

## **BOARD OF DIRECTORS – MINUTES**

**November 19, 2012 @ CEU Boardroom, 5257 Morris Street, Halifax.**

In Attendance:

Ross Soward, Frank Palermo, Heather Ternoway, Tony Gillis, Jim Donovan, Kyle Shaw, Neil Lovitt, Jacob Ritchie

Regrets:

Gene Daniels, Beth Lewis, Peter MacNab, Paul MacKinnon

1. **Call to Order.** Frank called the meeting to order at 5:40 pm.

2. **Approve Agenda + Minutes**

Approve agenda. Moved by Jim; Seconded by Tony. Agenda approved unanimously.

Approve minutes (September 17 and October 20). Moved by Ross; Seconded by Jim. Minutes approved with minor change to September minutes (add names who attended and who did not)

**ACTION: Beth to add attendance / regrets list to September minutes and send to Ross for posting on the PDC website.**

3. **PDC Board Standing Committees (See attached Strategy for 2012-13 Sheet)**

Ross presented idea and outline of Board Standing Committees as a way to engage Board members and volunteers in a more action-oriented and task-focused way.

Discussion:

- Committees to draft their own Terms of Reference; could also be used to engage volunteers.
- Determine which committee deals with operational aspects (finance, board renewal, AGM).
- Some Board members in attendance indicated interests in committees (in brackets below).

Proposed committees:

- a. Communications Committee (Neil, Kyle, others)
- b. Partnerships Committee (Jim, Tony, Ross, others)
- c. Fund-raising and Long-term Sustainability Committee (Jacob, Jim, Ross, others)
- d. Advancing on-going projects (Neil, others)

**ACTION: Board members to indicate to Ross which committee(s) they are interested in joining. Ross will connect members by email. Committees to draft ToR before January meeting.**

4. **Financial Update**

Heather provided a financial update. PDC has \$48,072.85 in the bank. With pending income (roughly \$10,000) and expenses (roughly \$17,000), this leaves approx. \$40,000 available.

Another \$15,000 is anticipated in 2013-14 from NS Health & Wellness to support Switch. Proposal submitted to United Way – should find out in the new year.

## 5. Staff

Frank presented a draft job description (orally) for input and feedback. Summary:

- Half-time position, one-year appointment starting in early 2013 (6 month probationary period)
- Salary range: \$20,000-30,000 (no benefits beyond CPP/EI)
- Title: something like Director of Operations; would report to the Board
- Qualifications: energetic/motivated, experience with communications/graphic design, proposal writing, project management/coordination, background in planning, design, community development, art, etc.
- Duties: (1) promote and advance the PDC's three areas (awareness, collaboration, innovation) by developing projects, organizing community events and engaging volunteers/collaborators; and (2) increase awareness and support for PDC in its primary constituencies: community/public, government/institutions, design professions/artists and developers/builders.

Discussion:

- Concern with sustainability/retention (half-time position)
- Consider hiring a recent retiree, or recruiting other people working half-time
- Cast a wide net in job search (looking for someone with breadth of understanding)
- Budget would have to provide technology (laptop, cell phone)
- Possible "office sharing" idea for strategic engagement of PDC partners/collaborators/groups
- Set up a hiring committee (2-3 people); bring a name to the Board for input before hiring.
- Call a special meeting if needed for hiring (before January meeting)
- Frank looking for advice about circulation (career beacon? Existing networks/contacts?)

**ACTION: Frank to draft and circulate job posting.**

## 6. Meeting Dates for 2013/RSVP Deadline

Based on the Doodle poll results, Thursday is the best night of the week for meetings. RSVP deadline is now **Friday before the meeting by noon** to Beth (Secretary).

