



**BLOOMING BOULEVARDS**  
**2025 ANNUAL GENERAL MEETING**  
**NOVEMBER 20, 2025, 7 p.m. via Zoom**

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**1. Call to order and declaration of quorum, Land Recognition:** Jeanne McRight, President and Chairperson of the Board of Directors

The normal business of the AGM is before the Membership.

**2. Motion** to approve Minutes of the 2024 Annual General Meeting.

Moved: Jeanne McRight.

Seconded: Shashank Barbhai. **Carried.**

**3. President's Report:** Jeanne McRight: See Appendix A, attached.

**4. Treasurer's Report:** Mary Jean Kucerak: See Appendix B, attached.

**Motion** to approve the December 31, 2024 Audited Financial Statements.

Moved: Mary Jean Kucerak.

Seconded: Pooja Arora. **Carried.**

**Motion** to appoint Claire St. Pierre as Blooming Boulevards' 2026 fiscal year auditor.

Moved: Mary Jean Kucerak.

Seconded: Katharine Cowan. **Carried.**

**5. Gardens Report:** Murray Moore: See Appendix C, attached.

**6. Education Report:** Jeanne McRight: See Appendix D, attached.

**7. Outreach Report:** Wayne Cardinalli: See Appendix E, attached.

**8. Communications Report:** Pooja Arora: See Appendix F, attached.

**9. Special Resolutions** - Jeanne McRight, Pooja Arora

**A.** Tribute to outgoing board members Angela De Palma, Karen Ho James, Mary Jean Kucerak: Jeanne McRight

**B.** Introduction and Election of new Board members Shashank Barbhai, Boska Paunovic, Klara Pronerova: Pooja Arora

**Motion** to elect Shashank Barbhai, Boska Paunovic, Klara Pronerova, to serve a first term as a Blooming Boulevards director.

Moved: Pooja Arora.

Seconded: Douglas Markoff. **Carried.**

**Motion** to approve the board's ability to add directors as needed to a maximum of 11 in accordance with the articles of incorporation.

Moved: Jeanne McRight.

Seconded: Catharine Cowan. **Carried.**

**10. Thinking ahead - goals for 2026:** Victor Anyanwu: See Appendix G, attached.

## **11. Recognition and Awards**

**Outstanding Garden Stewards** of the Year. Congratulations and gratitude to Rob Chiasson, and to Elizabeth and Fred Sobie.

**Outstanding Volunteer** of the Year. Congratulations and many thanks to Heather Smyth.

## **12. New Business**

**Motion** for the board to consider the size of the AGM quorum, and to present a change in the size of the quorum to the members during the next AGM.

Moved: Alice Casselman.

Seconded: Pooja Arora. **Carried.**

**13. Motion** to adjourn: Jeanne McRight. Seconded: Murray Moore. **Carried.**

## APPENDIX A

### **President's Report** by Jeanne McRight

#### 2025 overview

##### 1. Overview

Staying true to our mission: Blooming Boulevards started a pilot program six years ago with a mission: to create a network of gardens across the city of Mississauga, to educate people about why this is important, and to work our hardest to engage the public to take action. We wanted to see how well people in Mississauga would respond to this, and happily, the response has been wonderful. From 13 Ward One gardens in 2019, we now have 350 gardens citywide.

Our strategic action plan's focus on growth: : Now we are focused on strengthening our volunteer base, moving into new program development, and ensuring more accessible services for youth, seniors, and people from underserved communities.

##### 2. People and Programs

Work on projects is distributed in several ways: Our supportive membership and healthy base of volunteer helpers are the people collecting seeds, propagating the plants, stewarding the gardens, greeting people at event booths, helping with our plant sale - to list a few! As well, volunteer leads contribute their time as project planners and supervisors whose work focuses on developing and managing communications, marketing and outreach activities. Our board members have a primary focus on governance and fundraising but also roll up their sleeves and get involved hands-on with our many projects.

