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**ICAC Meeting Minutes**  
**Wednesday December 5, 2012**  
**9:30 am- 12:30 pm**  
**5050 Yonge Street, Committee Room A**

**In attendance-** Aim Majib, George Martell, Shayan Edalati, Lesley Johnston, Cheryl Skovronek, Bob Spencer, Jeff Kugler, Jann Houston, Natasha Burford, Sharlene Bourjor, Nathan Gilbert, Monica Etzler, Saida Sabrie, Laurie Green, Alejandra Bravo, Trustee Cary Meagher, Trustee Glover

**Regrets-**Donna Quan

**Staff-**Manon Gardner, Vicky Branco, Emilee Holt, Craig Snider, Susan Wakutz, Michael Griesz,

**Guests-**Briony Glassco

**1. Welcome and Introductions**

George Martell proposed that Shayne Edalati joins the committee, seconded by Nathan Gilbert, unanimously approved.

**Announcements-**

**2. Draft Agenda approval-** Moved by Bob Spencer seconded by Leslie Johnston- approved unanimously

**3. Previous Meeting Minutes**

AIM discusses last month's meeting at Kingsview Public school meeting.

Thank you Vicky for moderating the meeting. The next meeting will be at George Webster on Thursday January 10<sup>th</sup>, 2013. If anyone needs a ride please connect with Aim.

**4. ACTION ITEM Follow up:**

1. Bob will follow up with David Suzuki video
2. At the February meeting Maria Yau will give an update on research done for the Model Schools for Inner Cities Program.
3. Chris Pemrose to advise on Youth Action Plan and next steps

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## **ACTION ITEM**

1. Staff to request Student Support Services Department to provide a presentation on social, emotional and physical well-being component of the Model Schools for Inner Cities Program: Manon Gardner
2. Craig Snider to bring back report to answer all the questions generated from his fundraising presentation at the Dec 5<sup>th</sup> meeting- Craig Snider
3. Motions presented by George Martell to be reviewed and re- crafted. Also to allow for discussion and input by committee.
4. Questions arising from the Advertising presentation:

Susan to return and bring completed policy with recommendations back to ICAC when this consultation process is over. Report on the results of the nation survey on advertising.

Staff to request Craig Snider to return in February to answer the following:

- Report on the income revenue from advertising in the TDSB .
- What are the sources of inequities in advertising?

5. Share links which showcased MSIC schools/programs- Vicky Branco

**CBC News Story about clinic** <http://www.cbc.ca/player/News/ID/2315175036/>

**Metro Morning** <http://www.cbc.ca/video/news/audioplayer.html?clipid=2315171770>

6. Send any deputations requests for the city budget to Lesley Johnston
7. Arrange for videotaping the next ICAC meeting –Vicky Branco
8. Laurie Green to give update on TDSB consultation meeting on TDSB Advisory Committee Review held on January 8<sup>th</sup>, 2013

## 5. Learning Opportunity Supplement Criteria -Craig Snyder

### See attachments (Learning Opportunities Supplement, School Generated Funds)

*School-generated funds (SGF) are funds that are raised and collected in the school or broader community in the name of the school or by a school- or parent-administered group, including school councils. These funds, which are administered by the school, are raised or collected from sources other than the school board's operating and capital budgets.*

*This schedule shows the activity for SGF that have been consolidated into the board's financial statements. It includes total school-based revenues (items 1 to 1.8) and total school-based expenses (items 2 to 2.8), which are to be reported separately in the Elementary and Secondary panels in Columns 1 and 2.*

*This information is supplementary information, and is not subject to audit. The audited financial statements will continue to report school generated funds as a single revenue line and a single expense line in the Consolidated Statement of Operations (Schedule 1.1).*

*However boards are required to complete this form by category to submit their Financial Statements submission. The selected categories were taken in large part from the Chart of Accounts in the OASBO Finance Committee's Guidelines for School Generated Funds – Chart of Accounts pg. 87-90, see <http://www.oasbo.org/publications/published.php>.*

*For more information on school generated funds, see memoranda 2010:B11 and 2011:B2, as well as the Code of Accounts.*

*SGF is reported under five categories:*

- (i) Field Trips/Excursions (including admission, transportation and accommodation)*
- (ii) Fundraising for External Charities*
- (iii) Student Activities and Resources (including fees)*
- (iv) Capital Assets*
- (v) Other*

#### **Field Trips/Excursions**

*Item 1.1 and item 2.1*

*All amounts raised/received or costs to support the costs of in province or out of country excursions or any field trips. The intent of this category is to capture all field trips or excursions so if a drama club or band goes on a field trip, it should be recorded under this category.*

