



# The Bulletin



## Rotary Club of Etobicoke

District Governor: **Jim Louttit**

RI President: **John F. Germ**

Week – December 7, 2016

**Board 2016-2017**

**President: Gregg Dobson, Past President: Jack Fleming, President Elect: Donna Cansfield,**

**Secretary: Ron Miller, Treasurer: Don Edwards**

**Directors: Barry Friesen, Gord Duncan, Diane Irvine, Michael Lu, Gerald Lue, Liz Read, Kester Trim**

**Wednesday, December 14, 2016 – Annual Club Christmas Dinner – Franklin Horner  
Community Centre, 432 Horner Avenue – 6:00-7:00 PM (Cocktails), 7:00 PM (Dinner)**

**NEXT MEETING: Wednesday, January 11, 2017 – Speaker: Maria Barcelos – The Gatehouse**

Reporting: Ron Miller

Pictures: Ron Miller & Peter Dusek

### Annual General Meeting (AGM)

#### 2017-2018 Board of Directors:

A Nominating Committee consisting of President Greg, 2 Past Presidents, and 2 Club members met in October, and recommended the following Slate of Candidates for the 2017-2018 Board of Directors;

- Donna Cansfield – President
- Greg Dobson – Past President
- Gerald Lue – President Elect
- Ron Miller – Secretary
- Don Edwards – Treasurer
- Diane Irvine – Senior Advisor
- Liz Read – Director
- Kester Trim – Director
- Michael Lu – Director
- Gord Duncan – Director
- Barry Friesen – Director
- Mary Grogan – Director.

Secretary Ron presented the list of Candidates to the membership for approval (A quorum of 24 members was required for today's meeting, which is 1/3 of the current 73 members "in good standing". Quorum was achieved by the 21 Club members present at today's meeting, and 3 members contacted by phone for their vote). Secretary Ron first asked if there were "any other nominations from the floor". With none received, **Moved by Ron Miller and seconded by Lynda Ryder that the nominations for the 2017-2018 Board of Directors**

**be closed.** The Slate of Candidates was then "unanimously" approved by the membership.

President Greg presented the reports from the various Club Committees.

#### International Service Committee Report:

The International Service Committee's budget for 2016-17 is 20,050, of which \$19,000 was allocated to ISC from the proceeds of Ribfest, plus \$1,050 from the District Rotary Walk.

#### EREY/PolioPlus:

- ISC approved payment of \$5,000 EREY and \$500 to PolioPlus

#### Renaming the Committee:

- As the international committee, their objectives are to reach outside our communities and assist in places which may not have a local Rotary club. Mostly remote places in third world countries. Our directive is clear, however we have forgotten a large portion of our own country. The committee voted to change the name of the Committee to **Aboriginal & International Services.**

#### Hockey Equipment:

- The Committee prepared a hockey equipment drive to send to First Nations schools in 3 remote reserves in Northern Ontario, in conjunction with the Rotary club of Palgrave (D7080)
- The request for assistance came from the schools itself.

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- This program would not be sustainable without a commitment every year to renew the supplies and assist in the foundational development of this high risk youths. Their community have embraced the sport and teachings with the respect to fair play, Team work and fellowship amongst their Teachers and fellow students. Chair Gerald Lue is looking to find a fellow member to champion this program and for the club to embrace this program in the years to come.

- Gill Dugas to contact the two schools from last year and provide a progress report if available.

- Gill will also find out if other supplies are needed and how we can assist in growing their program.

- The Committee is looking for volunteers to help sort the Hockey equipment between December 19<sup>th</sup> and 23<sup>rd</sup> (date not yet confirmed). Sorting will take approximately 2-3 days. Contact Gerald Lue.

- The Committee is looking for other clubs willing to assist in community-drive for Hockey equipment

- They will be preparing an E-mail flyer to schools, clubs, etc.

- Laura Latham had a great contact, but still need someone to help design the email or poster.

- President Greg added that Mark Grimes has volunteered to have his trucking company transport the equipment at no cost.

## **Shipment to the Philippines:**

- The Committee is preparing a shipment to the Bay Bay School in Ozami, Philippines, in conjunction with the Rotary Club of North York. Shipment consists of school books, pillows, musical equipment, and toys.

- In conjunction with the Rotary Club of North York - Shipment to the Philippines is in a warehouse and packing of the shipment will take place December 9<sup>th</sup>. They have 2 hours only to load the container.

