

BLOOMING BOULEVARDS THIRD ANNUAL GENERAL MEETING

Held by ZOOM on OCTOBER 28, 2021

MINUTES

Chair: Jeanne McRight, President
Treasurer: Mary Jean Kucerak
Secretary: Sheila Cressman
Directors: Wayne Cardinalli, Angela Jordan, Murray Moore, Tim Oliwiak, Pamela Sleightholm, Peeter Poldre.

MEETING

Welcome and Call to Order

The 2021 annual general meeting of Blooming Boulevards was called to order at 7:00 PM on October 28, 2021 by Jeanne McRight. The meeting took place via ZOOM online. Quorum was declared. President Jeanne McRight introduced the Board of Directors.

MOTION: Angela Jordan moved to approve the 2021 AGM agenda. Seconded by Tim Oliwiak. **Carried.**

MOTION: Murray Moore moved to approve the Minutes of the 2020 AGM. Seconded by Wayne Cardinalli. **Carried.**

Land acknowledgment.

Chair's Report

President Jeanne McRight's third AGM report included a slideshow which touched on the following points:

- The City of Mississauga has lost habitat for pollinators, resulting in the loss of biodiversity.
- Because of fragmented habitat, tiny areas with increased edges in which only the most resilient plants thrive, wildflowers disappear from edges and from interior spaces.

Increasing populations of wildflowers is Blooming Boulevards' mission. Parks and other green spaces are too far apart for native bees which can fly only 100 metres to 300 metres. Blooming Boulevards gardens are stepping stones for our native insects.

- Bradley Museum was given native plants
- Law firm Malicki-Sanchez now has equivalent of four Blooming Boulevards gardens
- Clarkson BIA partnered with Blooming Boulevards for their Small Projects Community Grant, and now has Blooming Boulevards' native plants in planter boxes along the Lakeshore, replacing toxic lily-of-the-valley.
- Performance of a Chekhov play in the back yard of the president's home was a fundraiser, with proceeds donated by the independent theatre company.
- Parent and children living in Oakville, after being in the audience of a Blooming Boulevards' online presentation, raised \$120 for Blooming Boulevards
- The Meeting Place, Bristol Road, is restoring a swale, plans to replace phragmites with wildflowers, seeds and advice provided by Blooming Boulevards
- Blooming Boulevards is working with ACER on two projects, Project Crossroads, and Project Flowerpot (native plants at each Hurontario LRT stop); both projects planned for 2022.
- Blooming Boulevards partnered with Mississauga Parks and Forestry to create a native plant garden in Victory Park in Mississauga's Malton neighbourhood, Blooming Boulevards providing design and seeds, and labour as part of a TD grant.
- Blooming Boulevards is a member of Global Pollinator Collective and participated in the worldwide group's organizing symposium.
- Outreach through 2021 via more than 20 Zoom presentations reached more than 1,000 people, in Mississauga and province-wide.
- Four teams of volunteers were taught how to ethically collect native seeds, with permission from the City to collect seed on City properties
- Blooming Boulevards' volunteers in 2021 grew from seed more than 6,000-plus plants and grass seedlings, all species native to our watershed.
- Native plant propagation apprentice volunteers grew some of the plants, in their homes, last spring, learning from Blooming Boulevards online tutorials.
- In May and June of 2021, Blooming Boulevards provided plants, advice, and support for the equivalent of 80 native plant gardens spread across the City, 50 plants per garden. In

2020, 52 gardens were created. The 2020 and 2021 total is 132 gardens. Goal for 2022 is 100 more gardens. In 2022 plants will be distributed from neighbourhood hubs.

- Blooming Boulevards' membership is 175, double 2021's number.

Treasurer's Report

Treasurer MJ Kucerak presented the **2020 Fiscal Year Highlights**. ([Appendix A](#))

Revenue of \$9,622, in descending amounts, principally a grant from the City, first annual plant sale income, memberships

Expense of \$7,056.02 in descending amounts, principally on gardens (materials to grow plants), website, directors' and officers' insurance

Net revenue over expenses of \$2,565.98, plus cash on hand end of 2019 of \$1,175.99 = \$3,741.97 on Jan. 1 2021.

Finances were reviewed by independent reviewer Gordon Maxwell-Smith (not a Blooming Boulevards member).

