

RIVERDALE FARM STEWARDSHIP GROUP
Meeting House
April 1, 2015, 6.30pm

Present: Sandy Straw, Allison Sandmeyer-Graves, Anne Pastuszak, Christine Wilby, Tiffany Sun Krebel, Silvia Yee, Robyn Stewart, George Rust -D'eye, Mischa Hamara, Mark Hawkins

Regrets: Carol Guy, Sean McIntyre, Celine Rouzaud

Guests:

ITEM	DISCUSSION, ACTION & FOLLOW UP
1. Welcomes	Ice Breaker
2. Team builder & Group Guidelines	Establish Group norms and expectations for meetings (on going)
3. RFSG selection of positions	<ul style="list-style-type: none"> - Sandy - Stewardship group nominated the following people to these roles: <ul style="list-style-type: none"> o Chair - o Vice Chair o Treasurer o Secretary
4. Review Role of RFSG - Terms of Reference	<ul style="list-style-type: none"> - Sandy - Group discussed key components of the Terms of Reference - Group is encouraged to think of theme selves as visionaries, dream-makers and strategic planners
5. Immediate ongoing projects	<ul style="list-style-type: none"> - Group - RFSG was brought up to speed on current status of the following projects: <ul style="list-style-type: none"> o Welcome Centre <ul style="list-style-type: none"> ▪ What is the purpose? Design? ▪ Fall - meeting with architects o Facebook & Twitter - ongoing o Interpretive Signs - ongoing
6. Review Fundraising Projects	<ul style="list-style-type: none"> - Reviewed achievements of first RFSG from briefing note

ITEM	DISCUSSION, ACTION & FOLLOW UP
7. Farmer's Market	<ul style="list-style-type: none"> - Group - Group discussed the history of the Cabbagetown Farmer's Market. - The Riverdale Farm will not be managing the Cabbagetown Farmer's Market
8. Building a plan	<ul style="list-style-type: none"> - Group - Group came to a consensus on a plan to begin by developing mission and vision statements <ul style="list-style-type: none"> o This will be a major focus for next meeting
9. Meeting Schedule	<ul style="list-style-type: none"> - 3rd Wednesday of each month

Next Meeting: Wednesday, April 15, 2015 6.30 pm to 8.30 pm

RIVERDALE FARM STEWARDSHIP GROUP
Simpson House
May 20, 2015, 6.30pm

Present: Allison Sandmeyer-Graves, Carol Guy, Celine Rouzaud, Christine Wilby, Tiffany Sun Krebel, Silvia Yee, Robyn Stewart, Mischa Hamara,

Regrets: Sean McIntyre, Sandy Straw, Anne Pastuszek, George Rust -D'eye, Mark Hawkins

Guests:

ITEM	DISCUSSION, ACTION & FOLLOW UP
1. Meetings & Work Committees	<ul style="list-style-type: none"> - Group - Suggested meeting more frequently than 1x month leading up to busy fall season - Suggested creating Work Groups to tackle individual projects <ul style="list-style-type: none"> o Simpson House committee o Fundraiser committee
2. Farmer's Market	<ul style="list-style-type: none"> - Group if RFSG statement went out to community
3. RF Budget	Confirm funds available (Meridian bank account, Toronto Parks & Trees Foundation)
4. Capital Budget	<ul style="list-style-type: none"> - Group was brought up to speed on renovation projects for the Simpson House (state of good repair, bringing bathrooms up to AODA compliance and addition of Welcome Centre)
5. Simpson House Renovations / Welcome Centre	<ul style="list-style-type: none"> - Group - \$100,000 for Simpson House renovations (Fall 2015) from state of good repair budget - \$100,000 needed from RFSG <ul style="list-style-type: none"> o Contents of the Welcome Centre are not accounted for in the renovation budgets above - Simpson House committee - Group - discuss proposed plan and budget, and potential for prioritizing items at next meeting - Group - discuss ideas for the Welcome Centre at next meeting (purpose, content?) <ul style="list-style-type: none"> o Look to similar organizations with Welcome Centres o Preference for dynamic vs static content? o Discuss public presentation of plans

