

Deep River Community Association Incorporated
1128th Meeting
Annual General Meeting
W.B. Lewis Public Library (Program Room)
Wednesday, December 7th, 2016 7:15pm

Present: Steve D'Eon, President; Candace Graham; Marie Corriveau, Bruce Wilkin
Barbara Morin, Secretary; Kelly Lapping, Business Manager
Regrets: Sham Sunder, Vice-President; Siân Thomas, Treasurer
List of attending club representatives on file.

Steve D'Eon presented a certificate to Candace Graham thanking her for her years of dedication service on the DRCA Board of Directors. Certificates are also to be presented to Sian Thomas and Sham Sunder at a later date.

Presentation of the Cropley Shield.

The Cropley Shield was presented to the Seniors Friendship Club (Phil Davis & Michael Stephens) by Steve D'Eon. (No monetary award).

1. Approval of the Minutes Annual General Meeting (1106) December 10, 2014)

MOTION # 1128- 01-2016 Moved by Cheryl Smith and seconded by Sandra Celovsky that the minutes of the 1117 meeting of the Deep River Community Association (Annual General Meeting, December 10, 2015) be accepted as presented. CARRIED

2. Reports of the Board of Directors on general activities.

A). President's Report (presented by Steve D'Eon)

Looking Back - Looking Forward - Looking Back

Who we are, What we do, Who we do it for, And why we do it.

Why we do things:

There was a gap and we filled it. Why we do things' ended up being 'who we are'.

A lot of who we are and what we do resides in the history of the DRCA and the community.

The Mandate of the DRCA

• To promote, organize, conduct and manage organizations among the residents of the Community of Deep River* ... for the furthering of health-giving, social and cultural recreational programmes and activities. • To promote the general welfare of residents of said Community. * to be expanded with the motion re by-laws

We 'own' THEOP

• That's six or seven professional shows for an audience in the thousands worth in excess of \$50,000 directly to the community. • DRCA has the risk of covering \$ shortfall

We hold the lease on the DRCC

• Hospital Auxiliary: earns \$70,000/year
• Potters Guild at a recent high in membership.
• Bowling Congress: special Olympics, Blind Bowlers, children's league +++
• DRCA assumes the risk of certain clauses in the lease.

We arrange insurance for Members

- \$11,000 flow through.
- Admin costs absorbed by the DRCA

We own a Piano - We own a Grand Piano

- Not just a piano, but a Steinway Concert Grand “D” (with a replacement cost in excess of \$150,000) used by various musical groups, students, and performers.
- Risk free, maintenance fund and \$ donation.
- Admin absorbed by DRCA.

We own a Scout Camp

We hold a land use permit for a ski cabin

We apply for Trillium Grants

DRXC revs up for improved trails. Thanks to \$50,000 OTF grant. Local groups receive Trillium grant for auditorium Officials gathered Saturday night to celebrate the awarding of a \$51,000 Trillium Foundation grant to the Deep River Community Association for upgrades to Childs Auditorium at Mackenzie CS. Auditorium \$40,400. Auditorium \$51,700 DR Community Centre \$25,000 Xcountry Ski Club \$50,000 RRIA \$21,400 That's 7 recent grants \$225,100 DRCA absorbs the admin costs.

We put on a fireworks show DRCA makes up the difference between cost and grants

We host **All-Candidates meetings** These are important! DRCA absorbs the costs.

Our greatest asset is the NRT

- 51 issues a year.
- 150 letters to the editor.
- 500+/- community photos.
- 750+/- ‘Club News’ articles published.
- Direct Economic Impact of \$350,000.
- Seven full or part-time jobs. DRCA gains the profits / suffers the losses.

Who we do it for: Members, Community

- To promote, organize, conduct and manage organizations among the residents of the Community of Deep River* ... for the furthering of health-giving, social and cultural recreational programmes and activities.
- To promote the general welfare of residents of said Community.

Looking Forward

We asked for Advice, We received lots*, Now we need to filter, Then we need to act. *special thanks to all who provided.

Summary of advice* DRCA: services, structure, risk. Fills about 20 pages. NRT: content, publishing. Fills about 10 pages. *this slide doesn't do the efforts of various people

Filter to get to what we should do. Core mandate vs. Non-core mandate.

