



**WEST ROUGE COMMUNITY ASSOCIATION  
2022 Annual General Meeting  
Wednesday, October 19, 2022 at 7:30 p.m.**

Due to the ongoing Covid-19 pandemic and restrictions, the 2022 West Rouge Community Association Annual General Meeting was held virtually.

**Attendees**

**WRCA Board Members:**

Reza Khoshdel  
Sharon Stoute  
Sonya Barclay  
Larry Whatmore  
Rose Morra  
Kevin Narraway  
Jon Mendoza  
Greg Long

**Community Members:**

Anne Garland  
Betty Campbell  
Cathy Bingham  
Cathy Bishop  
Darlene Cross  
Darlene Day  
Diane Sherlock  
Kathi Loughran  
Kevin Urbas (Vijay Thanigasalam's Office)  
Lys Laurence  
Paul Derocher  
Paula Owolabi  
Rudy Kirpal  
Seyon Rajadurai  
Tas Borovilos (Vijay Thanigasalam's Office)  
Wendy Kassil

**Guests:**

Vijay Thanigasalam, MPP  
Gary Anandasangaree, MP

**Call to Order**

AGM was opened by Reza Khoshdel at 7:34pm.

Reza welcomed everyone and thanked them for joining the meeting.

The WRCA members and guests were introduced. An overview of the Agenda was given and the attendees were asked to provide their full name in a private zoom chat message to Larry Whatmore for recording of the minutes. It was announced that the meeting will be recorded.



**WEST ROUGE COMMUNITY ASSOCIATION  
2022 Annual General Meeting  
Wednesday, October 19, 2022 at 7:30 p.m.**

**Agenda**

- Approval of 2021 AGM minutes – [www.westrouge.org/financials](http://www.westrouge.org/financials)
- WRCA 2021- 2022 Highlights
- Financial Update and Approval of Financial Report – [www.westrouge.org/financials](http://www.westrouge.org/financials)
- Election of WRCA President and Board of Directors
- Question and Answer Period
- Presentations: Vijay Thanigasalam, Gary Anandasangaree
- City of Toronto: West Rouge Update

**Approval of 2021 Annual General Meeting Minutes**

Motion to approve by Larry Whatmore, seconded by Sharon Stoute. None opposed. Motion carried.

**WRCA 2021-2022 Highlights**

Presented by Reza Khoshdel, WRCA President

- Membership - our street captains were able to canvas for memberships for the first time in 3 years! This really helps with engagement with the community and will hopefully continue.
  - Communication - continued emphasis on communication with community members through West Rouge Life magazine, email newsletters, and updates on the WRCA website, signage and Facebook page along with timely response to enquiries sent to the association
  - Elections - jointly with CCRA and HCCA, WRCA hosted in-person all-candidates meetings for the provincial and municipal elections. Both were well attended.
  - Branded Street Signs - to create a neighbourhood characteristic, the community will be engaged in the design. Artwork is welcome and there will be a voting process to select the design. More details to come.
  - Section 37 funds for “Welcome to West Rouge” signage on Port Union Road - Covid has created a backlog of work around the city so the process has slowed down
  - Collaboration with Parks Canada to stay informed on progress and concerns raised
    - Numerous projects at Rouge Beach were undertaken during the last year
    - Advocacy related to illegal parking, littering, and safety at Rouge Beach
  - Ongoing Impact of the Covid-19 Pandemic
    - Membership grew by 16% from the previous year which is a positive turn from the last few years
    - Expenses were almost half of the previous operating year due to businesses that the WRCA supports no longer requiring donations or financial support
    - West Rouge Life Magazine encountered two big challenges this year:
      - Increase in printing costs
      - Decline in advertising revenue due to:
        - business closures resulting from the impact of Covid
        - reduction in advertising spend due to recession
        - several changes in the Advertising Director which has impacted relationships with advertisers
- Renewed focus with Maddy Chandrasekaran as newest Advertising Director to retain existing advertisers and secure new advertisers.
- Board Members – thank you to departing board members for their past work and involvement with the WRCA - Kathi Loughran, Tiago Do Couto, Greg Long, Paul Kravis