##### 3. Sustainability

Financial health and strategic planning: We use careful financial management and planning to help us adapt to new challenges, seize opportunities, and stay focused on serving our community. This approach lets us grow our programs wisely while using resources responsibly. By maintaining strong governance, clear reporting, and ongoing review, we can keep our organization strong and build trust with our supporters.

##### 4. Look to the Future

New charitable status: This new chapter has opened doors for us to launch innovative initiatives and expand our reach throughout Mississauga. Our journey together has shown that small actions, when multiplied across a community can create a lasting impact!

Fundraising for public benefit: Our new charitable status enables us to raise funds for programs that foster the well-being of plants, pollinators, and people.. Through careful planning and a strong sense of purpose, we are laying the groundwork for lasting impact as we look ahead to further growth and sustainability.

More information on our work in those areas will follow our Financial and Operations reports.

## APPENDIX B

### **Treasurer's Report** by MJ Kucerak

#### 2024 Audited Financial Statements

The audited financial statements were distributed to members as part of the AGM materials.

In reviewing the statement of operations for the year found on page 4, the primary sources of revenue in 2024 were the plant sale and the sale of plants to corporations and public institutions for various garden installations. The organization was successful once again in obtaining a \$10,000 community grant from the City of Mississauga.

On the expense side, primary expenses were related to the propagation of native plants. The major expense under administration was for the annual audit.

The year ended with a surplus of \$23,334 which when added to previous years' financial results, left the organization with total cash assets of \$69,365.

#### 2025 Fiscal Year

Blooming Boulevards continues to operate in 2025 with the assistance of a grant from the City of Mississauga and of course all our amazing volunteers donating their time and energy. It is anticipated that a year-end surplus will be achieved.

As I have stepped down from the Board, I want to close by saying that it was a pleasure to serve on the Board having worked over the years with many dedicated colleagues. I look forward to a smooth transition when a new Treasurer is ready to take over.

Respectfully submitted,

A handwritten signature in cursive script, appearing to read "m j Kucerak".

Mary Jean Kucerak

Past Treasurer

## APPENDIX C

### **Gardens Report** by Murray Moore.

New and ongoing garden program activities this year involved hundreds of volunteers. Some highlights:

- 53 New native plant habitat garden sites: 44 boulevards, 7 public spaces such as schools, churches, and local businesses, and extensive beds on 2 corporate properties. Our volunteers also contributed plants and maintenance to our 6-year-old habitat garden at Spruce Park.
- One example, the Mother Earth Garden at Appleby College, is a student-initiated project we facilitated this spring. Its completion was celebrated with a dedication in September.
- New outreach program development to increase inclusiveness: native plant container gardening for seniors, condo, and apartment-dwellers. We're raising funds now that will help us begin implementation in 2026.
- Data collection to evaluate the program included analyzing garden stewards' Facebook group posts for engagement and challenges, surveying garden stewards to assess satisfaction and learning outcomes, conducting midsummer site monitoring to observe garden progress, and gathering participant feedback to identify areas for improvement. By integrating these complementary data collection methods, we maintained a transparent and comprehensive evaluation process. The resulting information is being used to measure progress towards our objectives, guide program development, and demonstrate impact to stakeholders and funders.

Our annual garden program started early with volunteer training activities involving local native seed collection and preparation, then moving on to our 16-week native plant propagation project, which met our seedling production goal of 10,000 plants.

We used the plants to create 53 new gardens, bring our 6-year total to 350 gardens that extend forage and nesting corridors linking to larger green spaces across Mississauga.

Residents who wished to be prospective boulevard gardeners were accepted as garden stewards, provided with free native plants, supported by ongoing advice on their care, and supplied with our brochures to pass along to neighbours and friends. We ensured that the boulevard gardens were highly visible and installed along public walkways and roads so that people of all ages, abilities, ethnicities and cultural backgrounds who live and work near the gardens benefit physically, mentally, and socially from the experience.

