

Kanata Seniors Council Inc.
Minutes of a meeting of the Board of Directors on July 14, 2023

Present: Greg Richardson, John Kern, Frank Boisvenue, Liz Tucker, Rachel McGregor, Susan Ditmar, Sandra Freeman, Sarah Trant, Jeet Wadehra, Moe Saleh, Lianne Dwyer, David Lee, Gary Underwood, Arnold Finkelstein, Michael McMahon

Regrets: Kay Dubie, Doreen McNair

Associates/Guests: Janet Baigent (City of Ottawa), Karen Gilbert (Astoria), Beth Montgomery, Peter van Boeschoten

Opening: Co-chair Greg Richardson opened the meeting at 9:00 am with a welcome to all. Prior to the meeting, some meeting guidelines had been circulated to Board members as an addendum to the agenda. There were no objections or comments on these guidelines.

Approval of agenda: There was one addition to the agenda, the topic of Café management under new business,

Frank Boisvenue moved that the agenda be approved with this addition; seconded by John Kern. Carried.

Approval of previous minutes:

John Kern moved that the minutes of June 9, 2023 be approved as circulated, seconded by Sarah Trant. Carried.

Presentations:

Astoria by Alavida Lifestyles (Karen Gilbert): Astoria is holding their first ever open house and barbecue on July 20 from 11-3. The first tours of model suites will be available then; RSVP to Karen Gilbert. First move-ins are scheduled for September 1.

Timberwalk (Tia Taft): Tia was unable to attend the meeting, but sent the following information about upcoming events: Blueberry Social July 18, 2:00pm; Picnic Outing at the Baxter Conservation Center July 19, 11:30am; afternoon entertainment with Country and Gospel singer Rick Leben, August 8, 2:00pm; Wine and cheese August 25, 3:00pm.

City of Ottawa (Janet Baigent): During the shutdown, hallways and floors were cleaned and polished, and new lighting was installed in the lounge. There is still more lighting to be installed (LED's, brighter and more efficient). The summer session started this past Monday, and most courses are full. Registration for fall programs starts August 10. The center is the relocation site for OPH Vaccine clinics and Canadian Blood Services, so clinics will be held during the summer. An Open House and Pancake Breakfast is planned for Wednesday, September 6, 8:30 to 11:30; Janet asked if the council wanted to partner with the city for the breakfast as in the past. The decision was yes; Mike McMahon will be the center's contact for the event. Lastly, the volunteer recognition event held June 22 was deemed a great success; the city has kindly agreed to pay the entire bill for the event.

Lianne Dwyer moved that the KSCI support the Kanata Seniors Center by providing (funding and serving) the pancake breakfast, September 6, 2023; seconded by Liz Tucker. Carried.

Financial Report:

Liz presented the financial picture as of June 30, 2023 (see attached). AGM income refers to the money received from Astoria to fund the lunch. David Lee has agreed to take on the role of treasurer, and will start towards the end of the year.

Liz Tucker moved that the Board approve the appointment of David Lee as treasurer once Liz resigns from the position later in the year; seconded by John Kern. Carried.

Correspondence: None

Directors Reports:

Communications/PR: The next newsletter deadline to Sarah is Thursday, August 17. In terms of finding a new editor, Sarah has been talking it up, and has also talked to contacts at the Community Voice. We are in need of a volunteer, preferably a senior, with time to interact with the Board and other seniors and participate in council and center events. The newsletter has become a vehicle for raising money, as well as a tool for distributing information, so it is important that a new editor be found. Sarah is hoping to get an article in the Community Voice in mid-August talking about the new Board, plus the pancake breakfast.

Technology and Website:

Computer Training Stats for the month of June 2023: Lessons Sold 9, Revenue \$75; compared to 2019: Lessons Sold 29, Revenue \$196. Year to Date, Revenue is about 20% lower.

Two new services are now available in the Computer Room: (1) Brother Monochrome Scanner/Printer. The unit is now operational as a photocopier, printer, and scanner from the teaching PC, community PCS and any IOS or Android mobile device with Airprint. (2) Emergency Charging Station: There is now an emergency charging station with Apple, Android, and USB-C connectors. The power supply should be able to supply any phone and most tablets. Users should not leave their devices unattended while they are charging.