- Gerald notes that "many hands are required from 10:00 am till 2:30pm to pack the shipment".

## **Recent Funding:**

- \$2,000 - CAFA for their camp for burn victims in Peru. CAFA will match up to \$2,000

- \$1,000 – Towards Whitby Sunrise Rotary's water project in the Nambak District in Laos

- \$1000 – in partnership with the Belleville Rotary Club to sponsor 2 women in the Amarok Mothers school in Bangladesh

## **Youth and Vocational Services Committee Report:**

### **Current Activities:**

#### **York University Rotaract Club**

- Held a recruiting drive in October and current membership stands at about 20 students.
- Annual Case Competition – We will provide \$500 support
- We will sponsor one delegate to attend RYLA and two delegates to the District Conference.

#### **Camp Enterprise**

- 22 students attended in 2016
- In 2016 used the facilities of the Humber College Finch Campus for annual savings of \$10,000 over using U of T Erindale facilities.
- The winning team from Michael Power is in the process of operating their plan to provide warm touques for needy children at neighbouring elementary schools. The team has presold all of their touques – this means that 250 touques will be donated to needy students.
- We will provide \$2000 in seed money to the team

#### **Scarlett Heights Entrepreneurial Academy Mentoring Project**

- This is our 4<sup>th</sup> year of mentoring Grade 11 business students with their Venture Projects.
- We do mentoring projects in the Fall and Spring terms
- Winning Venture Teams are recognized at an Old Mill lunch.
- We donate \$1000 annually to the SHEA Scholarship Fund.
- As a result of declining enrollment SHEA may be amalgamated with Kipling Collegiate in 2017.

### **Future Plans:**

#### **Rotaract Club at Humber College Lakeshore Campus**

- Meeting with administration and faculty are planned in January 2017 to build the foundations of a sustainable Rotaract Club.

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- Efforts will focus upon recruiting entrants into 3 and 4 year programs
- This should aid in developing a self-sustaining Rotaract Club.

## **Community Service Committee Report:**

- The Committee actively seeks ways to support local community groups with funds and Expertise
- CSC holds regular monthly meetings to discuss projects serving Etobicoke
- Groups supported this year cover the following areas: families; women; children; homeless; and special need children; and include agencies and institutions which serve these groups of people
- This year, CSC was allocated \$60,000 from the proceeds of Ribfest, and so far this year they have funded \$27,650 to a variety of recipients such as; Basketeers, Women's Habitat, The Furniture Bank, The Gatehouse, St Joseph and Trillium Hospitals, St. James Food Basket, St. Vincent de Paul, The Salvation Army, the "Out of the Cold" programs at St Mathew's and St. Margaret's, The Lakeshore Santa Claus Parade, etc.

## **The Hands On Committee Report:**

- The "Hands On" Committee is a sub-committee of the Community Service Committee and networks and helps a variety of community groups. Some of their recent projects
- In October; repacking at Brands for Canada; and painting of rooms at Youth Without Shelter
  - In November; Food packing for Kids Against Hunger
  - Out of the Cold lunches at St. Margaret's and St. Mathew's Churches
  - The Gatehouse
  - Women's Habitat
  - TPS Division 22's "Cram a Cruiser" to support local food banks
  - Swimming with Shark Team – a Para-Olympian swimming team in Etobicoke servicing 18 swimmers with mental disability
  - Supporting ladies in Anduhyau First Nations Women's Shelter
  - Donated items to Haven on the Queensway for their "Wheels of Hope"

- Christmas "Welcome to Etobicoke" Dinner for refugee and newcomer families at the Rexdale Alliance Church

## **Membership Committee Report:**

- Current Member Status: 73 Active Members + 4 Honorary Members
- In 2016, 2 members moved, 1 member transferred to another club and 11 members did not renew their membership
- To be addressed by the Committee: Only one of these members gave notice before the July 1 deadline. We pay dues to Rotary International, and these are paid in 2 instalments. The first instalment is due on July 1. Because members did not give notice, the Club paid partial dues for 13 non-active members.
- However, the good news: Since the beginning of 2016 we have had 22 new members join the club. 8 of those have joined since September and we have 9 others currently exploring membership
- We have made no conscious outreach. People appear to learn about us on the Website or by word of mouth.
- In talking with people, 3 things seem to attract them to this club:
  1. Club members are very friendly
  2. The Club is very active
  3. The concept of our Hands On activities is very attractive
- Membership Committee Priorities:
  - Engagement of new members
  - Ensuring that members become involved in some aspect of the Club immediately after joining
  - Responding to new policies from Rotary International
- RI has introduced new policies allowing flexibility in:
  - Attendance requirements
  - Meeting frequency and format
  - Membership Type
  - Rotary Etobicoke has already made changes in **attendance requirements, meeting frequency and format.**
  - The Committee will be exploring options around **new membership types** starting in January

