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Minutes

2021 Annual General Meeting

Thursday, March 4, 2021

12:00 PM - 1:00 PM

Online via Zoom Webinar

Present:

TSA Executive:

Megan Torza – Chair

Ana-Francisca de la Mora – Vice Chair

Alana Young – Treasurer

Maria Denegri – Past Chair

Barbora Vokac-Taylor - Executive Member

Charles Lau – Executive Member

Jason Dobbin - Executive Member

Kevin McIntosh – Executive Member

Kurtis Chen - Initiative Co-lead

Varsha Kumar - Initiative Co-lead

Pamela Bruneau - Initiative Co-lead

Anna Kao - Initiative Co-lead

David Sisam - Advisory Committee Member

Richard Witt - Advisory Committee Member

Joël León – Programming Director

Anthony Lombardo – Financial Officer

Sarah Garland – Administrator

Total Attendance: 71.

Quorum was achieved.

Materials:

Today's Meeting Agenda

2020 Annual Report

2020 Annual General Meeting Minutes



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1. Welcome Remarks by TSA Chair

- 1.1. Megan called the meeting to order at 12:00 PM.
- 1.2. Megan thanked the TSA's volunteers and staff for their efforts making 2020 a successful year despite the unprecedented challenges presented this year.

2. Approval of the 2020 Annual General Meeting Minutes

- 2.1. Kevin McIntosh moved to approve the minutes of the 2020 Annual General Meeting. Ana-Francisca de la Mora seconded; motion carried with a majority vote.

3. Year in Review

- 3.1. Megan presented an overview of the society's activities in 2020.
- 3.2. A shift to digital programming was fast-tracked in order to continue to offer members support and programming even while gathering in person was not possible due to public health guidelines.
 - 3.2.1. In 2020 the TSA offered 17.5 hours of Continuing Education hours through with a total of 690 participants webinars, had 6,482 viewers on virtual tours, 350 participants in online networking events, and 2,037 visit film playlist pages.
- 3.3. The society's revenue was significantly reduced in 2020.
- 3.4. Megan also noted that the TSA took time in 2020 to look inward, revisiting the society's mandate and vision, and considering succession planning, roles, and long term planning.
- 3.5. Megan also highlighted some of the society's events, initiatives and projects of 2020, including a TSA CONNECT event for students, the COVID-19 resources webpage, Virtual Pride Parade, Climate Action Questionnaire and Summary Report, virtual Home Tours, and virtual Gingerbread City showcase.



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3.6. It was also highlighted that 2020 was a record-breaking year in terms of attendance, with almost 17,000 people attending TSA events, whether in person or digitally. For comparison, in 2019 11,348 people attended TSA events.

3.7. Membership also grew in 2020, with an increase of 15% - the largest increase in the last 5 years. Students represent the fastest growing membership category within the TSA. In 2018 only 2.68% of membership was students, now it has increased to 12.4%.

4. 2020 Financial Statement

4.1. Alana provided an overview and highlights of the 2020 Financial Statement.

4.1.1. Though 2020 provided some unexpected challenges, including a significant decrease in ticket sales and sponsorship support, the TSA continued to offer programming and resources to our members without burdening our finances.

4.1.2. Sponsorship was another aspect that was affected by the pandemic. The TSA's traditional funding model put a heavy focus on one-time funding from the annual BASH. Not being able to host a party this year prompted the development of a sponsorship model, which provides year round sponsorship opportunities with the hopes of building a more sustainable sponsorship program.

4.1.3. A shift from in-person to virtual programming meant a shift from venue expenses to expenses related to increased administrative hours, hiring new staff, and software costs to maintain the high level of programming our members have come to expect.

4.1.4. The TSA's total 2020 revenue was \$152,337, and 2020 expenses were \$136,568.

4.2. Alana also summarized the TSA's current net assets and explained where 2020's surplus will be allocated.



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- 4.2.1. As is good financial practice, the TSA's operating reserve represents approximately 1 year's worth of required income should typical funding sources be reduced or eliminated to ensure programming and membership benefits are uninterrupted.
- 4.2.2. The TSA's contingency fund consists of the surplus remaining from prior years and as a result of successful prior fundraising. The contingency fund allows the TSA to manage unforeseen expenses and large projects which would be hard to work into our annual operating budget.
 - 4.2.2.1. For example, the costs to undertake website improvements to meet AODA standards and improve the TSA's online education platform, the costs of advocacy activities such as the Ontario Place Charrette which are unplanned, and for capital costs such as purchasing new sound equipment for walking tours.
- 4.2.3. Lastly, the TSA's assets include committed funds that were allocated for specific projects that will bridge 2020 and 2021. These projects are started but not yet complete, including the Guide Map, new TSA website, and others.
- 4.2.4. TSA members who would like more detailed information are encouraged to email the general TSA email address.

5. Thank You To Our Volunteers

- 5.1. Ana-Francisca began by thanking the 142 volunteers who contributed to the TSA in 2020.
- 5.2. She thanked the 2020 TSA Executive members for their work and dedication, making the TSA's programming possible this year.
- 5.3. She also introduced the TSA's three new Executive members: Kurtis Chen, Varsha Kumar, and Pamela Bruneau, and a new initiative co-lead, Ralph Holmes.



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5.4. Next she thanked the outgoing members of the TSA Executive:

5.4.1. Charles Lau, who has been involved with the TSA since 2012 and played a large role shaping Building Tours and Film initiatives, as well as serving previously as treasurer,

5.4.2. Anna Kao, who has been co-lead of the films initiative since 2019 and helped lead the first ADFP Toronto, and,

5.4.3. Heather Dubbeldam, who has been involved with the TSA for 16 year and played a key role in the Society's growth. Heather will continue to be involved on the Society's Advisory Board.