ITEM	DISCUSSION, ACTION & FOLLOW UP
6. Vision & Mission	<ul style="list-style-type: none"> - Group - Group settled on vision and mission statements: <ul style="list-style-type: none"> o Vision: To inspire an appreciation of the important role farms play in our lives o Mission: To celebrate our farming heritage and build communities - Group - discuss 'We Believe' statements at next meeting
7. Fall Fundraiser	<ul style="list-style-type: none"> - Group - Group discussed the history/background of past RF fundraising events (frequency, timing, activities, key learnings, etc.) - Timing: <ul style="list-style-type: none"> o September 17, 2015 (Thursdays work well) o Arts & Crafts festival is September 11 - 13 (farm staff are heavily involved) o Liquor license needs time to coordinate – start early - Logistics: <ul style="list-style-type: none"> o reaching out to Daniel Ewing again for entertainment o Sponsorships from local businesses were essential in past years (covered most hard costs) - Other ideas <ul style="list-style-type: none"> o Bombay Club has offered their space for a gala event o Winter cocktail party o Silent auction as part of the Arts & Crafts festival o Guest chefs to prepare signature dishes - Group – discuss fundraising goals and allocation of monies at next meeting
10. Meeting Schedule	<ul style="list-style-type: none"> - TBD (group to establish more frequent meetings leading up to fall)

Next Meeting: TBD in June (?), 2015 6.30 pm to 8.30 pm

**Riverdale Farm Stewardship Group
Minutes - June 17th, 2015**

Present: Allison Sandmeyer-Graves, Christine Wilby, Tiffany Sun Krebel, Silvia Yee, Mischa Hamara, Mark Hawkins,

Regrets: Anne Pastuszak, Carol Guy, Celine Rouzaud, Robyn Stewart, George Rust - D'eye

Agenda	Discussion and Action Items
Welcome	Opening Remarks <ul style="list-style-type: none"> ● Review Agenda Items
Chair Position	Group recognition of resignation of Chair <ul style="list-style-type: none"> ● Very grateful for the contribution Anne has made to the RFSG ● Discussed the importance of this role and the need to assign a new chair to our group
Temperature Check	Group reviewed the last three months and discussed challenges, success and expectations <ul style="list-style-type: none"> ● Reviewed Survey and analysed trends ● members discussed highlights and obstacles <ul style="list-style-type: none"> ○ ex. of highlights <ul style="list-style-type: none"> ■ Creating Mission and Vision Statements ■ Creating something exciting and new ○ Obstacles <ul style="list-style-type: none"> ■ Communication ■ Expectations of Roles and Responsibilities ● Began strategizing ways to maximize highlights while addressing obstacles
Treasurer's Report	Walked the group through a detailed treasurer report that examined: <ul style="list-style-type: none"> ● Current Balances ● Past revenue sources ● Financial observations based on findings
Current Business	Update on Fundraising Event <ul style="list-style-type: none"> ● Fundraisers in the past on average raised about \$11 000 ● We have found all the old documents on past fundraiser events that give us a lot of context on how it was run in the past. They can be found on the google drive. Welcome Centre <ul style="list-style-type: none"> ● Capital projects are the planners and consultants that have put together layouts and costs for new welcome centre.

	<ul style="list-style-type: none"> ● Detailed account of the project and encouraged RFSG to play a role the design phase of the project. ● Discussed the role of the RFSG in the development of the Welcome Centre ● Tentative meeting - Thursday June 25th @ 5:30 with Capital
Goals of RFSG	<p>Group discussed the importance of setting goals and strategies that should be implemented by the RFSG.</p> <ul style="list-style-type: none"> ● Group agreed that our next priority should be to develop clear goals that align with our new Mission and Vision statements.
Closing	Reviewed Action Items

**Riverdale Farm Stewardship Group
Minutes - July 15th, 2015**

Present: Allison Sandmeyer-Graves, Christine Wilby, Tiffany Sun Krebel, Silvia Yee, Mischa Hamara, Robyn Stewart, Carol Guy, Celine Rouzaud