Travel and Lifestyles: The team has added several new members and grown quite a bit over the last few months, and now contains 18 members, including coordinators and ticket sellers. Lots of great people with a really good diversity of skills & background experience.

Completed Trips & Seminars Since Last Update

- Most recent events were the CAA Travel Seminar (June 8) and Algonquin Restaurant trip (June 9). Both reported on at the last Board meeting.
- No trips or seminars held since last update.

Upcoming Trips & Seminars: The team is actively working on several upcoming events, and ticket selling is in progress for the following trips:

- Rideau Carleton Raceway (July 27)
- Ottawa Boat Cruise (August 16)

Trips in the Planning Stage:

- Waterford Grand Retirement Home: Lunch & Tour (Aug 20)
- Kanata Theatre Play: Glorious! (Sept 24)
- Red Oaks Retirement Lunch & Tour (Sept / Oct)
- Wine Tasting (Sept / Oct)

Seminars in the Planning Stage:

- CAA Travel: Scotland & Ireland (Sept 20)
- Beauty Makeover (Sept / Oct)
- Emergency Preparedness with Red Cross (Oct)

Seminars in conjunction with the Health Team

- Activities in Motion: Hips & Knees -> looking to secure the speaker
- Many others in the queue.

Availability of buses remains an issue. We are hoping to partner with some key Retirement facilities but it is a challenge. We are looking into some alternatives, but with the current situation, we need trips that will draw a larger participation (25-40 people).

Honours and Awards: No report

Membership and Volunteers: Three more volunteer interviews have been completed in recent weeks. If any board member needs updated business cards because of a change in position, please contact Rachel. September activity: tracking down missing police checks.

Health: Jeet has a list of recalls which will be posted online. We are also reminded about the dangers of Lyme Disease and to watch out for ticks.

Advocacy and Outreach: Moe Saleh reports that the Neighbourhood Watch program has accepted our proposal to include adults with dementia. They are also adding young offenders in the area. Thank-you letters are being written to organizations who supported us in the people with dementia initiative. If you have ideas for advocacy or outreach, send them to Moe.

Sponsorship: We have 6 sponsors (5 of whom advertise in our newsletter) and 1 supporter (Kanata Theater). Two of our sponsors, Red Oak and the Bradley, have had recent changes in personnel. A platinum sponsor gets a ½ page ad in every newsletter, and gold sponsors get a ¼ page ad every 2 months. Sandra proposes that the ½ page be changed to 1/3 page going forward (the ad size is not actually specified in the sponsorship package). Other potential sponsors include Hearing Aid companies, the Waterford Grand, and other health care providers. It would perhaps be worthwhile in the new year for the committee to review the sponsorship package now that we have almost a year of experience under our belts. It was suggested that Loblaw might be approached to cater the Pancake breakfast or other event where food will be served.

Fundraising and Grants: New Horizons grants for seniors is expected to be published and available for August 1. Arnold is looking for input as to what we want to ask for in the grant: café expenses; buses for trips; etc.

Café: Café revenue is still not back up to where we would like it, so John has worked with Frank Z. and Linda to come up with a marketing plan and some new menu items to test market. Example: a cold plate is available during the summer months. Several new volunteers have joined the café team. See New Business for more café items.

Advisory: A decision needs to be made in terms of personnel for this team. A new chair of the Advisory group is needed; as well as confirmation if the current board members want to continue serving on the team. Two members of the Board are required to be on the Advisory team. Greg to address this in the coming week.

Old Business:

AGM, Monday June 19: Deemed a good event; 64 voting members were in attendance, with about a dozen or so non-voting attendees. Lunch was good, and all agreed that the power-point presentation worked well and was effective. Rachel has requested Janet to book Monday, June 17, 2024 for next year.

New Business:

Café Management: Prior to this meeting, the Executive Committee (President, VP, Past President, Secretary, Treasurer, and 2 other Board members) met to discuss the day-to-day management of the café. They agreed that this should be done by 2 people (co-managers) until the end of the year, when budgets will be reviewed and discussed. The total remuneration to the co-managers will be \$1600, which is no more than what we were paying at the beginning of 2023.