5.5. Lastly, Ana-Franisca thanked the TSA's staff who were instrumental in the TSA's shift to virtual this year.

6. 2021 Initiatives & Programming

6.1. Guiding Principles

6.1.1. Joel provided an overview of the guiding principles for the TSA's 2021 programming. They include:

6.1.1.1. Providing relevant, affordable and timely educational opportunities,

6.1.1.2. Removing barriers to participation,

6.1.1.3. Celebrating, exploring and advocating for our city,

6.1.1.4. Building on existing partnerships and fostering new ones,

6.1.1.5. Continuing to advance the TSA's role at the intersection of professional and public discussions,

6.1.1.6. Creating and supporting community, and,



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6.1.1.7. Maintaining nimbleness in programming to adapt to the changing situation.

6.1.2. 2021 Focus Areas

6.1.2.1. Joel described the TSA's focus areas for big picture planning of the society's 2021 activities. They are digital infrastructure, restarting in-person offerings, breaking barriers, climate action, and the year of public art.

6.1.2.2. Digital Infrastructure

6.1.2.2.1. The TSA learned a lot from the necessary quick shift to digital, including the role virtual programming can play increasing accessibility of the society's events. Virtual events have also provided an opportunity to better represent the TSA's entire catchment area, which extends all the lake to Muskoka.

6.1.2.2.2. The TSA will continue to invest and establish long term infrastructure to support it, such as making sure the Society's platforms are able to accommodate future growth and programming opportunities.

6.1.2.2.3. The TSA currently has three projects in the works which support his goal - a website renewal project, online on-demand learning platform, and an online curated database of buildings.

6.1.2.2.4. This also means investing in the staff and tools to ensure the maintenance of these projects and platforms, as well as identifying new volunteering opportunities within the new digital initiatives.

6.1.2.3. Restarting In-Person Offerings



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- 6.1.2.3.1. The TSA will be developing plans for a gradual return of in-person events, starting with small outdoors programs and carefully reintroducing our full roster of events once public health guidelines allow.
- 6.1.2.3.2. This means investing in equipment such as voice application and PPE to allow a safe return.
- 6.1.2.3.3. A return of in-person offering will not mean the end of virtual offerings but the beginning of a hybrid future.
- 6.1.2.4. Breaking Barriers
 - 6.1.2.4.1. Making the TSA and profession more inclusive has for the Society over the last several years, and continues to be a priority in 2021.
 - 6.1.2.4.2. A High School Outreach Task Group will be formed to review the TSA's existing student-focused programs and develop a proposal for a comprehensive and holistic program. The TSA has also connected with the Black Architects and Interior Designers Association to explore opportunities for collaboration.
 - 6.1.2.4.3. The TSA is also expanding its existing scholarship program to all schools of architecture and architecture technology within the catchment area.
 - 6.1.2.4.4. A new subset of the Technical Lecture series on fundamentals will be developed to cover fundamental topics of design within the Canadian context - from building science to building code.
 - 6.1.2.4.5. Building on last year's lecture on Workplace Inclusion for Gender and Sexual Diversity, more opportunities to provide



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training and resources for inclusive employment practices will be explored.

6.1.2.5. Climate Action

6.1.2.5.1. Development of affordable sustainability professional education is a priority for the TSA in 2021, as well as identifying opportunities/vehicles for public education on sustainability, aiming specifically at the development of resources for clients/general public.

6.1.2.5.2. A Climate Action Task Group will be formed to review the work done to date and provide recommendations on how to move forward in addressing the results found in our climate action questionnaire.

6.1.2.6. Year of Public Art

6.1.2.6.1. This thematic focus is intended to align with the city's launch of a decade-long public art policy strategy for the City of Toronto beginning this year.

6.1.2.6.2. The year of public art presents new opportunities for the TSA to further its partnership with the city in celebrating the built environment and public realm. Much like Doors Open, this provides a unique opportunity to share our message and knowledge with a wider audience.

7. Review and Approval of the 2021 Budget

7.1. Alana explained the guiding principles as follows;

7.1.1. Maintain the quality, diversity and accessibility of our programs and services



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7.1.2. Ensure we have the capacity and resources to support our programs

7.1.3. Planning for Uncertainty

7.2. This year three budget scenarios (worst, same, hopeful) were developed to allow the TSA to plan for uncertainty related to the pandemic. The TSA will move forward with the “same” budget scenario and adjust as needed throughout the year.

7.3. 2020 Revenue

7.3.1. Alana highlighted that the most significant difference in revenue across the three scenarios is due to membership and ticket sales.

7.4. 2021 Expenses

7.4.1. The most significant difference in expenses across the three budgets were programming costs and related administrative support costs.

8. Questions From the Floor

8.1. Katie Kurtin asked if the TSA would explore opportunities to collaborate with the OAA on initiatives related to climate action since it is also an area of priority for them. Megan explained that the TSA was interested in collaboration with the OAA and other organizations to work together on initiatives relating to sustainability and climate action. Recently the TSA featured a OAA subcommittee member on panel as part of the TSA’s sustainability lecture series.

9. Adjournment

9.1. Joel Leon motioned to adjourn the meeting; Megan Torza seconded; motion carried unanimously.

9.2. Meeting was adjourned at 1:00 PM.