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- The need for this exploration is motivated by a need to ensure that we can attract and keep young professionals starting in new careers.
- What is going on?!?
  - The transition to a different frequency and format in meetings has not been without some challenges
  - Final changes will be formalized in the new year and a new meeting pattern established.
  - Meetings will be **the 2<sup>nd</sup>, 3<sup>rd</sup>, and 4<sup>th</sup> Wednesday of the month**
  - The **2<sup>nd</sup> and 4<sup>th</sup>** will be a **lunch meeting** at the Old Mill
  - The **3<sup>rd</sup>** will be an **evening meeting** at various locations
  - There will be a **Social Gathering** at least once per season
- We are moving with the times:
  - Members are encouraged to go to the Club website as their 1<sup>st</sup> line of communication about **what** is happening and **when**
  - Clicking on the **Calendar tab** will tell you everything you want to know about upcoming events.
  - In time, everything will be available on the Website including the Bulletin and Board Minutes
  - ClubRunner is being used to notify people of special events and allow them to register
- A thank you:
  - We have had excellent support from the PR and Communications Committee to ensure that the Website is up to date.
  - Wonderful efforts are being made to ensure that both the Website and our Facebook page effectively reflect the energy and uniqueness of our Club
- 40 % of the Club have been members for 3 years or less
- For this reason several recent evening meetings have been dedicated to sharing information on Rotary International and about this Club
- Feedback has been positive and this focus will continue
- We will be taking some time in future months to help everyone get to know our newest members

- Given the numbers, we are exploring creative alternatives to the usual Classification Talks
- Changes in attendance requirements, meeting frequency and format, and any new membership types, will require that our By-laws be changed to reflect these changes.
- as part of this, the full Membership will be consulted regarding any proposed changes

## Communication Committee Report:

### Mandate:

- To promote Rotary
- Within our community: Drive awareness of who we are and what we do
- Within our Club: Inform and engage members

### Website:

- A cleaner look
- Focus on, meetings, events, story updates
- Leverage photos and videos

### Results:

- Number of sessions doubled from August to November 2016
- 54% new, 46% return visitors
- Engaged: return user spent on average 3:42 on Website

### Facebook:

- Update on; Club activities, Hands ON community events, social events
- Rotary Etobicoke – 279 likes
- Toronto Ribfest – 3,420 likes

### Facebooks Promotion:

- Brands for Canada Packing
  - 2,704 people reached
  - 1,366 views
  - 2 shares
- Kids Against Hunger food packing
  - 2,832 people reached
  - 1,581 views
  - 11 shares

### Call to Action – All Members

- Video Montage: Why you joined Rotary
  - Prepare a story to bring to the Christmas Party on December 14<sup>th</sup>

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- Update on the projects you are working on
  - Involve Communication Committee member on any key projects you are working on
  - Send Michal Lu a picture with the project description
- Like us on Facebook (Rotary Club of Etobicoke & Toronto Ribfest)

## **Ribfest Committee Report**

Activities related to the 2017 event started early this year. In part, this was due to the fact that 2017 will be the 150<sup>th</sup> Anniversary of Canada. That means...the Ribfest event will take on an even more important celebratory function within the community.

### **Ribfest Executive Committee:**

This committee will serve to oversee all aspects of the event. It will monitor the financial decisions and commitments that are required and will help deal with any disputes that might surface.

The Committee Members are:

- Jack Fleming: Past President ... and ... Chair, Toronto Ribfest 2017
- Greg Dobson: President
- Donna Cansfield: President – Elect
- Gerald Lue: Board Member-at-Large
- Michael Bell: Chair Emeritus, Toronto Ribfest 2017

### **Ribfest Operating Committee:**

We are very fortunate to have a dedicated team of Club Members that serve to lead the different functional aspects of the event. In addition, we are pleased to see the levels of interest that has been expressed by many of our 'new members'. We will welcome their involvement and are discussing roles they might play at the event.

### **Immediate Actions:**

In August, we formed small teams to address immediate issues including grant submissions, sponsor planning and preliminary development efforts related to programming and publicity.