Frank Boisvenue moved that the management situation at the Council Café be changed to two co-managers, for a total remuneration of \$1600 per month; seconded by John Kern. Carried.

Café Proposal from Aspira Red Oak: This will be tabled for now and reviewed with the new personnel at Red Oak.

Café Agreement: is to be reviewed this fall. It will be reviewed by the Executive Committee first; any recommendations will be ratified at a subsequent board meeting.

Café Marketing Plan: A marketing and promotion plan was drawn up for the café (by John, Frank Z., and Linda), including price increases (September 1), advertising and marketing (August 1), and test marketing some new items (September 1). See attached for the complete plan. Certain parts will require separate motions/approval by the board.

Sarah Trant moved that the Board accept the Café marketing and promotion plan as attached in principle; seconded by Frank Boisvenue. Carried.

Café Price increases and other changes: Several motions were put forward by John.

Motion #1: A motion that the following price increases be implemented in the café, to take effect September 1, 2023:

- Hot Meal from \$6.50 to \$7.00
- Sandwiches from \$3.50 to \$4.00
- Muffins from \$1.50 to \$1.75
- Soup from \$2.00 to \$2.50
- Pie from \$2.00 to \$2.50

Background: Hot meals - A cost of ingredients for the preparation of a hot meal has increased from 5% to 9%. Sandwich - The cost of ingredients for the preparation of a sandwich has increased by 5% to 8%. Muffin - The cost of muffin ingredients for the preparation of a muffin has increased by 3%. Soup - The cost of ingredients for the preparation of a bowl of soup has increased from 5% to 9%. Pie - purchase of a pie has increased by 3%. These % increases have been provided by the people purchasing the products for the Cafe.

Discussion: it was agreed that our prices are still very good compared to purchasing fast food elsewhere, but food prices are increasing significantly. We operate the café mainly as a service to seniors, but we still need to operate it as a business.

John Kern moved that Motion #1 be approved as above; seconded by Jeet Wadehra. After discussion, the motion was carried with 1 abstention.

Motion #2: A motion to approve the following new food offerings and equipment items for the Café, to start September 1, 2023:

- Continental Breakfast at a cost of \$6.00
- New types of Sandwiches - Grilled Cheese with a bowl of soup or Panini sandwich with a bowl of soup for \$5.00 each to be served on the days we do not do hot meals (Wednesdays and Fridays)
- Purchase of new equipment for use in the production of the new products (estimated cost \$100.00)

Background: Test Market a Continental Breakfast that would include Coffee or tea, toast or muffin, yogurt, butter, jam, and a small carton of juice. In addition, test market two new types of sandwiches - a Grilled Cheese sandwich with a bowl of soup or a Panini sandwich with a bowl of soup. Also, the purchase of new equipment for use in the production of the new continental breakfast and new types of sandwiches.

Discussion: The continental breakfast would only be offered 4 days a week (not on Wednesdays). There is concern from the front desk about the café being closed on Wednesdays, as there are activities in the center on Wednesdays. We used to open 9-11 on Diners Club days, but we have not been able to get volunteers to come in just for 2 hours. There was some concern that the new food items were a lot to add all at once. It was thought that the addition of the continental breakfast would not affect when the café staff needed access to the building/café.

John Kern moved that Motion #2 be approved as above; seconded by Michael McMahon. After discussion, the motion was carried with 2 abstentions.

Motion #3: A motion to approve the purchase of a new sign listing the café prices, at an estimated cost of \$100.00.

Background: The Cafe sign that indicates the current pricing has been changed with stickers added so many times that it makes the sign look very unprofessional and does not portray a good image of the Cafe. In addition, the new sign would be designed so that when the prices are changed, we would not have to purchase a new one in the future.

John Kern moved that Motion #3 be approved as above; seconded by Susan Ditmar. Carried.

Motion #4: A motion that we approach Seniors Residences to host/sponsor a meal that they prepare and cook in our kitchen for the benefit of the members of the Council and the Seniors' Centre.