The ‘easy’ stuff

- Keep plugging to raise the traditional revenue sources – staff.
- Pick and implement the low hanging fruit – Board gives go ahead, staff implements.
- Consult and collaborate with like-minded groups. (Find those win-wins). Board and staff.

The more difficult stuff

Once we have picked the low hanging fruit: -The more risky ventures. -The more transformative ventures.

Why we need to act.

- Historically the DRCA happily spent about \$11,000+ a year that the paper used to make.
- Chewed through \$60k of savings since 2011 plus more this year.

The easy answer:

Lower costs, Raise revenues

- We've looked inside and made the easy cuts.
- We've worked on raising revenues from traditional sources (print ads).
- We've examined non-traditional sources (digital world).
- We've clarified our internal books to get a firm idea of our corporate business.
- Now we need guidance from you, the Members, on what to do next.

All our revenue (DRCA and NRT)

Paper sales 27% Grants and Royalties 12% Advertising 57% Club fees 1% Investment Income 2% Misc 1%

Where 57% of our revenue comes from:

ads Classified 9% Adreach 6% Deep river Businesses 24% Pettawawa & Pembroke Businesses 21% Municipal, club, real estate, etc. 40%

The more difficult stuff

- (This is where we need you to join us).
- Set a course,
- Steer the ship,
- Re-evaluate our position to see if we are on-course,
- Check to ensure the course is the direction we need to go, and
- Measure our progress.

Thank You

The Staff and Board of the DRCA/NRT thank you for coming tonight, thank you if you have supplied input, and especially thank you if you are considering helping us create a better community association.

B) Treasurer's Report (submitted by Siân Thomas)

I apologise for not being present at the AGM. I will be in Wales on important family business. At the time of writing the Auditors' Report is not available; and I gather it will not be available for this meeting either. However, I believe I have most of the facts; the Auditors' Report will give the details and confirmation.

Most of the assets of the Community Association are with ScotiaMcLeod: about \$110 000 in bonds. Up until September we also had some Exchange Traded Funds in that account. A previous treasurer had special permission from the Board for 2 years to trade in these funds. The last treasurer, Wally Kalechstein looked at them in April of 2015 and decided not to do any trading as interest was low and the cost of trading would erase any interest. As our by-laws don't allow us to keep money locked to cash, Kelly and I had to cash in the ETF (\$37 235). We moved to Scotiabank and it was reinvested in GICs. Unfortunately interest rates remain low and as there was 2.5% commission on the cashing the funds, we lost money. Now finally the money is earning interest.

Several bonds at ScotiaMacLeod had been called since June and that money was sent to us. That amount totalled \$18 500 and it has been deposited into the Credit Union for now. There is \$10 000 invested in the Credit Union, serving as collateral for the line of credit.

In June, Kelly had a cash flow problem because of having to pay for the Fireworks, but the Heritage Canada Grant and the Town of Deep River grant which covers most of the cost hadn't arrived. Kelly contacted ScotiaMcLeod and withdrew \$6000 from the investment account and moved it to the Credit Union.

We had hoped that the money taken from the investment account in June would be repaid, but earnings in the newspaper, especially from display ads, have dropped steeply. Display ads are down \$40 000 according to the “Profit and Loss vs. Actual” for the NRT. However, it should be noted that subscriptions are holding well at a little over \$1000 under budget; printing is \$1000 under budget and in the world of Kijiji and 24/7 Yardsale, classified ads are \$800 over budget!

Last year a motion was tabled and approved by the Board to remove the \$15 000 management fee as a line item on the NRT budget. Essentially this means that the Community Association has no income. The money that makes up our investment accounts came originally from profits generated by the NRT and this is not a source any more. One consequence of this is that we are now past the point that we can offer loans to clubs. According to the Blue Book, (pages 24-25) if available cash drops to less than 4 months of operational costs we can no longer offer loans. Our only other income is from club memberships: \$40 per club per year. The total amount is approximately \$2000. The liability insurance that the CA carries to cover board directors and officers is \$2078. We don’t make any money on club insurance which was \$11 853. We have already cut our expenses over the past several years: \$1000 award money that used to accompany the Cropley Shield and we don’t offer \$1000 scholarships to graduating students in MCS. This year the Board voted not to save any money for Retirement Gratuities for the coming year. The amount reserved this year is \$3438 so that represents a substantial saving.