MOTION: Wayne Cardinalli moved to approve the financial report. Sheila Cressman seconded. **Carried.**

Education and Outreach Reports

- Farmers' Market. Wayne Cardinalli and Angela Jordan said that Blooming Boulevards one day appearance with a booth at the Lakeshore Farmers' Market allowed Blooming Boulevards to come to the attention of a different audience. Blooming Boulevard's other public event of 2021 was the outdoor plant sale, attended by gardeners already aware of native plants.
- Newsletter, Facebook, Twitter. Pamela Sleightholm reported that because of more frequent Blooming Boulevard's newsletters, more visitors to the website, more social media subscribers, Blooming Boulevards has an increasing audience engaged by, and supportive of, pollinator populations.
- Peeter Poldre, in his 14th month as ace photographer for Blooming Boulevards, will continue to document native plants and insects and birds that use our native plants

Special Resolutions

Jeanne McRight proposed Sheila Cressman, Peter Poldre, and Pamela Sleightholm, become Blooming Boulevard board of directors' members.

MOTION: Angela Jordan moved that Sheila Cressman, Peter Poldre, Pamela Sleightholm, be elected board members. Seconded by Murray Moore. **Carried.**

Recognition and Honours

Rick & Doris Wukasch are Blooming Boulevards' 2021 Garden Stewards of the Year.

New Business

Thinking Ahead: Jeanne McRight

Our Strategic Plan will be updated in 2022, with focus on sustaining growth.

New board members will be recruited to replace retiring members.

Diversity, equity, and inclusion are important parts of our planning.

Projects in 2022 were covered by the slide show presentation:

Teaching and Learning - education program will be expanded.

Social Media and Website connections will be expanded.

Partnerships will continue with Riverwood Conservancy (workshops), Ecosource, ACER, Credit Valley Conservation, Mississauga Master Gardeners and Master Gardeners of Ontario, World Wildlife Foundation and Global Pollinator Collective and new partnerships will be developed.

Adjournment

Motion: Murray Moore moved to adjourn the 2021 Blooming Boulevards AGM.

Seconded by Angela Jordan. **Carried.**

The Chair concluded the meeting at 8:06 PM

Minutes submitted by: Sheila Cressman, and Murray Moore

Minutes approved by: Jeanne McRight

APPENDIX A: 2020 FISCAL YEAR HIGHLIGHTS

**Balance Sheet
Revenue and Expenses**

Balance Sheet (as at December 20, 2020)					
Assets					
Cash				1,175.99	
Income/Loss				2,565.98	
Bank Balance					3,741.97
Total Assets					
					\$3,741.97
Liabilities					
Equity					
Retained Earnings at year end				1,175.99	
Current Earnings				2,565.98	
Total Liabilities and Equity					
					\$3,741.97

Name: Jeanne McRight
Position: President

Signed: 

Dated: October 28, 2021

Name: Mary Jean Kucerak
Position: Treasurer

Signed: 

Dated: October 28, 2021

2020 Blooming Boulevards Revenue & Expenses

as of December 20, 2020	Actual Y-T-D	Estimated Final	2020 Budget
Revenue			
Membership	1,230.00	1,230.00	700
Workshops	20.00	20.00	0
Donations	900.00	900.00	750
Grants	4,350.00	4,350.00	4350
Plant Sale	2,147.00	2,147.00	0
Miscellaneous	125.00	125.00	250
Speaker Fee	850.00	850.00	0
<i>Total Revenue</i>	9,622.00	9,622.00	6,050
Expenses			
Governance			
Director's & Officers Insurance	1,250.00	1,250.00	875
AGM	28.30	30.00	20
<i>Total Governance</i>	1,278.30	1,280.00	895.00
Programs			
Workshops	0.00	0.00	0
Gardens	3,270.83	3,270.00	1712
Spruce Park	11.87	15.00	100
<i>Total Programs</i>	3,282.70	3,285.00	1,812.00
Media /Communications			
Brochures	0.00	0.00	0
Promotions	0.00	0.00	500
Banners, table display materials	482.74	482.72	485
Website, communication, mbr mgmt tool	1,800.21	1,800.00	1190
<i>Total Marketing</i>	2,282.95	2,282.72	2,175.00
Outreach			
Seedy Saturday registration	50.00	50.00	0
<i>Total Outreach</i>	50.00	50.00	0
Miscellaneous			
Bank Fees and Cheques	13.65	15.00	58
Paypal fees	60.95	65.00	55
General supplies	85.06	85.00	70
<i>Total Miscellaneous</i>	159.66	165.00	183.00
<i>Total Expenses</i>	7,053.61	7,062.72	5,065.00
Revenue Over Expenses	2,568.39	2,559.28	985