Regrets: George Rust -D'eye, Tiffany Yee, Mark Hawkins

Agenda	Discussion and Action Items
Welcome	<p>Opening Remarks</p> <ul style="list-style-type: none"> ● Review Agenda Items
Fill chair position	<p>Group Reviewed Chair Position</p> <ul style="list-style-type: none"> ● Group reviewed chair position's key roles and responsibilities ● Voted a new chair ● Group decided not to replace empty spot so the group will have one less member
Goals	<p>Report from goal-setting meeting</p> <ul style="list-style-type: none"> ● Group reviewed take aways from goal setting meeting and created larger themed objectives. ● Objectives were categorized into short term and long term goals <p>Group created subcommittees to focus on specific areas</p>
Welcome Centre	<p>Report from Welcome Centre meeting</p> <ul style="list-style-type: none"> ● reviewed plans and drawings from architects ● Group discussed purpose of Welcome Centre including key activities that could happen in the building <ul style="list-style-type: none"> ○ Use of the space on a typical day/week -- current use and desired ○ Peak use scenarios ○ Non-negotiables ○ Who the current constituents are ● Reviewed budget for construction and discussed strategies to source funding <p>At some point in the process, the project will need to be presented (passively through displays and/or actively via a presentation) to the community</p> <p>Timing:</p> <p>-Still pushing for a Fall start. The architects indicated that it's feasible for</p>

	<p>them, however the city would have to push hard on its procurement process to be ready to launch in September. The availability of finances may ultimately determine this. Timing was very much a conversation and there's a need to better understand what implications delaying the project would have and whether that's an option worthy of consideration.</p>
Fall festival	<p>Committee discussed ways to participate in the upcoming Cabbagetown Festival in September.</p> <ul style="list-style-type: none"> ● Explored options of collaborating with Arts and Crafts festival ● Discussed fundraising opportunities (raising awareness about parking meter donation boxes during high traffic times of festival) ● Collaborating with Farm on their event <p>Group also discussed the opportunity of getting involved with the Royal agricultural (winter) fair</p> <ul style="list-style-type: none"> ● Explored the option of setting up a booth to raise awareness about Riverdale Farm and the RFSG
Bank account	<p>Update from Treasurer - Review of RFSG finances</p> <ul style="list-style-type: none"> ● Cash update <ul style="list-style-type: none"> ○ 101, 841 + 20, 000 in our other account <p>Fundraising opportunities - How can we tap into more money with less effort? Group discussed the viability of the following options</p> <p>Donate a brick</p> <ul style="list-style-type: none"> ● Corporate sponsorships <p>Action Items</p> <p>Assign a new treasurer</p> <ul style="list-style-type: none"> ● Assign new signatories? ● One to sign? - but two signatories so that if someone is absent the other can sign.
Cabbagetown Farmers' Market	<p>Group discussed the possibility of partnering with the Cabbagetown Farmers' Market.</p> <ul style="list-style-type: none"> ● Group decided to pilot a Pizza night using the Pizza oven ● RFSG will be trained on using the Pizza oven (Date TBD)

**Riverdale Farm Stewardship Group
Minutes - August 19th, 2015**

Present: Allison Sandmeyer-Graves, Celine Rouzaud, Christine Wilby, Tiffany Sun-Krebel, George Rust-D'Eye, Silvia Yee, Robyn Stewart, Carol Guy, Mark Hawkins

Regrets: Mischa Hamara

Agenda	Discussion and Action Items
Welcome	<ul style="list-style-type: none"> ● Reviewed minutes from July Meeting
New Roles	New roles: treasurer and secretary
Financial Update	<ul style="list-style-type: none"> ● TPTF & Meridian money = \$129,000 ● Over the last six months (Jan – June), we have received <ul style="list-style-type: none"> ○ \$5,500 from the donation station (avg \$930/mo) ○ \$495 from mail and phone donations (avg \$80/mo) ○ \$420 from online donations (avg \$70/mo)
Communications	<ul style="list-style-type: none"> ● Community engagement ● Web content – update to get our contact info on the website – Robyn will make an RFSG email ● Media relations ● Strategic planning for communications ● Signage, newsletter, etc.
Welcome Centre Updates	<ul style="list-style-type: none"> ● Meeting with city capital and councillor scheduled next Wednesday ● What we are hoping for from this meeting: commitment of funds, increase the scope of the architects' contract from state of good repair and accessibility to also include exhibits/interpretation ● Spend winter developing plans for work to be done next year
Weston Foundation	<ul style="list-style-type: none"> ● Sept 18 deadline for letter of interest ● We would need buy-in from the city and TPTF ● We decided we would like to apply for funds for education/interpretation, even though Weston may want a larger project than we have
Fundraising	<ul style="list-style-type: none"> ● Wait to see what Welcome Centre plan looks like before moving forward on fundraising plans