We expanded our seed program into an online seasonal fundraising activity, thanks to the initiative of volunteer Sandra Hewitt. After a summer hiatus, the program is up and running again, managed this time by volunteer Mary Ellen Moore.

Other major fundraising initiatives include our Annual Plant Sale and local garden installations on properties owned by corporations, institutions, and other groups.

These meaningful activities will result in long-term wellness benefits by a) supporting native pollinators populations by increasing and connecting forage and nesting sites and b) providing actively engaging, rewarding experiences for a host of volunteers, stewards and their neighbourhood communities.

## APPENDIX D

### **Education Report** by Jeanne McRight.

#### 1. Overview

The Education Program is a vital component of Blooming Boulevards and plays a central role in advancing our mission. This initiative is focused on raising awareness and inspiring action among individuals, groups, and organizations.

#### 2. Program highlights

During the past year, we organized a total of 34 educational workshops. These included a mix of local speaking engagements and extensive webinar presentations, reaching a broad audience both near and far. In addition to these workshops, we delivered 13 program training sessions for volunteers. Each training program featured at least two or three hands on sessions, with a strong emphasis on variety, relevance, and active participant engagement.

Our educational content is grounded in well-researched, science-based information, and each session is led by experienced experts. Participants benefit from accessible handouts and ongoing follow-up support to reinforce learning and encourage continued involvement.

#### 3. Accessible Education

Diverse formats—ranging from free webinars and interactive workshops to Lunch & Learns and ongoing email support—reflect Blooming Boulevards' commitment to accessible education. By offering both virtual and in-person learning opportunities, we strive to meet the needs of a wide audience and foster a collaborative, hands-on environment that encourages active participation. Our approach ensures that every participant, regardless of experience level, receives the guidance and resources needed to contribute meaningfully to local biodiversity efforts, while our supportive follow-up and responsive communications help maintain engagement and strengthen connections within the community.

#### 4. Educational materials and resources

Blooming Boulevards offers a wide range of educational resources, including YouTube tutorials, downloadable guides, and advice via email and social media. These materials support both in-person and virtual programs, giving participants practical tips whenever they need them to enhance their biodiversity knowledge and skills. As our Education Program expands, these tools continue to build community connections and encourage ecological stewardship.

#### 5. Skills development

Skills development within the Education Program encompasses a variety of practical and impactful areas, including seed collection, handling and storage, plant propagation, and gardens management. By equipping participants with these essential skills, Blooming Boulevards empowers individuals to take an active role in local biodiversity projects and effectively share their knowledge with the wider community. This hands-on approach not only enhances participants' capabilities in ecological stewardship but also strengthens our collective impact as the program continues to grow and evolve.

#### 6. Seven Years of Growth



Our Education and Outreach programs have continuously adapted over the past seven years by introducing new learning methods and expanding workshop topics to meet our community's changing needs. By making resources more accessible and workshops more interactive, we've increased engagement and support for our own and other local biodiversity efforts.

## APPENDIX E

### **Outreach Report** by Wayne Cardinalli

#### Blooming Boulevards Community Engagement 2025

From January until June 2025, Blooming Boulevards actively participated in a series of outreach events across Mississauga. These initiatives aimed to promote native plant gardening, community engagement, and environmental awareness throughout the city.

Blooming Boulevards took part in nine Mississauga outreach events during this period. The season started with the Home and Backyard show at the International Centre, a three-day event, during which board members and volunteers explained the relevance of our programs and the importance of native plants and pollinator well-being. These were also the themes of Jeanne's slide presentation on the Main Stage. Other early spring highlights were the Pak Pioneers Community Organization Health Fair at the Burnhamthorpe Community Health Centre, and the Seed Library Relaunch at the Hazel McCallion Central Library, where Victor created video recordings to document this occasion. The team not only sold native plant seeds but also hosted an arts and crafts table specifically designed for children.