Background: Approach Senior Residences to see if they would host/sponsor meals for members of the Council and Seniors' Centre. They would come into our kitchen and prepare the meal of their choice and serve it to our customers. They would cover the cost of purchasing all the supplies they need for the meal. We would charge a fee of \$6.00 for the meal or if the Board wishes we could provide the meal comp to our customers on these occasions. Our staff would serve the meal. The featured Residence would be able to put up a display and hand out literature on their property. To ensure that it is not perceived that we are featuring that Residence only, we would offer this opportunity to all Seniors Residences.

Discussion: Sandra identified a need for further discussion from the point of view of sponsorship.

John Kern moved that Motion #4 be approved as above; seconded by David Lee. After discussion, the motion was withdrawn for further discussion by a working group, consisting of John, Sandra, Susan and Mike. A revised motion will be introduced at a subsequent meeting.

Motion #5: A motion concerning plastic and non-biodegradable cutlery, plates, glasses, soup containers, etc. Instead of throwing these items out, they would be donated to the Punjabi Seniors Association.

Background: If the Cafe goes fully environmentally-friendly then we will not be using these items. Instead of throwing them out, they would be donated to the Punjabi Seniors Association which has requested them for their use,

Discussion: It was felt that since these items had already been purchased, they should be used at council/café events to eliminate the need for volunteers to wash dishes. While the initiative to be environmentally-friendly is supported, why not use what has already been purchased. The café could purchase biodegradable items the next time they need to restock.

John Kern moved that Motion #5 be approved as above; seconded by Jeet Wadehra. After discussion, the motion was carried with 9 in favour, 5 opposed.

Motion 6: A motion that the Café purchase a supply of biodegradable plates and soup bowls at an estimated cost of \$90.00 including tax.

Background: To make the Cafe fully environmental purchase additional biodegradable items such as:

- soup bowls (50)- unit cost \$7.59 + lids (50) cost \$6.29. We would purchase 100 of each for a total of \$27.76 + tax
- dinner plates (125) - unit cost \$11.75. We would purchase 250 for a total cost of \$23.50 + tax
- dessert size plates for the sandwiches (125) - unit cost \$10.45. We would purchase 250 for a total cost of \$20.90 +tax
- Grand total \$72.16 + tax

We have already taken the step of purchasing a supply of biodegradable take-out meal containers (we ran out of our supply of non-biodegradable take-out containers) at a cost of \$23.00 for 50.

Discussion: The café is currently using styrofoam and plastic containers. John has obtained prices from our current supplier, Tannis; perhaps we should look at other companies as well, for example CostCo. Customers are charged an extra \$0.25 for take-out items; it is unknown whether this is enough to cover the cost of purchasing biodegradable containers.

John Kern moved that Motion #6 be approved as above; seconded by Jeet Wadehra. After discussion, the motion was withdrawn, in order to get quotes from other suppliers and to investigate how much extra customers should be charged to cover the cost of the take-out containers.

Next Meeting:

Friday, August 18, 2023, 9:00 am

Adjournment: Meeting was adjourned at 11:10 am.

Kanata Seniors Council
Financial Position as of June 30th 2023

Bank Balance as of January 1 st 2023		4,507.04
Income		
Coffee shop – cash	9,988.25	
Coffee shop – square	7,371.44	
Computer training	975.00	
Sponsorship	3,900.00	
Lifestyle Marketplace	5,563.45	
Travel & lifestyles	2,987.20	
Donations inc. Canada Helps	1,348.25	
Garage Sale	3,616.20	
Far West Fun Fest	3,344.00	
HST returned	710.29	
Miscellaneous (inc.Council shirt)	42.50	
AGM	<u>375.00</u>	
	<u>40,221.58</u>	<u>40,221.58</u>
		44,728.62
Expenses		
Admin, (toner,cheques,vol.wk)	710.54	
Coffee shop	21,840.67	
Travel & lifestyles	1,056.10	
Snrs lifestyle marketplace	2,620.70	
Directors Insurance	660.96	
Membership	150.00	
Computer software & upgrades	549.89	
Garage Sale	128.01	
Far West Fun Fest	2,103.06	
FWFF from sponsor & donations	500.00	
AGM	340.67	
Professional fees	2,373.00	
Miscellaneous	<u>20.48</u>	
	33,054.08	<u>33,054.08</u>
		11,674.54