**WEST ROUGE COMMUNITY ASSOCIATION  
2022 Annual General Meeting  
Wednesday, October 19, 2022 at 7:30 p.m.**

**Financial Report**

**Financial Statements presented by Sharon Stoute, WRCA Treasurer**

**Financial update – Income & Expense**

- Overall WRCA revenues increased by \$1.2K in F2022
  - Membership revenues increased by \$820
  - Cash invested in GICs earned a total (paid and accrued) interest of \$265, an increase of \$60 from previous year
- Overall WRCA expenses of \$4.6K decreased by \$956 which includes the annual depreciation of \$2.5K per year for the electronic sign on Island Road (excludes West Rouge Life Magazine)
  - Donations to events decreased by \$138
  - Bank charges decreased by \$66 or 41% resulting from a change in type of bank account specific to community associations
  - PayPal charges decreased by \$93 due to increase of membership deposits by cash/cheque.
  - Operating costs were down by \$221
- West Rouge Life Magazine
  - Advertising revenues decreased significantly by \$4.35K.
  - Overall cost to produce West Rouge Life Magazine increased by \$2K due to increased printing costs
- Financial year ended with a \$2.6K net loss

**Financial Update – Balance Sheet & Statement of Investment**

- As at Sep 30<sup>th</sup> WRCA had a cash balance of \$21.3K and \$40.8K in GICs
- Accrued liability of \$5.97K is for issued cheques outstanding as at Sep 30<sup>th</sup> and accrued printing costs for West Rouge Life

**Membership Deposits**

Several charts were shared to demonstrate trends over the last 5 years:

- Monthly Membership Deposits 5-year history
- Cumulative Membership Deposits 5-year history, currently sitting in middle of 5-year point
- Cumulative West Rouge Life Advertising Revenue 5-year history, 2022 is low in comparison to prior years
- West Rouge Life Revenue vs Expenses 5-year history, illustrates expenses have been trending higher than revenue since 2020

**Election of WRCA President & Board of Directors**

Larry Whatmore, Director of Membership, chaired the election and advised that the WRCA Constitution requires that the Board of Directors be retired before proceeding with the elections, and the President be elected first, followed by all other directors as a group.

Larry declared the 2021 Board of Directors to be retired.



**WEST ROUGE COMMUNITY ASSOCIATION  
2022 Annual General Meeting  
Wednesday, October 19, 2022 at 7:30 p.m.**

**WRCA President**

One nomination received, Reza Khoshdel who has just completed his first year as President and has been a board member since 2019. Having received no other nominations, Larry declared Reza Khoshdel acclaimed as President.

**Board of Directors**

The following members of the Board have indicated their willingness to serve another term.

The remaining members were presented for election as a group:

Reza Khoshdel - President  
Sharon Stoute - Treasurer  
Sonya Barclay - Secretary and Director, Website Advertising  
Rose Morra - Publisher, West Rouge Life Magazine and Co-Director, Social Media  
Kevin Narraway - Website Editor  
Jon Mendoza - Director, Planning and Development  
Ash Khan - Co-Director, Social Media  
Larry Whatmore – Director, Membership  
Maddy Chandrasekaran - Director, West Rouge Life Advertising

Larry asked for any other nominations, none received.

The Board is happy to chat with community members who want to become involved with the association and has the authority to appoint members between annual AGMs. Contact Larry and Reza if interested.

All current Board members were declared as elected for another term.

**Question & Answer Period**

Reza Khoshdel asked if any questions, and also directed the attendees to the zoom chat message function as an option for posing questions if preferred.

No questions raised at this time. Reza advised the attendees to feel free to contact Board members at a future date if a query arises. Contact information is on the WRCA website.

