32pm Minutes of March 8th meeting approved. They will be forwarded

2:30pm Kristina invites Jesse Helmer to speak to the executive

2:35pm Presentation by Jesse Helmer who invites exec members to get in touch or get involved any way they can and reminds us that many issues require attention now: Lorne Ave; McCormick property; Medallion property; environmental assessment for possible Adelaide St overpass; environmental assessment for rapid transit line, possibly on Dundas, with a reminder that there is no guarantee rapid transit WILL end up on Dundas St. The key reminder: the time to influence WHERE rapid transit goes is NOW. Watch for and get engaged with Shift London.

With respect to all of these initiatives, “the earlier the better” or we’ll end up just doing “the window dressing” on initiatives decided by others.

2:40pm Scott Maclean brings the executive up to speed on Lorne Ave PS closure, Lorne Ave School Council activities, and ongoing concerns about Quebec St overpass. [Since then, the TVDSB has planned to keep Lorne Ave open until the end of June 2016]

In the meantime, a public consultation on the future use of the Lorne Ave PS site has been scheduled for April 23 [7-9pm at Lorne Ave PS]

Scott pledges to keep the community posted.

2:45pm In response to Oliver's question, Jesse clarifies that the environmental assessment [for the Adelaide St overpass] will be a long process, beginning with an assessment of needs and an evaluation of other solutions that address that need.

2:47pm In response to Greg's question, Jesse notes that he has set up a mechanism for blogging. In the meantime, he is distributing news to the ward in short form from his website and in social media.

2:50pm In response to questions, Jesse addresses basics of rapid transit: More people moving faster (dedicated rights of way; traffic signal prioritization); rapid transit is much cheaper than road-building; rapid transit is likely to affect intensification and local neighbourhood development, greater in the case of fixed infrastructure (light rail) than not (bus rapid transit). Again, this is why "earlier is better."

3:00pm Benjamin notes the "educational tour" of SoHo's hospital buildings following this meeting. **Resolved, that the OEVCA will send two messages:** 1) a message from OEVCA President Kristina Courey to SoHo CA President Cheri McLeod commending the SoHo association for engaging the neighbourhood on this issue; 2) a message to City Hall, with respect to this issue, requesting that councilors and committee members listen closely to the aspirations of neighbourhoods as expressed by neighbourhood associations.

3:07pm Jacalyn reports that funding shortfalls derive mainly from the *OEV News* not making ad sales targets. Target to maintain newsletter as is roughly \$90 per page. Block Party is in good shape. General meetings are manageable.

3:11pm Greg reports that the Fundraising Taskforce still needs **the exec and committee chairs need to identify need for funds to inform future meetings of the task force.** Paul proposes mapping the OEVCA's program as a way of establishing fundraising needs. Jennifer proposes moving forward with fundraising before the task force reports. Following discussion Michael points out that this is committee work and that the fundraising task force will address these issues. Kristina points out that she will make a request that childminding be included in the OEVCA's needs. Greg points out that this is committee work, and he and Michael pledge to move forward with the task force.

3:20pm Meg Pirie delivers a presentation on the mechanics of the Communications & Public Relations Committee and ways that the exec and other committees can make use of it ("Communications 101"). 1) Brand enhancement; 2) crafting messages and talking points; 3) assist other committees and other organizations with promotion; 4) media advisories (advance) and media releases (after the fact); hub for spokesperson contact.

Now working on internal communications, including more web content, and more fact-sheets to make key information available to the membership and incoming exec

members. Follow-up discussion includes **resolution to make Comms Committee capable of posting to all committee pages.**

3:30pm Mike reports on event with Randy Stoecker. Still seeking venue for the Monday, March 30 event, appropriate to approximately 30 people.

3:35pm OEV Safety Team update from Bruce. Looking for a replacement for representative from BIA and one more member with lived experience of marginalized life. One member of the team is going through a not-for-profit training program and some resources are being developed as part of her coursework. Past event with Neighbourhood Watch has generated some interest. Coming events include a presentation by incoming Police Chief John Pare, a collaboration with Healthy Hearts, and a presentation on emergency preparedness. Updates available at www.oevsafety.ca. Oliver asks whether info is being posted to Facebook forum. Paul notes that the group could make use of the OEVCA Comms Committee. Jesse comments that the FAQ section of the website is excellent, very helpful and a good model for what is needed elsewhere. Also suggests periodically posting individual tips periodically as fresh, useful content. Paul invites Jesse to sit on the Comms Committee.

3:45pm Ellen reports for the Neighbourhood Data Committee that they are seeking “Block Captains” to facilitate connections for the Skills Swapping project and programming partners to “tweak” an existing WordPress “storefront-type” site to be transformed into the swap site. **Request approved that Shelly Happy of London InterCommunity Health Centre accept applications for “block captains” on behalf of the project.** Additional request for \$58 to pay for platform. Resolved, the OEVCA approves an expenditure of less than \$100 for this purpose.

3:55pm Jennifer reports on an opportunity for Newsletter collaboration with the Our Street project based on a model magazine from Edmonton. The *OEV News* would still be able to provide the content. Our Street would provide content management; layout and design; printing; and monthly door-to-door delivery. It is assumed there would be some “filler.” Jenny speculates that 80-90% of content would be neighbourhood-generated. **Jenny will bring details and sample to next meeting.**

Business arising: 1) Jacalyn notes that there are some old projects that need resolution. **Paul will brief Jesse on Walk to Shop, neighbourhood parking plan, other OEVCA projects** “collecting dust.” 2) Oliver notes that the Geranium Tour may still need some assistance getting participation.

Next executive meeting: Sunday, April 12, 2:30-4pm, Life*Spin Living Room, 868 Dundas St.