Café Expenses	Café manager	8,000.00
	Asst Manager	1,250.00
	Coffee supplies	2,433.31
	Food	7,576.72
	Non food (inc. signage)	707.68
	Laundry/oven cleaning	1,350.00
	Transportation	120.00
	Food handler courses	<u>402.96</u>
		21,840.67

Seniors Marketplace.	1 advert	1,356.00	for 1 week
	Hall rental	331.65	
	Signage	525.45	
	Misc. costs	196.99	
	Refunds	157.20	
	Refreshments	53.41	
	Still to come (2 nd week adverts)	<u>1,356.00</u>	
		3,976.70	

Mutual Funds	as of December 31 st 2022	\$32,692.40
	as of March 31 st 2023	\$33,982.56
	increase of	\$1,290.16

GIC renewed April 26/23 \$6,473.00

DRAFT MARKETING AND PROMOTION PLAN FOR COUNCIL CAFÉ

Submitted by
John Kern
Director for the Café

Motivation

We have an excellent Café, but sales have decreased over the last number of years, thus our gross income and net profit have not met our annual sale targets. The number of regular clients is somewhat stable, but we need to increase foot traffic so that we can entice people to sample our food with the hope of converting these individuals into regular clients in the future. Our priority will be to evaluate our current budget and to see what can be done to bring us back into a profitable organization that is self-sufficient. A wide variety of options will be considered including price increases, menu changes, service delivery, training, and a new constant improvement of the mode of operations. Much discussion will occur over the next weeks to solidify all the proposed changes.

TIME FRAME: FALL OF 2023

Price Increases

A review of the pricing structure will occur for all food and drink items. Price increases are planned for some of our current food and beverage items we offer. A rationale for these price increases will be presented to the Board separately for their approval.

Advertising and Marketing

A review of our marketing and advertising plan will focus on the Café and the new food items that will be offered.

These would be posted on our website, Facebook page, Community Voice Newspaper, other Senior sites. Literature/ flyers will be posted in apartment buildings where some of our members reside. We will also attempt to attract students from Earl of March high school. Additionally, we will see if we can get info on the Council and Café delivered with the Welcome Wagon in the Kanata area. Our plan also reaches out to those at the Senior Centre and in the Mlacak Centre.

As part of this effort, we will have our Newsletter Editor write stories on our café staff. We will bring back the Suggestion Box, located on the front counter of the Café to allow our clients to make suggestions or comments about the Café service, food and operations.

Offering new menu items in the Café

- Grilled cheese sandwich and Panini sandwich served only on days (Wed and Fri) when we do not offer hot meals. We can combine these sandwiches with a bowl of soup as a package
- Introduce a Continental breakfast that would include coffee or tea, yogurt and either toast (2 pieces) or muffin with butter and jam
- Themed lunches throughout the year: St Pats Day, Easter, Canada Day, Thanksgiving and Christmas
- Approach area Seniors Residences to see if they would host/sponsor a lunch in the Café. To ensure that we do not favour one Residence over another, we will offer the same opportunity to

all Seniors Residences. Approval will be required from the Board on this opportunity. In the future, there may be a need to form a working committee comprised of the follow BOD members: John, Sandra F and Mike to develop policies on how to handle the issue of offering this opportunity to Seniors Residences.

Café Volunteer Training

- Ensure that new Café volunteers are fully trained and are kept current
- Hold regular / annual Café Volunteers meetings
- Ensure that identified Café Volunteers who require Food Handling Certificates receive funding to support such training requirements
- Ensure that at least one Café volunteer other than the Cafe Manager and Assistant Manager on each shift is adequately trained to use the Tap and Pay machine and are capable of handling cash and opening / closing the Café as required

Café Logistics:

- Review, recommend and execute the purchase of new Café equipment
- Review, recommend and execute the purchase of a new menu sign with the ability to update pricing as required. The old one has been changed too many times and needs to be replaced
- Purchase of other Café related equipment, i.e. aprons, hats and supplies, when and if necessary