The following comment was received from Lys Laurence via the Zoom Chat:  
Port Union Road widening - all the trees along the road will be removed and new ones planted on the narrower boulevards. I'm very upset that the huge Elm in front of Metro has to go. It might be saved except for the city plan to reroute the driveway to the plaza, right where the tree stands. The new driveway will line up with the opposite road – I'm concerned this will make it even more difficult to exit the parking lot, as there will be cars entering the lot, cars exiting south, cars exiting to that road, cars exiting right. I have expressed my opposition to the city engineers with no effect.

**Presentations**

The elected representatives each provided an overview of the activity for their respective level of government.



**WEST ROUGE COMMUNITY ASSOCIATION  
2022 Annual General Meeting  
Wednesday, October 19, 2022 at 7:30 p.m.**

**MPP Vijay Thanigasalam**

Thanked the WRCA for its work and outlined the top 3 issues for his office:

- Health Care – \$1B investment in redevelopment of the emergency department at Centenary Hospital and redevelopment of entire Birchmount Hospital
- Medical School - new medical school to be opened in Scarborough across the PanAm Centre, in partnership with Ontario Government, UofT Scarborough, and Scarborough Health Network. Expectation to graduate over 1500 health workers annually.
- Scarborough Subway - work is progressing on plan, work has begun on tunnelling

Will be attending the Pumpkin Parade and hopes to meet community members there.

Reza asked if there were any questions, none raised.

**MP Gary Anandasangaree**

Thanked everyone for the opportunity to attend the meeting and acknowledged Vijay's remarks.

Advised that the three levels of government for Scarborough Rouge Park work together on issues impacting the community

There has been a redistribution of seats in Scarborough based on population count with seats reducing from 6 to 5 as the west side of Scarborough has been carved out to Don Valle. The revised representation impacts Scarborough and the concern has been raised. SCRO has taken the lead in addressing this issue and asked that the community connect with Gary's office and directly send written submissions to the Commission which is open till October 29.

Broad overview of the federal government's focus:

- Environment and Climate Change - initiatives underway to mitigate the impact of weather events which are expected to continue to escalate across Canada. West Rouge has faced the impact of floods over the last few years.
- Energy and converting communities from carbon-dependence by planting trees, preserving green space, energy retrofits are a few of the initiatives
- Economy - increase in price of goods and interest rate. Government is reviewing measures on how to support Canadians (renters, day care for low-income families), and creation of jobs.
- Transit - \$2.26B federal share in Scarborough Subway. The City of Toronto has earmarked \$1.4B for LRT connectivity and future transit for Scarborough, especially essential for UofT to have high-order transit with the opening of a new medical school.
- Ongoing collaboration and dialogue with Vijay and City Councillor's office

Reza asked if there were any questions, none raised.

Larry shared a petition in support of six ridings for Scarborough, Reza encouraged everyone to review and sign the petition.



**WEST ROUGE COMMUNITY ASSOCIATION  
2022 Annual General Meeting  
Wednesday, October 19, 2022 at 7:30 p.m.**

**City of Toronto: West Rouge Update**

Reza provided the following update:

City thanked the board for invitation to attend the AGM and the WRCA's work in engaging local residents

Overview of City initiatives:

- Waterfront Trail - repairs to east highland creek trail on schedule, expected to be completed end of year. Repairs on the west side of Highland Creek will be from January to April 2023 and will require road closures from Beechgrove Drive to Highland Creek Bridge.
- Vision 0 School Safety Zones - signage is near completion at William Davis, next is installation at Joseph Howe and West Rouge Public School
- Parks - survey for Bill Hancox Park completed, upgrades planned for 2023 pending budget approval

Reach out to the local City Councillor's office after the Municipal Election with any questions or concerns.

**Adjournment**

Reza Khoshdel thanked everyone for attending and reiterated that WRCA Contact Information can be found on the WRCA website for any enquiries or if interested in joining the board.

The AGM adjourned at 8:25pm.