

MINUTES of the Walking Village Board of Directors
Monday May11, 2015, 7pm – Bicycle Café

1. Welcome / Additions to the Agenda

Attending: Cara Sullivan, Julie Reitzel, Rosanne Caruso, Jon Gillette,
Regrets: David Turner, Rhonda Iadinardi, Gary Gingras
Barbara MacKay – recorder of minutes and chaired the meeting

Called to order: 7:09 pm

2. Correspondence

Kolapore Wilderness Trails – AGM invite May 23 – B. MacKay is a member and will attend and ask about WV being a member

3. Business Arising from Previous Minutes

Jane's Walk – Eugenia: a great day and great weather! Had about 40 people, several children (aged 10 yrs old), one leashed dog. No councilors attended

Rosanne tells us that Nancy Matthews wrote a wonderful historical piece for the Advance newspaper (as she regularly does) this week on Eugenia and she included a note about the Jane's Walk– the newspaper editors cut the walk mention. (When Nancy called to protest, they said they would send a photographer - No photographer came from "the newspaper")

We passed the jingle jar, which after deducting the cost of posters, now totals \$56.

Julie will take photos off the website and add them to the Facebook page, she says that whenever we have an event, hits on the Facebook go up – new likes

Cara Sullivan says the same is true with the mailing list

Council Presentation –

Barbara & Cara went to the Committee of the Whole on May 6 and presented to the councilors (they were all in attendance)

We updated them on our registered non-profit status, we reminded them that we have worked with the MGH in the past and would be pleased to do so again, and we asked that they "recognize" us as a worthy, accountable and structured organization that would like from them: a link on the website, municipal insurance coverage for our walks in MGH and their willingness to partner with us in future

Cara says they asked intelligent questions and seemed positive and eager to work together – Mayor McQueen asked Clerk Debbie to check into insurance, and liaise with Barbara to make the links happen. Barbara will follow up with all

Barbara says Lynn Silvertown opened her wallet and gave us a \$20 right there

Roadside Signs

Julie will call or go into the CIBC and ask about what we need to open a WV bank account – and the costs

David has last year's money from the Flesherton Foundation, the artwork for the sign is at the printers in Dundalk

Insurance enquires - may be moot for walks if MGH ponies up

Membership Drive – membership cards / email list

Cara Sullivan is now the proud manager of the WV Mailchimp mailing list – she reports that there are 47 names

Jon Gillette says we need to add a subscriber button to the WV website

Barbara says “Sell the membership cards!”

Julie needs some cards – Barbara will bring her some

Julie will talk with Peter about promoting the WV in the Bicycle Café – with table top promo or sign up

Corporate sponsors – Gary not available

4. New Business

Barbara is including an ad for the WV in the new WSE brochure published by theFlesherton.ca

Rosanne attended with Cathy Little and Nancy Matthews, a heritage conference in Niagara on the Lake – very informative and good chance to network, the costs of the conference were paid from the budget that Nancy manages as the chair of the Heritage committee of council

Rosanne would like us to work more closely with Beaver Valley Bruce Trail. After discussing how that could happen and what benefits we will take, it is decided that David will write to the BVBT (they recently interviewed him for their newsletter). He will ask that they promote our walks via email to their members or posting on their website

Cara suggests we request reciprocal website links – us to theirs / theirs to ours (Barbara will work with David on this)

Grant opportunities

Rosanne mentions that she attended a granting seminar at Niagara on the Lake conference and many things have changed at Trillium. For instance, they now have more intakes – 4/year and spoke about valuing volunteer organizations.

Now that we are registered, we can apply to grants from Trillium, Ministry of Culture and Rec, and even Community Foundation GB (although for the latter we need a partner who is a charitable group or the MGH. Rosanne suggests the partner could also be the CofC – Barbara will confirm with them

Website

Cara has reviewed the website content and will meet with Barbara to make some changes – fresh eyes! Jon G. says a “join our mailing list” Mailchimp subscribe button should be added

A new photo of the board of directors is needed – Directors, please send a selfie to Jon who will combine them into something fun – Cara wants moving legs animation

Rosanne suggests that a list of annual walks will make it easier for us to promote and for people to schedule our walks

A lively discussion of which walks and leaders results in this list:

February – snowshoe hike – location/guide can vary (Flesherton Hills is a good spot)

May – Jane’s Walk – theme and guide varies

June – Foraging Walk – David leads – location can vary – (there was previously a suggestion to do in with Kolapore with that group)

Summer – Councilor Walk - the first request will be made to Cathy Little for a walk in the Kimberley Forest or Trail

Summer - A garden walk in Markdale – we could work with the Horitcultural Society (Barbara will speak with them) – early/high summer might be best time

Nancy Matthews will be asked to guide a Historic Walk in Markdale – late summer/fall

Also:

Rosanne will explore the idea of doing a Ghost Walk for October

Cara will speak with Carol Wood about how we might work with the Fling

Julie mentions the sad state of boardwalks in the Flesherton Hills – Barbara will be in touch with John Burton to see what we can do (perhaps we can apply for some Flesherton Foundation money – the ad to apply for funds has just gone out).

It is agreed that the Board and Friends should all meet at Jon’s in Bognor for a WV potluck and hike in the Bognor swamp and/or forest: **Date TBA – Jon – can you offer some potential dates?**

5. Next Meeting time/date

Monday June 8, 7pm Location - TBA