Fall Festival	<ul style="list-style-type: none"> • Sept 12-13 • Have a table/booth to introduce ourselves to the community, engage the community, get people to sign up for our email list, get feedback, solicit donations • Use the Simpson House porch or station ourselves at the entrance • Things we will do <ul style="list-style-type: none"> ○ Take over the bulletin board ○ Big paper (animal shape) – people put small pieces of paper up in response to the prompts: What do you like best about Riverdale Farm? What is your favourite memory of Riverdale Farm ○ Farm passport/scavenger hunt – to encourage people to explore the farm and participate in activities
Pizza Training	<ul style="list-style-type: none"> • Set for August 25th currently • We would tentatively like to host a pizza night on Sept 22 during the market. Sept 29 as backup date

**Riverdale Farm Stewardship Group
Minutes – September 16th 2015**

Present: Allison Sandmeyer-Graves, George Rust-D'Eye, Silvia Yee, Mischa Hamara, Tiffany Sun-Krebel, Carol Guy

Regrets: Celine Rouzard, Christine Wilby, Mark Hawkins

Agenda	Discussion and Action Items
Welcome	<ul style="list-style-type: none"> ● Reviewed minutes from August Meeting
Fall Festival Recap	<p>Recap:</p> <ul style="list-style-type: none"> ● RFSG played a big role/ let visitors know about our existence ● Good way to engage community ● Valuable insight from farm employees ● Saw how farm normally operates/insight for The Welcome Centre ● Pizza night was a good lead in conversation ● Noticed an age gap between visitors ● Potential opportunity for engagement/programming expansion
Pizza Night	<p>Pizza training set for Monday Sept 21</p> <ul style="list-style-type: none"> ● Pizza Night set for Tuesday Sept 29 @ 4:00-7:30 ● Need 2-3 RFSG volunteers ● Seed by Seed is bringing in 2-3 volunteers as well ● Engage community and ask skills of potentially interested volunteers as well as contact information ● \$300 estimate, expecting 50 people to attend ● Opportunity to leverage the Farmer's Market for supplies ● The event will be restaurant themed (If no free tables, visitor will have to wait until there are)
Welcome Centre Updates	<ul style="list-style-type: none"> ● Filed for a partnership with TPTF <ul style="list-style-type: none"> ○ Waiting for approval ● Suggestion of RFSG putting up \$120,000 for WC building
Weston Grant	<ul style="list-style-type: none"> ● Everything is almost in place <ul style="list-style-type: none"> ○ Waiting for partnership office approval ● We're asking for \$95,000 from Weston for Content of WC ● Need to figure out what the partnership entails ● Potential 4-H partnership? <ul style="list-style-type: none"> ○ A partner with a lot of experience engaging people about diverse topics ○ Expertise with content

	<ul style="list-style-type: none"> • 4-H could be a beneficial partner
Fundraising	<ul style="list-style-type: none"> • Fall is a great time to seek donations • Increase online presence to encourage more donations • Engage more people about fundraising discussion • Want TPTF to send out donation letters
Communication	<ul style="list-style-type: none"> • Currently the farm has a Twitter, Facebook and E-mail as communication points <ul style="list-style-type: none"> ○ Potential volunteers wanted to manage social media content • The logo is still being secured, adding Stewardship group name
Royal Ontario Agricultural Winter fair	<ul style="list-style-type: none"> • Could we possibly leverage the event without having a booth at the event
New Business	<ul style="list-style-type: none"> • Workshop Research <ul style="list-style-type: none"> ○ We need to answers to more questions about programming background ○ Created a Workshop Subcommittee • Volunteer Engagement <ul style="list-style-type: none"> ○ Clarify our vision to identify appropriate volunteers to aid the RFSG with tasks • Boo Barn/Halloween event coming up next month • New Members

