

E.T.F.O. P.A.C. Meeting – November 30, 2010
603 Palace Street, Whitby

PRESENT: Pamela Harrison, Barbara Haynes, Gerard O’Neill, Sirkku Meldrum
REGRETS: Andres Musta, Tim Snodden, Cheryl FleuryEekma
CALL TO ORDER: Pam called the meeting to order at 4:42.

REVIEW OF PAST MINUTES:

- a) Corrections: (1) Tim Snodden arrived later and therefore attended the October meeting; and
- (2) “Status of Women” [item (2d)] should read “Status of Women and Equity.”
- b) Minutes were passed as written, with the above amendments.

BUSINESS ARISING FROM OCTOBER MINUTES:

- a) EASTVIEW BOYS AND GIRLS CLUB - Pam and Sirkku met with Eastview’s Executive Director, Lisa McNee Baker, who suggested some opportunities for members to volunteer. Status of Women and Equity also is supporting Eastview. Suggestion made that PAC and Status enter into a joint committee effort. Mon., Dec. 13th was set as a tentative date for a joint December meeting, at 4:30 p.m. at the ETFO Office, followed by a social, seasonal dinner at The Keg, in Ajax. Sirkku will reserve, for 16 people.
- b) December 20th - an opportunity to volunteer, along with the Status of Women and Equity, at the Beatrice St. Northview Community Centre location. Boys and Girls Club staff need volunteers at noon to help prepare that community’s Christmas dinner, then again at dinnertime to help serve. Other volunteer opportunities - Dec. 2nd, Deck the Halls Celebration; Dec. 11th, Breakfast with the Elves at Northview Community Centre. Agreed to send a flyer out to schools, asking for volunteers for various events and sites. Gerard will design and circulate the flyer. Lisa McNee Baker will be contacted, to coordinate efforts. Teachers make great volunteers, one reason being that we already have passed police checks!
- c) Promotion - Since one of our mandates is to draw attention to our activism and involvement in the community, Sirkku will call the News Advertiser / Metroland to see whether we can get coverage of the Christmas event(s). Cheryl may have a contact, as well, and Pam has a contact who is a SNAP photographer.
- d) Joint Committee Efforts - Sirkku voiced that it is exciting to have two committees working together on a common goal. Pam related that Willena has an idea for a three-committee meeting, regarding a common PD focus. Pam will contact Willena to find out more about this joint professional development venture.

- e) Local ETFO website - officially opening Dec. 1st. Pam has previewed, and says that it's looking good! We should be thinking of articles that could be posted, our own or other relevant issues and articles via links. For example, Dec. 6th is the anniversary of the Montreal massacre.
- f) Advertising - correspondence received from Paul Kriz, asking whether we would like to place a banner ad in the Durham media group, Metroland. Past experience advertising with them has indicated that such advertising is expensive, and does not seem to bring much return. Members discussed, then reconfirmed our earlier determination to reserve our advertising with Metroland for the "Faces of the Future" edition.

NEW BUSINESS:

- a) ETFO Apparel - Do we want to make t-shirts or something to be worn when we volunteer in the community? Gerard knows how to silk screen shirts! Shirts would be a nice touch, and would give us something to give people when opportunities present themselves. Toronto's local, for instance, is quite successful at fostering members' sense of pride and connectedness. Gerard suggested that cultural events, such as t-shirt making, would be considered member outreach. Sirkku reminded that we have many wonderful Art teachers, retired and current, who serve as a rich resource for us. She will do some calling around.
- b) Speakers and People Resources - Think of people who can speak, or do a workshop. For instance, would we get a good response, i.e, people signing up, if we silk screened? We should consider featuring the arts -- poets, choirs/singers, travel writer, etc. These workshops and speakers are PAC appropriate, in that they serve to bring members together.
- c) Council for Exceptional Children - has an awards dinner coming up. Recipients are from both school boards, and include children, educational assistants, teachers, administrators, and community members. Next award dinner will be held in May, at General Sikorski Polish Hall, in Oshawa. \$150 donation will support two children and their parents at the dinner. Resolved to find out more about this group. What do they do? What is their background, etc.? Revisit once we have information.
- d) Gerard went to the Steering Committee of REP Council. Politically, ETFO is 'stuck between a rock and a hard place,' re: lukewarm Liberals, and the Conservatives coming on strong. If the Conservatives win, we are in trouble, as they will be coming after us, particularly regarding contracts. We must start thinking about how we are going to be positioning ourselves around the next election. It is critical that we be proactive. Some polling will be done by REP council, then we will determine a follow-up action plan.

NEXT MEETING DATE: Tuesday, December 13th, 4:30 p.m., jointly with Status of Women and Equity, followed by dinner at 6:00.

ADJOURNMENT: Meeting adjourned at 5:52 p.m.

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