Now perhaps it’s time to consider what to do about the annual July 1st Fireworks display. Kelly has applied for the Heritage Grant; the grant from the Town of Deep River and historically we contribute around \$1000. Next year as you know will see the Canada 150 celebrations and our fireworks supplier wants us to book ahead and pay a deposit because the company is facing a much greater demand for its services. Perhaps it’s time to go back to the Town and ask that their grant cover more of the costs not covered by the Heritage grant or that they take the whole fireworks project over themselves. It is important to note that we cannot apply for a Heritage Grant unless we are prepared to contribute money ourselves.

The Community Association has received many wonderful, potentially money-generating ideas from the community and from staff over the past few months. The downturn in revenue for the newspaper may turn out to be cyclical and rebound in the coming years. As the CA moves forward with plans to reinvent itself, I hope that everyone involved works together in a positive affirming way. The brains and hearts of all participants will be needed to work together to put the “community” back into Community Association. Hopefully the same energy will be put into helping staff to build the newspaper back up, so that it continues to report the news to the people of North Renfrew for years to come.

C) Reports of Standing Committees

i) THEOP (presented by Candace Graham)

THEOP is a standing committee of the DRCA. It continues to present a wide variety of performances to the Deep River Audience. Since the last DRCA AGM, THEOP performances have included:

- January – Ballet Jorgen, assisted by a dance grant by Heritage Canada
- February – Quartet, an enjoyable evening with 4 of Canada’s top female performers
- April – RZ Productions, a silent film accompanied by virtuoso piano
- October – Confessions of a Redheaded Coffee shop Girl, a one-woman comedy/musical; and Toronto acapella group Eh440.
- November – Christmas With The Ennis Sisters

Two THEOP board members attended Ontario contact in November and work is underway to develop

the 2017-2018 season.

The board has been working hard over the last few years to increase subscriptions so that there is a larger base audience and therefore increased revenues. Subscriptions last year were 142 and are up slightly to 145 adults and 5 students, totalling 150. With each performance there is always a push with advertising and word of mouth to increase the ticket sales at the door and individual online tickets sales.

THEOP received a total of \$12,600 in government grants for the 2016-17 season: \$7,000 from Heritage Canada and \$5,600 from the Ontario Arts Council. Two years ago the THEOP board made a decision not to apply for the OAC grant because THEOP had been getting smaller grants due to its (from the government's perspective) flush bank accounts. This appears to have been a good decision. Hopefully, the grants will continue to be healthy.

I have decided to move on to other volunteer opportunities and will not be continuing on the DRCA but will continue to sit on the THEOP board as Assistant Stage Manager.

ii) Community Centre Management Committee (Eva Gallagher)

The Community Center had another successful year with the three user groups – the Potters Guild, the Whistle Stop and the Bowling Congress seeing lots of usage. The Potters Guild had 64 members, with many of them being family membership, a high not seen for many years.

The Bowling Congress continued with its Special Olympics, the Blind Bowlers, a very successful children's league and their regular adult program as well a birthday parties.

The Whistle Stop, run by the Deep River Hospital Auxiliary, continues to see heavy usage, in both donations and buyers, providing a valuable service to the community. All proceeds are donated to the Deep River Hospital – approx \$70,000 per year.

The community garden for the Food Bank has been a great success again this year and was looked after by students doing their community service.

The skunk problem in the crawl space of the Community Center still has not been completely resolved, though the Town has been trying various solutions.

Since the installation of gas heating several years ago, our electrical usage has decreased with a beneficial result on our finances. We have ended up with a small surplus again this year and the 2016-17 proposed budget will be submitted to the DRCA before the AGM.

The CC Management Committee is made up of representatives from the three user groups:

Representives for 2015 – 16

Potters – Eva Gallagher, Marg Killey, Ligita Gulens

Whistle Stop – Aliya Ebrahim, Monica Mulvihill, Mike Ward

Bowling Congress – Georges Martin, Don Barrington, Sue Newton

DRCA representative – Sham Sunder

New Representatives to the CCMC were appointed in Oct for 2016- 17

Potters - Eva Gallagher, Alison Packer, Edie English

Whistle Stop – Sue Lachance, Cookie Paquette, Veronica Stewart

Bowling Congress – Georges Martin, Don Barrington, Sue Newton

The new CCMC executive for 2016-17 was elected at the Oct 2016 meeting.