### ***Meeting Schedule for 2013***

(3<sup>rd</sup> Thursday of the month @ 5:30 pm – location TBC)

Thursday January 17  
Thursday February 14  
Thursday March 14  
Thursday April 18  
Thursday May 16  
Thursday June 20

Thursday July 18  
Thursday August 15  
Thursday September 19  
Thursday October 17  
Thursday November 21  
December – no meeting

## 7. Project Updates

- a. Switch Open Street Sundays

Mark (CEU) presented to HRM Active Transportation advisory committee: debrief on Switch; put motions forward to support Switch; proposed that they develop open streets policy. Ross met with DSU: interested in University Avenue Switch event in April 2013  
Need to convene a meeting with HRM, Province regarding Open Streets Policy

- b. PDC Online Development Map project: Construction Site  
Committee met with web developer (Co&Co) last week. Functionality of site has been updated to incorporate comments from the last Board meeting. Working on design of site. Should be up and running soon. Need to add available content for 3-5 projects.  
IDEA: For future version of the site, include site-specific building envelopes of what would be allowed under HRM by Design to lead the development / inform the public.

**Action: Organize meeting with developers to demonstrate role of PDC and get buy-in on Construction Site and general PDC support (Partnerships Committee to take on).**

- c. Argyle Street  
Broad support for the streetscape plan from business owners, community; interest from HRM as well. Moving slowly. Working towards commitment in HRM capital budget *before* the Convention Centre construction starts. Need to demonstrate to the city that there is no cost, no risk and no responsibility.

## 8. New Business

- a. Strategy for Engaging new Mayor and Council
- Heather brought up idea of engaging Savage and Council – let them know about PDC, what we're about, and how they can support our efforts.
  - Jacob has strong connections with Cheryl Stewart (Savage's campaign manager); need to give Mayor talking points, demonstrate broad public support.
  - Present to HRM Standing Committees about PDC.
  - IDEA: Write letter to Wayne Mason (and other newly elected councilors) congratulating them on their win, telling them about PDC and what we're about, and exploring ways of working together. WHO WILL DRAFT THIS?
- b. Bridge Commission RFP  
People can make a proposal on what to do with pieces of the old bridge that will be replaced by redecking project. One idea would be to build a bicycle bridge over the Northwest Arm.  
Role for PDC? Jim to contact John / Steve to find out more.

## 9. Final Roundtable

Board member bios for website: Beth is missing bio from Paul.

**ACTION: Paul to send bio to Beth ASAP. Or she will make one up. Be warned!**

PDC social / holiday gathering in early December – TBC.

**ACTION: Heather to propose dates for social to gather feedback from Board. It's a busy time of year so if not in December we will convene early in the new year.**

**10. Adjournment**

Moved by Jim. Seconded by Tony. Approved unanimously!

## **Standing Committees: Proposed Strategy for 2012-13**

### Communications Committee:

- Distribution of our materials and publications: SEEK, Its More than Buses Pocket guides,
- Promoting our projects to groups who may be interested
- Attending events and promoting the PDC, setting up booth / tables to promote the PDC and our projects
- Updating our website, facebook and twitter
- Membership updates using our Mail Chimp
- Developing graphic materials for website and publications (SEEK), documents or proposals
- Developing content or articles on PDC projects

### Partnerships Committee: We would like to build stronger partnerships with a variety of groups.

- Contact educational institutions throughout the city that have programs with internships that could be related to PDC (arch, planning, college of sustainability, business, graphic design, public relations, communications)
- Setup meetings to try to develop partnerships so that PDC could have these students working on PDC projects or doing internships with PDC
- Look to connect with other organizations who we may have a shared interest and discuss opportunities for collaboration on projects or events (Heritage Trust, Green Building Council, Architects Association, Fusion etc)

### Fund-raising and Long-term Sustainability Committee:

- Identify potential sources for fund-raising or sponsorship
- Develop sponsorship strategy
- Setup meeting with potential groups (Developers, HRM, Province)
- Discuss ideas for future office space for PDC and meet with groups who might be interested in sponsoring PDC for space that might be sponsored or in-kind (Vacant spaces on Barrington for example, old library, future bloomfield centre, short-term office space for a PDC staff in the future)

### Advancing on-going projects:

- We have a number of projects on the go Switch Open Street Sundays, IMTB, PDC construction Site which will require some support in the coming months on the communications, fund-raising and partnerships side of things. Generally if anyone has an idea for a project that is also welcome.