*Examples: trips to Science Centre, farm visit, museum trip, trip to U.S.A.*

#### **Fundraising for External Charities**

*Item 1.2 - Fundraising*

*Revenues: All amounts raised/received in support of an external charity where the school provides the administrative process for collecting the funds. This charity would be registered with the Canada Revenue Agency.*

*Examples: Cancer Society, United Way*

*Item 2.2 - Donations*

*Expenses: Expenses in support of an external charity where the school provides the administrative process for collecting the funds. This charity would be registered with the Canada Revenue Agency.*

*Examples: Cheques provided to the Cancer Society, United Way*

**Student Activities and Resources**

*Item 1.3*

*Revenues: All monies raised/received related to student activities and resources. Athletic activities are recorded under this category (e.g. tournament fees, league fees, etc.). The exception would be a field trip (e.g. art club visits an art gallery) or excursion (rugby team travels to Scotland).*

*Examples: student activity fees, athletic fees, student clubs, support for student council/governments, agendas, yearbooks, extracurricular activities.*

*Item 2.3*

*Expenses: Costs associated with student activities and resources.*

*Examples: purchase of locks, purchase of team uniforms, entry fees, cost of agendas.*

**Capital Assets**

*Item 1.6 and item 1.7 – Capital Asset Fundraising*

*Funds raised specifically to purchase capital assets will flow to Schedule 5.1 (Deferred Revenue). The amount will stay in deferred revenue until the specified capital asset is purchased, then the amount will be transferred to Schedule 5.3 (DCC). Even if funds were raised for band equipment, pottery equipment or technology investments (normally recorded under the Student Activities and Resources line), if these items meet the capitalization threshold as per the TCA Guide, they would be recorded in the Capital Asset category.*

*Examples: fundraising towards the construction of playgrounds, school gardens.*

*Item 2.6 and 2.7 – Expenditures on Capital Assets*

*Expenditures made on capital assets for which there was specific fundraising will be recorded at item 2.6. This amount must also be recorded on the Capital Expenditure (Schedule 3, screen 2, column 10). The total of item 2.6 columns 1 and 2 on Schedule 14 will equal the amount on Schedule 3, screen 2, column 10, item 2.20.*

*Examples: purchase of playground equipment, purchase of scoreboard, shade structure.*

**Other**

*This includes all items that do not fit under categories above (e.g. general fundraising by the school or school council, interest on accounts). Expenses related to fundraising activity if any would be recorded here (e.g. costs of running fun fair event, costs related to fundraising partner ( e.g. magazine sales)*

**Q. Where did the numbers on the chart come from?**

**A.** 2011-12 amounts have not officially been approved by Board. The opening balance is relatively close to the closing balance.

**Q:** Capital Assets – Band equipment if money is raised for it and it were parent council funds – what is the difference?

**A.** Capital assets is complicated

If parents raise 10K for playground and money is recorded – because capital asset depreciates like when you buy a car 30K – 3K depreciates per year you depreciate it over the life of the asset – same happens here.

Comment: One of the real worries of parent fundraising is in wealthier neighborhoods kids in those classrooms are getting a lot more stuff.

The fundraising for external charities is obvious, School trips are easy, and Student activities are easy, agendas, yearbooks etc...

Requests: At February meeting please come prepared to answer the following questions:

Where is this money spent? For school projects or classroom resources?

1. Can you create a graph showing funds across the LOI?
2. Can you create a graph showing Individual school fundraising ?
3. Can you create a graph showing Non Public funds by school?
4. Which schools do not have fundraising?
5. Which School council have own bank account?
6. How much of that money infiltrates the school budget?
7. Graph school generated funds excluding charitable donation?
8. We want to see the real fundraising dollars as totals. When that went forward to PSSC that question was implied that some was charitable monies what is the difference?
9. What is the difference between total revenue and total expense?
10. Can we see what types of field trips the top ten LOI schools attend vs the Lowest LOI schools?
11. Are TFSS fundraising part of these numbers? Who calculates this funding?
12. How much does the TDSB get for LOG?

## **6. TIMED ITEM ADVERTISING POLICY STATUS UPDATE**

Trustee Dandy is unavailable Susan Wakutz Presented –see power point attached

Research was based on Bob Cook findings outlying Children under 10 don't have cognitive skills to process skills from advertisers. National survey was conducted to show how you feel about advertising in schools.