Chair – Sue Lachance

Vice-Chair – open

Treasurer – Don Barrington

Secretary – Eva Gallagher

Building Manager – Georges Martin

Positions were acclaimed.

DRCA rep – to be appointed at DRCA AGM in Dec 7th 2016.

iii) North Renfrew Times Editorial Board (presented by Bruce Wilkin)

There are currently five volunteer board members, myself, Amy Cahoon, Ken McDonald, Sham Sunder and Doug Tennant. Terry Meyers, a permanent member as Editor-in-Chief, brings the total number of editors to six. Sham has informed us that he will be retiring this month. Meanwhile, a new member, Michelle Coy, has agreed to join us which will keep the head count at full strength of five volunteers. In an effort to offset recent declines in display advertising revenue the Editorial Board was directed by the DRCA to increase local content in order to encourage an increase in circulation. While the board has little influence on the contents of news items or letters to the editor, we have endeavoured to focus our editorials on topics of interest to local readers. More than one half of our editorials this year did just that. Many of the remaining editorials dealt with things of a more provincial or national nature, but which nonetheless have an impact on North Renfrew residents. We have also worked with paid staff to highlight the local importance of news articles.

This year the NRT received a “Best Editorial” award from the Ontario Community Newspapers Association winning third place among newspapers with a circulation of under 10,000. The paper was also recognized with honourable mentions for best heritage feature and best use of colour in ads. Finally, the NRT placed just out of the top three for General Excellence among small community newspapers, missing third place by only five points on a score out of 975. These results are based on work published in 2015. Congratulations to all NRT staff.

The board performed well as a team this year and I expect that it will continue to do so next year as it continues its efforts to make the NRT more attractive to our local readers. I wish to acknowledge the dedication of the volunteer board members for donating their time to assist in producing the high quality community newspaper that the North Renfrew Times is. They come out every Monday night, in any weather, to review the non-advertising content for acceptability and accuracy that will appear in the current week’s edition. Finally, I was approved at a board meeting in November to continue as Chair next year.

iv) North Renfrew Times Standing Committee (presented by Marie Corriveau)

In line with the Deep River Community Association (DRCA), the North Renfrew Times has been engaged in a spirit of renewal to provide more local content, become more relevant to its readers and cover the issues that affect them. The website has been improved and Facebook posts appear 3+ times per week with an average of 2,000 views. These are also shared on Twitter.

Ten actions were identified and are either completed or on-going. These include increased sales staff training, creating advertising sales packages, identifying and targeting new advertising customers, offering prizes/sponsorships to local community groups, e.g. minor hockey, a charity golf tournament and increasing signage to identify where the NRT is sold and thus increase its visibility. Two Mackenzie Community School students were recruited to report on school sports. The police reports are back and more government ads are placed in our paper.

The Summer Student Employment Grant was not awarded this year and our previous year's student was not available to work for July and August.

The NRT Standing Committee is concerned about its financial situation and is focused on producing a financially viable paper. A change in car dealership ownership in Pembroke has resulted in reduced advertising revenue as they opt in using a different approach for reaching customers. Staff are pursuing different strategies. Some Pembroke businesses have changed owners which temporarily affected NRT sales in their stores while new counter sales locations have been added. A recovery in display ads is forecasted as the NRT gains visibility with increased sales promotions. Classified ads are strong and over budget as are flyers. Digital subscriptions are an option especially if you plan to be away on holiday. The subscription cost of the NRT is less than \$1.00 and only \$49 a year, or \$1.50 per issue over the counter, just the cost of a coffee once a week.

Social, cultural, sports activities and the local events, news and sports of interest fill its pages. Clubs/organizations could consider buying a display ad as a very effective way to attract readers' attention and in so doing, financially support the NRT. The paper publishes local club and association news, free of charge, a service not normally available in other communities. It is indeed the link to staying connected to the heart and soul of North Renfrew.

Communication also means hearing from you. We need your input. We want to inform the readers of your club's or not-for-profit group's next events. Since we're not psychic, you need to tell us. Write a letter to the editor, give us your point of view, send us your photos. Be engaged in your paper. The NRT is moving forward on the rejuvenation process with continued dedication and with new committee members to address the challenges of producing a community-owned paper. The staff is committed to producing a paper that reflects our community. I want to thank each of them for their efforts in another busy, challenging year, especially Kelly Lapping (Business Manager) and Terry Myers (Editor-in-Chief).

