



WEST ROUGE COMMUNITY ASSOCIATION
2024 Annual General Meeting
Monday, October 21, 2024, at 7:00 p.m.
West Rouge Community Centre, 270 Rouge Hills Drive, Scarborough ON

In Attendance:

Board Members:

Larry Whatmore, chair	Maddy Chandrasekaran
Sharon Stoute	Rose Morra
David Wesseling	Ash Khan
Kirk O'Brien	

Community Members:

Marion Cashman	Slavica Vasilevska
Jayne Johnson	Bill Tryon
Kenson Clarden	Reneé Petersen
Ken Metrick	Pat Daniels
Glenda Metrick	Celestia Richards
John Corrado	Sameer Dhawan
Samantha Law	Shauna Benn (Gary Anandasangaree's office)
Janet Ashberry	Devon Monkhouse (Jennifer McKelvie's office)

Guests:

Dolf DeJong, Chief Executive Officer, Toronto Zoo

1) Call meeting to order

- AGM was opened by Larry Whatmore at 7:10pm and thanked people for attending.
- WRCA board members and guests were introduced.
- The Agenda was given and the attendees were asked to sign the attendance sheet.

2) Agenda

- Approval of 2023 AGM Meeting Minutes - www.westrouge.org/financials
- Financial Update and Approval of Financial Report
- W.R.C.A. Highlights
- Election of W.R.C.A. President & Board of Directors
- Question and Answer Period
- Presentation - Dolf DeJong, Chief Executive Officer at the Toronto Zoo

3) Approval of 2023 Annual General Meeting Minutes

- Motion to approve by Rose Morra, seconded by Sharon Stoute. Motion carried.



4) Financial Report

- Financial Statements presented by Sharon Stoute, WRCA Treasurer

Financial update – Income & Expense

WRCA revenues increased by \$0.3K in F2024 (excluding West Rouge Life), contributors are:

- Membership revenues increased by \$15
- Donations to WRCA decreased by \$95
- Cash invested in GICs earned a total interest of \$1,278 (paid and accrued)
- WRCA Website advertising revenue increased by \$270

WRCA expenses of \$9.3K increased by \$586, which includes the annual depreciation of \$2.5K per year for the electronic sign on Island Road and excludes expenses associated with West Rouge Life

- WRCA donations to events increased by \$683
- Bank charges decreased by \$4. PayPal charges increased by \$87 due to more WRL advertising revenue.
- Operating costs decreased by \$180.

West Rouge Life

- Advertising revenues increased from F2023 by \$3.4K.
- Production costs decreased by \$272 due to the sourcing of a new vendor for design layout and printing.

Overall F2024 ended with a \$7.2K surplus, a year-over-year increase of \$3.3K.

Financial Update – Balance Sheet, including investments

- As at Sept 30th, the WRCA cash balance was \$27.9K and \$52.7K in GICs
- Accounts receivable of \$440 is a payment pending for West Rouge Life advertising
- Accrued liability of \$9.3K is for cheques issued and outstanding and printing costs for West Rouge Life

Trend lines

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

- Monthly Membership Deposits (5 year history)
- Cumulative Membership Deposits (5 year history)
- Cumulative West Rouge Life Advertising Revenue (5 year history)
- Payment Methods for Membership and West Rouge Life (5 year history)

2023-2024 Highlights

- Our street captains and area coordinators continue to be instrumental in growing our membership base.
- Membership revenue continues to grow, but more slowly.
- Continued emphasis on communication with community members through various channels.
- West Rouge Life was very successful this year, both editorially and financially
- The community safety town hall brought residents and law enforcement together to discuss car thefts and break-ins.



5. Election 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 2024 Board of Directors to be retired.

WRCA President

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

Board of Directors

The following members of the Board were presented for election as a group:

Sharon Stoute, Kevin Narraway, Rose Morra, Larry Whatmore, Ash Khan
David Wesseling, Kirk O'Brien, Maddy Chandrasekaran

Larry asked for any other nominations, none received.

Motion to elect board members. All in favour.

Larry advised that the Board is happy to chat with community members who might want to become involved with WRCA. The board has the authority to appoint members between annual AGMs.

6) Dolf DeJong, Chief Executive Officer, Toronto Zoo

Larry introduced Dolf DeJong, CEO of the Toronto Zoo since 2018, where he arrived from the Vancouver Aquarium, where he served as general manager for the preceding six years.

Larry noted that Dolf was brought to the Zoo for his skills and passion for marketing cultural attractions and for his skills in building relationships with philanthropic partners and for the entrepreneurial flair for promoting cultural attractions.

Dolf has increased the Zoo's connection with Scarborough and beyond by promoting the core mission of the Zoo which is: "connecting people, animals, and conservation science to fight extinction."

2024 is the 50th anniversary of the Toronto Zoo.

Dolf provided a presentation and answered questions. Larry thanked Dolf for his presentation.

7) Adjournment

Larry thanked everyone for attending. The meeting was adjourned at 8:45 p.m.