Other garden-themed events were held during the late spring and summer, including:

- Blooms and Berries at the picturesque Benares Historic House
- Garden Day at the Riverwood Conservancy
- Plant Day at the Lakeview Farmers' Market

Blooming Boulevards has a longstanding tradition of participating in these community events. We attended other important events such as Invasive Species Awareness Fair, held in collaboration with Mississauga Parks and Recreation at Erindale Park. Furthermore, we supported the senior community by participating in the Seniors Fair at the Mississauga Senior Centre, sponsored by Ward One Councillor Stephen Dasko, a steadfast supporter of Blooming Boulevards.

The success of these events relies on the dedication of board members and volunteers, who play a vital role in encouraging support for native plant and pollinator health. Through our outreach activities, Blooming Boulevards provided opportunities for individuals to get involved by volunteering, becoming members, and applying for a boulevard garden.

APPENDIX F

Communications Report by Pooja Arora

It’s been a busy and rewarding year for Blooming Boulevards! We have achieved significant progress in how Blooming Boulevards connects with the public through our website, newsletters, social media, and new storytelling initiatives. The year has really been about growth, engagement and refinement.

Here’s a snapshot of how we’ve performed across our main communication channels.

Category	Sept 2024	Oct 2025	Growth/
Website Sessions	23K	24.8K	Progress 7.8%
Facebook Followers 1.8K		2.3K	+28%
Facebook Reach	147.2K	172.3K	+14.6%
Newsletter Reach	3,700	4,000	+8%

Website Growth and Updates

Our **website** traffic grew by 7.8%, showing that more people were looking for native plant resources and finding us online. We refined the “About” section, updated content, and ensured that analytics were being tracked accurately. We had an active website with sections like workshop listings, shop seeds, and donate pages. These steps have improved the user experience and strengthened how Blooming Boulevards appears in search results.

Social Media & Video Stories

Our volunteer, Heather Doyle did an incredible job maintaining momentum and keeping our followers engaged

On **social media**, our Facebook community grew from 1.8K to 2.3K followers, with reach peaking at 172.3K views in October 2025, up from 147.2K last October, a 14.6% growth. This spike was driven by: consistent posting, visually rich garden content, and community conversations around the seasonal cycles. It showed how strongly people respond when we align our content with the natural rhythm of gardening. We also started to experiment with video storytelling, launching YouTube Garden tours of our board members. And this October, we had an interview published on *Nature Magazine’s* blog, highlighting our work.

Each of these efforts helped bring the Blooming Boulevards story to a much wider audience.

Newsletter

The reach of our newsletter, *Boulevard Buzz*, also increased by 8% this year. The newsletter continues to be a strong communication tool to connect with our community. Our newsletter consistently has a much higher average open (60 – 70%) and click (7 – 10%) rate than the average in our sector. Added attention was paid to enhancing newsletter accessibility, to align more closely with the Accessibility for Ontarians with Disabilities Act (AODA).

### **Internal Communications Documents**

The communications team drafted a Communications Policy and is now finalizing detailed Communications Procedures and Guidelines. These will ensure clarity on how we communicate, including what our tone is, how materials are approved, and how we manage our media presence. We shared a press release on the charitable status with the media writing on environment and a media kit will also be developed. We also started refining the history document of Blooming Boulevards.

### **Acknowledgments & Takeaway**

As a communications lead for Blooming Boulevards, I want to thank the entire communications team including Jeanne, Angela, Heather and Victor, for their tremendous effort, creativity, and teamwork. Every article, every post, and every video represents hours of volunteer dedication. Our communications are not just about numbers; they're about connections. Each piece of content helps highlight how native plants can transform neighbourhoods and support biodiversity.

In the coming year, we'll continue to build on this foundation, making Blooming Boulevards' voice even stronger across the region and beyond.

Thank you.