Spread the news and encourage your friends and neighbours to buy or subscribe to the NRT, your local paper.

MOTION # 1128-02-2016 Moved by Pat Hoelke and seconded by John Wills to accept the reports as information. CARRIED

3. New Business

a) Appointment of Auditors

MOTION # 1128-03-2016 Moved by Michael Stephens and seconded by Cheryl Smith that the firm of Scott, Rosein & Dempsey of Pembroke ON be retained as the auditors for the 2016\2017 fiscal year. CARRIED

b) Request for Membership: Weesoe Community Communication Technologies

MOTION # 1128-04-2016 Moved by Ray Metcalfe and seconded by Jason Pyoli to accept Weesoe Community Communication Technologies as a Member of the Deep River Community Association. CARRIED

c) Motion to amend By-laws

MOTION # 1128-05-2016 Move by Ruxandra Dranga and seconded by Jeff Wilson to amend the DRCA By-laws as follows:

Clause 11, General Meetings: to read: A General Meeting shall be held once each year, **within 90 days after November 1**, the place, date and time being specified by the Board of Directors. This meeting shall be the Annual General Meeting.

Clause 13, General Meetings: to read: The Secretary shall notify each Member at least fifteen days in advance of the date, place, time and purpose of any General Meeting by publishing a notice of that meeting in the North Renfrew Times. Notice of the Annual General Meeting shall be given at least thirty days before the date of the meeting.

Clause 18, Conduct of General Meetings: to read: The following **should** be the Order of Business of General Meetings:

Clause 44, Board and Committee Meetings: to read: The following **should** be the Order of Business at regular meetings of the Board:

Objects (a) and (b): expanded to include communities near-by the Town of Deep River.

General: changed all instances of "Company" and "DRCA" to "Corporation" as stated below **"By-law Number One"**.

Clause 3(b): changed "THEOP" to "Theatre Operating" for consistency, and added the committee's initials for clarification.

Clause 4: deleted "regular" in 4 places for consistency.

Clause 13 and 20(b): changed "local news publication" to "North Renfrew Times".

Clause 20(a): the term "Deputies" is not defined or used anywhere else; changed the phrase to "signed by the Treasurer and two other Officers of the Corporation".

Clause 31(b): changed "Officers of the Board" to "Officers of the Corporation".

Clause 38(a): added "sign cheques for the payment of authorized expenditures of the Corporation" to the duties of the President.

Clause 38(c): changed "to the Vice President" to "to a designate authorized by the Board of Directors".

Clause 38(d): changed "confirmation" to "approval".

Clause 46: changed "Secretary of the Board" to "Secretary of the Corporation".

Clause 48: changed "adopted" to "approved".

CARRIED

d) Nomination and Election of Directors (chaired by the secretary)

Motion # 1128-06-2016 Moved by the Rotary Club of North Renfrew and seconded by M Stephens to nominate Wendy Murphy to the board of Directors for the term 2016-2017
CARRIED

Motion # 1128-07-2016 Moved by the bowling congress and seconded by RA Judd to nominate Steve D'Eon to the board of Directors for the term 2016/2017
CARRIED

Motion # 1128-08-2016 Moved by the Deep River Duplicate Bridge club and seconded by John Wills to nominate Bernice Recchia to the Board of directors for the term 2016/2017.
CARRIED

Motion # 1128-09-2016 Moved by the Deep River and Area Minor Soccer Club and seconded by Julie Laderoute to nominate Cheryl Smith to the Board of Directors for the term 2016/2017.
CARRIED

Motion # 1128-10-2016 Moved by the Deep River Community Band and seconded by Trevor Selle to nominate Marie Corriveau to the Board of Directors for the term 2016/2017
CARRIED

No other nominations were received from the floor. Nominations were closed.

“The Board of Directors of the Corporation shall consist of five elected Directors and one appointed Director. The one appointed Director shall be the Editorial Board Chairperson of the North Renfrew Times.”

Wendy Murphy, Steve D'Eon, Marie Corriveau, Bernice Recchia, and Cheryl Smith were acclaimed to the Board of Directors of the Deep River Community Association Inc. for the term December 2016 – December 2017 and Bruce Wilkin as the Editorial Board Chairperson.

Meeting Adjourned.