### **Grants:**

It should be noted that Hugh Williams and Gord Duncan are supporting efforts related to the submission of Grant Requests. In particular, I want to thank Hugh for his work on this. He has important experience and background when it comes to the submission of grant requests. Consequently, he has done the major part of the work on these documents.

#### **- Ontario 150:**

This grant focused on the June 30<sup>th</sup> day at Ribfest. Fundamentally, the focus for the day will be related to the 'Citizenship Reaffirmation' ceremony and the hope that it will attract greater numbers of patrons to the opening day of the event.

This ceremony will be called the 'Big Hug' – Proud to Pledge. Other activities on that day will be focused on our 'Heroes Day' theme.

#### **- Celebrate Ontario:**

This grant is focused on the travel and tourism aspects of festivals and events in Ontario. We recognize that the majority of patrons come from within close proximity to Centennial Park. However, we will look to drive greater attendance from the population that resides outside a 40 KM radius. On Sunday, July 2<sup>nd</sup>, we will look to hold a special concert that evening that will feature a 'higher profile band' in comparison to our normal line up.

#### **- Celebrate Canada:**

This submission was sent on November 19<sup>th</sup>. This grant is the same one we submit each year in relation to our Canada Day Citizenship activities, but some new features were included in the submission.

### **Programming:**

Ideas continue to be developed by the Programming / Grant Team:

- Day 1: "Big Hug"/Proud - Pledge (Citizenship Reaffirmation) and Heroes Day
- Day 2: Canada Day and Canada Heritage Day Themes
- Day 3: Benefit Concert (TBD)
- Day 4: Country Monday Theme (TBD)



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## Entertainment:

We have been receiving a significant number of requests from performers / entertainers. This indicates the high regard and the interest that they have in Toronto Ribfest.

- All of these enquires have been forwarded to Alex and Jay for their review. Alex acknowledges all enquiries. We will not make any decisions until sometime in January / February. We do intend to shake up our lineup for this year.

## Sponsor Activity:

We have a team exploring all aspects of Sponsorship for the event. The priority is to focus on 'Large Sponsor' opportunities. Brand Activation will likely ramp up in January.

- We are working to develop as many personal referrals as possible.
- Our 'Sponsor Package' is being updated and an accompanying handout doc is being developed.

## Communications:

We have received important input from the Club's Communication Committee. This is especially important as it relates to Social Media efforts and how we align the websites for the Club and for Toronto Ribfest.

## Staffing:

- Ribfest Coordinator: Rhena Fleming will return as Ribfest Coordinator for the 2017 event. We hope to determine a Club Member who will be the logical successor in this position. That individual will work closely with Rhena on the different aspects of the Coordinator role.
- Volunteer Staffing and Assignments: Over the past three years, Liz Read has handled all aspects of this important facet of the event. It is felt that we should restructure this area and build a small team to oversee this element. The duties need to be broken down and we will be looking to add at least two Club Members to the team. It is expected that Liz will be able to guide and coordinate the efforts of the team.
- Waste Management: Thru discussions with Barry, we plan to utilize different resources to oversee our efforts at the event. We have achieved some notable success in the diversion and recovery efforts. We

look forward to continual improvements going forward.

As all Club Members recognize, this event is a major commitment of time and energy!! This year, the celebratory aspect will get even greater attention.

## Special Request:

- *Every member is asked to look carefully at the calendar.*
- *The event will run from Friday, June 30<sup>th</sup> – Monday, July 3<sup>rd</sup>.*
- *We need a strong level of participation from our Club Members.*
- *Please block those dates. Come out and 'Help' ... and ... Enjoy the Fun!!*

## Foundation Report:

Two significant initiatives have taken place so far in the 2016-17 Club Year:

### Foundation Walk:

- On Sunday, September 11<sup>th</sup>, the District 7070 Foundation Walk was held in Brighton, ON.
- The Rotary Club of Etobicoke had 12 participants:
- We raised \$1,560.00 in support of the event

### Foundation Month:

- 2017 marks the 100<sup>th</sup> Anniversary of the Foundation
- To mark this milestone, the Foundation Chair sent personal letters to every Club Member suggesting that each member consider making a donation to:
  - Foundation
  - or
  - Polio Plus
- Each letter contained an envelope addressed to Don Edwards to facilitate the donation process,
- And, instructions were provided with respect to Credit Card donations and E-Transfer donations
- As of November 29<sup>th</sup>, 17 Club Members had responded and contributed:

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\$3,218.00 to the Rotary Foundation  
\$4,716.10 to Polio Plus  
\$7,934.10 TOTAL

## Happy Bucks



Ashley Pelland – Ashley said she was happy to be here today and that while driving here today, she realized “how happy she was” to have been able to connect with all the here. She said it has been “life changing” to be with people who are so caring.