## APPENDIX G

### **Thinking ahead - goals for 2025** by Victor Anyanwu

#### **Intro**

“Thank you, everyone. I’m pleased to present our Thinking Ahead segment, where we look beyond today and consider what Blooming Boulevards will need to thrive in the coming years.

Over the past months, our keen team of Board members has been working closely with MAS consultant Sue Pulfer to develop strategic plans for 2027 through 2030. These conversations have been invaluable—helping us examine where we are, where the momentum is strongest, and what steps we must take to ensure long-term stability and impact. This should be finalized last quarter of 2026 and we would share in our next AGM.

At the same time, we’re moving forward with several important initiatives for 2026. These include strengthening our advocacy efforts, deepening partner collaboration, expanding our programs, and advancing our greenhouse plans. And, of course, all of this is underpinned by renewed fundraising initiatives that will fuel the next stage of our growth.”

#### **Advocacy**

“One of the most important pillars of our forward strategy is advocacy.

As many of you know, our work doesn’t stop at planting boulevards. We are constantly navigating municipal bylaws, encouraging ecological landscaping, and helping residents challenge outdated restrictions. The materials you see on this slide—like the amendment request on invasive weed and tall grass control—represent the type of advocacy that is critical to our mission.

Our aim going forward is to sharpen our voice and expand our reach. We want to ensure that more municipalities understand the importance of boulevard biodiversity and the environmental benefits of naturalized plantings. Strengthening our advocacy will allow us to scale our impact not just garden by garden, but policy by policy.”

#### **Partnerships**

“Partnerships remain one of our greatest strengths. The image you see here is from the Homegrown Mississauga Harvest Celebration on November 13—a clear example of how collaboration multiplies our influence.

As we look ahead, we intend to:

- Increase engagement with existing community partners
- Bring new organizations into our network
- Participate in more events that create opportunities for shared learning and shared action

These kinds of collaborations help us reach more residents, support more boulevard transformations, and embed ecological gardening in the fabric of local communities. Strengthening these relationships is vital to our long-term vision.”

#### **Greenhouse**

A major focus for 2026 is our Community Greenhouse Initiative.

This project represents a leap forward for our capacity. With it, we'll be able to grow more native plants and support more gardeners. As shown in the feasibility report pictured on the slide, we have a robust plan in place and a clear path to make this greenhouse a reality.

There is still plenty of work ahead, but we're moving through our to-do list with determination. The greenhouse will become one of the foundational assets enabling Blooming Boulevards to scale sustainably."

### **Charitable status**

"One of the most transformative developments this year has been the achievement of our new charitable status.

This approval opens an entirely new chapter for Blooming Boulevards. Now, we can seek donations and offer receipts. We are able to raise more funds for programs that foster the well-being of plants, pollinators, and people. It also qualifies us for a host of grants and funding streams that were previously inaccessible. This change significantly expands our capacity to grow, innovate, and better serve our community.

With this new status comes an important opportunity for all of us here today, we can help set the tone for a strong culture of giving.

—so I ask each of you to consider how you might contribute personally or through your networks.

Your support—along with the support of our wider community—will ensure we can fully leverage our charitable designation and accelerate the programs that matter most."

### **Fundraising**

"To close this section, I want to highlight our fundraising campaigns that we have outlined this year.

We'll be focusing on three key themes:

- Growing the Future
- Healthy Plants, Pollinators, and People
- Giving Tuesday 2025, on December 2

As we see in the image, our community has already shown incredible generosity—like the Sisterhood of Sole contribution displayed here.

With our new charitable status, these campaigns will take on even greater significance. Donations can now be made directly through our website or via CanadaHelps, making it easier than ever for supporters to contribute.

Looking ahead, our task is clear: to harness this momentum, strengthen our funding base, and ensure that Blooming Boulevards continues flourishing—ecologically, organizationally, and financially."

"Together, with thoughtful planning and renewed support, we are positioning Blooming Boulevards for a strong, sustainable, and impactful future. Thank you."