**Q.** Can you share the results of the survey?

**A.** Will share once consolidated.

CONSIDERING THESE POLICIES:

If Staples comes and wants to distribute backpacks with a huge logo we would say no, however if there were children in need the principal could accept if the parent agrees.

DISCUSSION:

**Q.** How does advertising ever benefit students?

**A.** The benefit being that it's something tangible – say we get a donation of computers

**Q.** Who is responsible at the school level to approve advertising?

**A.** The principal is being held accountable.

**Q.** Shouldn't that be centralized so the principal doesn't have that much power?

**A.** If the principal for some reason and the council doesn't agree does the principal have the final say. However the program has to be centrally approved. The decision should be in collaboration with the councils/parents. Principal is accountable it's in writing in the Distribution and Display of Material for Students and Teachers.

**Q.** Is policy going to impact outcome for inner cities?

**A.** Yes

**Q.** I have a pizza day – we call Pizza Pizza they bring it to us – what's the difference?

**A.** What we are making it easier for you to feel comfortable – that is a low impact scenario

Once Pizza Pizza is approved with your community - all fundraising (they are approved centrally) and they meet nutritional guidelines.

**Q.** The model school passport: the logo is being challenged – they are recommending that the logo be removed. A lot of what we do is in kind. Will this policy impact stuff like this? Who challenged the logo?

**A.** Business Development challenged the logo and this passport. Once it's approved then we can use it.

**Q.** The ROM and all those places that benefit our kids work with corporate sponsors -

**A.** In practice when we get donations that are branded we do not put it to elementary schools  
If it's branded we do put it to middle schools.

**Q:** Can we see the advertising survey?

It's not been consolidated in a meaningful way. Once consolidated it can be shared at another meeting. It hasn't been released as a public document. No discussion around – we are using as a validation tool.

**Q:** What would be the policy to receive money from private foundations insisting their logo be on their donation:

**A.** It would be the same as a corporation. Those venues are part of the domain and their mission statement.

**Comment :** We are in the business of managing advertising in our schools. It's peanuts what we get in terms of advertising. This is community space not corporate space. One good way of proceeding is knowing exactly what we get. We keep getting the message that it's not good for the kids.

**Q.** OUR PROGRAM DEPARTMENT does acknowledge there is some value in a Marlies game for sports so why would Business Development suggest this is not a good partnership?

**A.** The approval of some of these programs – be assured that there is an educational lens and not just a business development lens.

**Q.** Why does TFSS partner with the Marlies for fundraising and yet they are not being allowed in the MSIC Passport?

**A.** TFSS gets a discount.

**Q.** What's the difference between MSIC AND TFSS getting a discount?

**Q.** If we can't do it at a school level why can't we give it to them outside school?

**Comment :** We need the policy to be consistent . Why TFSS and not MODEL SCHOOLS?

DRAFT

**Q.** How about the learning partnership which sells Welcome to Kindergarten bags to schools... How is this different?

Comment: If we start taking this apart we have to be careful!

**A:** I understand what you're trying to do with your parents – we went down and met with the donor directly

Comment: These are family trips on weekends and vacations. This gives opportunity to children and families.

If we had adequate funding to our schools we wouldn't be having this discussion.

The government is putting us under stress and we are passing it on.

**7. CAT4 presentation by Maria Yau** deferred to February ICAC meeting

**8. Model School for Inner Cities Update:** Model Schools was showcased on several media outlets this past week.

**9. ICAC Fundraising committee update** – presentation at PSSC- see deputation attached

**10. Business Arising**

A. LESLIE: on behalf of Michael:

Asylum seekers from 23 Countries would be presumed “unformed refugees” stripped of appeal rights fast tracked 30-45 days, not permitted to work, ineligible for health care coverage, not even for emergencies. Safe countries: announced today, likely much of Europe, Mexico, Srilanka. Gina Shany-Robah. Executive Director Roma Community Center Press Conference Today Protest Sunday 4PM in Front of a Dention Centre.

Asylum seekers from 100 countries ROMA Committee

Trying to organize a response around this would be welcome

There will be a press conference today and a letter of petition

To further that in clinics – 2 weeks ago our Roma families went to pediatric clinics – if they don't have OHIP we will take them that family will be served. This child needed special care – ST. Michaels – they were blocked. The physicians will actually see them - if we want them seen we pay \$120

B. Motion from George Martell- to be discussed at next meeting see motion attached

**11 Trustee Report:** no report



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**Meeting adjourned**

**Next ICAC Meeting  
Thursday February 7<sup>th</sup>, 2013  
9:30 am- 12:30 pm  
5050 Yonge Street  
Committee Room A**