**Riverdale Farm Stewardship Group
Minutes – October 21st 2015**

Present: Allison Sandmeyer-Graves, George Rust-D'Eye, Silvia Yee, Mischa Hamara, Tiffany Sun-Krebel, Celine Rouzaud, Sarah Rea, Mark Hawkins

Regrets: Carol Guy, Christine Wilby

Agenda	Discussion and Action Items
Welcome	<ul style="list-style-type: none"> ● Reviewed minutes from September Meeting
Engagement	<ul style="list-style-type: none"> ● Friends of High Park zoo <ul style="list-style-type: none"> ▪ Got a member to reach out to us to help with insight and opportunities ▪ Ideas for content and processes ● Boo Barn @ October 24-25 (11-2PM) ● Pizza Night sadly cancelled due to bad weather
Welcome Centre Updates	<ul style="list-style-type: none"> ● Still need to clarify process, how do these things work? ● Recognition for someone to take care of physical content. ● Suggestion of RFSG putting up \$120,000 for WC building going through? ● New opportunities for funding ● More convenient tangible content <ul style="list-style-type: none"> ○ Program books, professional posters, historic programs ○ TV Screen, interactive displays ○ Easier to leverage donations from ○ Bring in speakers ○ Make people feel like their money is actually towards something tangible and relevant ● We could potentially involve volunteers to help design content ● In the future we can possibly implement more complicated content
Weston Grant	<ul style="list-style-type: none"> ● Unfortunately we are not invited to the next round <ul style="list-style-type: none"> ○ Thank you to everyone who worked on this project!
Fundraising	<ul style="list-style-type: none"> ● Finding sponsors for site content/ workshops/Farm content/Workbook/exhibitions ● Franklin's Garden's Workbook can be a starting template idea for our own ● Parks and Trees Foundation <ul style="list-style-type: none"> ○ Retrieving fundraising information to create a fundraising database, targeting profitable/interested individuals

<p>Communication</p>	<ul style="list-style-type: none"> • Recognized we need promotional material <ul style="list-style-type: none"> ○ Emails, Blogs, Posters, Local Newspapers, flyers ○ Engaging people from previous events, most likely to be interested ○ Hand out flyers to farm guests at the gate ○ Local vendors, signs in windows • List from last RFSG for guest emails? • Still don't have access to Facebook account <ul style="list-style-type: none"> ○ "Riverdale Farm Toronto" -> Also the RFSG Page • No Twitter access yet • Have access to old RFSG Email address • Website <ul style="list-style-type: none"> ○ We can create our own website separate from city page ○ Program registration must be done on city site ○ Link Facebook to site ○ Easier engagement with community ○ RiverdaleFarm.Ca -> site can't be found anymore • Friends of High Park Zoo Website <ul style="list-style-type: none"> ○ Potential ideas for user friendly site ○ Educational information included
<p>Royal Ontario Agricultural Winter fair</p>	<ul style="list-style-type: none"> • How to leverage the event and connect it to Riverdale Farm • Possible Ideas <ul style="list-style-type: none"> ○ Advertising "If you like this event, Riverdale Farm is open all year long!" ○ "Did You Know" facts about the farm -> interesting info, what we have to offer that's special ○ Historical, agricultural information, getting involved with your food ○ "An Interview with the farm" idea
<p>New Business</p>	<ul style="list-style-type: none"> • 2016 Planning <ul style="list-style-type: none"> ○ Find out what events are happening monthly to have more efficient planning ○ Access to social media ○ Furthering our relationships with community and TPTF ○ Creating tangible and realistic goals • Engagement <ul style="list-style-type: none"> ○ 4-H is very interested in working with us ○ Joint workshops opportunity? ○ Engaging interested volunteers • 4 Bucket/Sub-Groups to research and report on: <ul style="list-style-type: none"> ○ Communications ○ Engagement ○ Welcome Centre

	<ul style="list-style-type: none">○ Fundraising● Evergreen Brickworks opportunity<ul style="list-style-type: none">○ Proposal due November 15th for inclusion event○ Time range March 1st 2016 – February 28th 2017
	NEXT MEETING: November 18th @ 6:00-9:00PM.