Kester Trim – Kester was happy to say that his Salvation Army “Christmas Campaign was well under way. In North Etobicoke the “Christmas kettles” were approaching \$50,000. He was also happy to say that their Toy Depot opened today. He is looking for volunteers to help to assist the “clients” who visit to select toys. If any of our members are interested in volunteering to contact Kester directly. The Toy Depot runs until December 16<sup>th</sup>. There are 2 shifts 9:30 AM to 12:30 pm AND 12:30 pm to 4:00 PM. Kester is also looking for “helpers” to “ring bells” at their Christmas Kettles at various locations including outside the Loblaws at Humbertown Plaza.

Theresa Sherwood – Theresa was happy to be here today. She was also happy to say that she has been busy with our “Hands On” activities. She has been helping delivery food from our Kids against Hunger food packing to various shelters, etc. She just delivered food to the Women’s Shelter along with a cheque from our Club for \$500. The Hands On committee has been doing lunches for some of the Out of the Cold programs and said that Lynda Ryder and her employees had recently delivered lunches to the St. Margaret’s OOTC program. They were also preparing Christmas hampers for seniors. She had also picked up socks and boots from Value Village for 30% less than their normally low prices. They will

also be preparing a dinner for refugees and their families at the Re4xdale Alliance Church.

Greg Dobson – Greg was happy to say our Club had been asked by the Toronto West Club to help with the Interact Club of Etobicoke Collegiate’s “Santa letter writing session” on December 8<sup>th</sup>. They will be answering 700 letters to Santa from children who attend BAYBAY Elementary School in Ozamiz City, Philippines.

## 50/50 Draw



**Anthony Kasenda – 8 of Spades. As a consolation prize, Anthony will receive a “free lunch” if he attends our next Club luncheon on Wednesday, January 11<sup>th</sup>.**

## Announcements



**Monday, December 12<sup>th</sup> – Board of Directors Meeting – 6:30 PM – Rotary Clubhouse**

**Wednesday, December 14<sup>th</sup> – Annual Club Christmas Dinner – Franklin Horner Community Centre, 432 Horner Ave., Etobicoke – 6:00 to 7:00 PM (Cocktails), 7:00 Pm (Dinner) – Cost: \$30/person + Bring a bottle of wine for a “Wine Raffle”.**

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**Friday, December 16<sup>th</sup> – Youth Services  
Committee Meeting – 12:00 PM – Rotary  
Clubhouse**

**Yvan Baker – December 8<sup>th</sup>  
Laura Latham – December 11<sup>th</sup>  
Sam Thomas – December 12<sup>th</sup>**

**Monday, January 11<sup>th</sup> – Regular Luncheon  
Meeting – The Old Mill – 12:15 PM –  
Speaker: Maria Barcelos – The Gatehouse  
Saturday, January 21<sup>st</sup> – Rotaract York  
University “Case Competition” (A Social  
Think Tank) – An opportunity for students  
at York University and beyond to use  
strategic thinking to present their solutions  
to an ethics or conflict resolution based  
case – Mental Illness in Schools. Any  
members interested in becoming a judge  
or just attending please contact Greg or  
Gord.**

**Wednesday, January 18<sup>th</sup> – Evening  
Meeting at the Rotary Clubhouse – 7:00  
PM – Topic: “Hands On”**

**Wednesday, January 25<sup>th</sup> – “Robbie Burns’  
Day” Luncheon Meeting – 12:15 – The Old  
Mill – Come and enjoy some haggis along  
with the regular luncheon fare plus Piper  
Jack Jackson.**

**Friday, January 27<sup>th</sup> – Toronto West  
Rotary’s “Youth Impact Awards” Dinner at  
the Old Mill. See Greg for tickets.**

## Visitors & Guests

**WELCOME**  
*Enter as guests, leave as friends.*

### Visitors & Guests:

- ✚ Katherine VonGavel – Potential New Member
- ✚ Vicki Malo – Potential New Member
- ✚ Gary Halfor – Potential New Member

**Attendance:  
Members - 21  
Visitors & Guests – 3  
Total – 24**

## Birthdays

