TSA

TORONTO
SOCIETY OF
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Minutes

2023 Annual General Meeting

Thursday, March 9, 2023
7:00 PM - 8:00 PM

Present:

TSA Executive:
Megan Torza – Chair
Ana-Francisca de la Mora – Vice Chair
Pamela Bruneau – Treasurer
Varsha Kumar – Secretary
Maria Denegri – Past Chair
Kevin McIntosh – Executive Member
Kurtis Chen – Executive Member
Ralph Holmes – Initiative Co-lead
Joël León – Programming Director
Rebecca Ford – Programming Assistant
Desirée Armstrong – Administrator (Minutes)

Online Participants
Anthony Lombardo – Financial Coordinator

Attendance
In-Person: 44
Online: 23

Quorum was achieved.

Materials:

2022 Annual Report
2022 Annual General Meeting Minutes

1. Welcome Remarks by TSA Chair

1.1. The TSA Programming Director Joël León called the meeting to order at 7:05 PM.

1.2. The TSA Chair Megan Torza welcomed the audience.

1.3. The TSA Chair summarized the guiding principles set at the beginning of her term as Chair (2020).

    1.3.1. Inclusivity and Outreach

        1.3.1.1. The TSA Chair explained that this principle was put in place to increase student engagement and support.

        1.3.1.2. This principle was also created to continue to make sure the TSA finds opportunities to welcome new audiences/members.

    1.3.2. Education

        1.3.2.1. The TSA Chair spoke of putting this principle into place in order to find more opportunities to disseminate TSA content.

        1.3.2.2. This guiding principle was also created to support established architects, as well as those just starting their careers.

    1.3.3. Diversify TSA Funding Sources

    1.3.4. Continue to Build on Partnerships

2. Term in Review

2.1. The TSA Chair highlighted the membership growth over the last three years.

    2.1.1. On December 31, 2019, the TSA had 1,636 members. By December 31, 2022 the TSA reached 2,412 members.

    2.1.2. The TSA Chair added that the largest growth was seen in TSA student membership.

2.2. The TSA Chair shared the live attendance and frequency data.

2.2.1.   Attendance and frequency data from 2019 and 2022 were compared.

2.2.2.   The impact of COVID-19 was acknowledged, which forced the TSA to improve its digital footprint, adding many virtual components.

2.2.3.   The TSA Chair spoke of the spike in virtual attendance during this time, which allowed the TSA to end the year with nearly identical event frequency to the year before.

2.2.4.   It was stated that 2022 saw a growth in audience, with a final total of 22,038 attendees.

2.2.4.1.   The number of in-person attendees mirrored that of live virtual events.

2.3.   The TSA Chair spoke about the successful new programs such as TSA CONNECT, Pride, ADFF, Virtual Lectures, Virtual Tours, Gingerbread City, and Election Outreach.

2.4.   The TSA Chair displayed the revenue of past years compared to 2022.

2.4.1.   It was explained that 2020 was the only year that saw a dip, which was due to the pandemic and the TSA's dependance on one event (TSA BASH) for sponsorship opportunities.

2.4.2.   The TSA Chair highlighted that the TSA updated its sponsorship opportunities to a year-round program that provides sponsors with visibility and exposure throughout the year.

2.5.   The TSA Chair thanked the Executive team, and the TSA Staff.

3.   Approval of the 2022 Annual General Meeting Minutes

3.1.   The TSA Programming Director requested a verbal vote to approve the 2022 Annual General Meeting Minutes.

3.2.   There were none opposed to the approval of the 2022 AGM Meeting Minutes.

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3.3.   The audience unanimously moved to approve the minutes.

4.   2021 Financial Statements

4.1.   The TSA Treasurer Pamela Bruneau spoke about the 2022 Financial Highlights.

4.2.   Revenue

4.2.1.   It was explained that the largest portion of 2022 revenue was from membership dues and per capita funding.

4.2.2.   The TSA Treasurer shared that the TSA recuperated revenue levels from the pandemic due to ticket sales and the new year-round sponsorship program.

4.2.3.   It was announced that the TSA nearly met the sponsorship goal of $60,000 in 2022, ending the year with $55,000.

4.2.4.   It was explained that the TSA received two SPF (Special Project Funding) grants from the OAA to fund the Online learning Platform and Walking Tours initiatives.

4.2.4.1.   The Tours portion of this grant was spent in 2022.

4.2.4.2.   The Online learning Platform has been earmarked to be spent in 2023.

4.2.5.   The TSA also saw a modest revenue from direct donations, these are received when event attendees select a donation add-on when purchasing a ticket.

4.3.   Expenses

4.3.1.   The TSA Treasurer explained that the largest expense in 2022 was payroll costs. The TSA hired additional staff to manage all of the planned programming.

4.3.2.   It was stated that 2022 did not see much of a change in the professional & administrative fees, website, insurance, or general administrative costs from previous years.

4.3.3.   The TSA saw an expense from awarding scholarships to students at the University of Toronto and Toronto Metropolitan University in 2022.

4.3.4.   The TSA Treasurer highlighted the meeting costs, which were from the annual executive planning meeting, and the volunteer appreciation party.

4.3.5.   It was explained that another new expense the TSA saw was the cost of becoming members at the Center for Social Innovation coworking space.

4.3.5.1.   This office provides discounted prices for event spaces, which lowers programming costs.

4.4.   Payroll

4.4.1.   The TSA Treasurer broke down the payroll costs.

4.4.1.1.   The TSA Staff spent approximately 50% of their time on administrative tasks and 50% on programming.

4.5.   Net Assets

4.5.1.   The TSA Treasurer reviewed the TSA's net assets. These represent what is in the TSA bank accounts. They are composed of three different pots:

4.5.1.1.   Committed Funds

4.5.1.1.1.   Money that has been allocated to particular projects that haven't been completed.

4.5.1.2.   Operating Reserve

4.5.1.2.1.   Funds equivalent to about 1 year of the TSA's operating budget to ensure the TSA is able to meet its obligations and deliver programming should there be a sudden drop in income.

4.5.1.3.   General Reserve

4.5.1.3.1.   Surplus revenue from a particularly successful fundraising year. This is used to help fund unforeseen projects.

4.5.2.   The TSA Treasurer explained that in 2022 the TSA used a portion of its net assets for the completion of some committed fund projects. The TSA will see a much bigger dip in 2023 as there are several projects that will be completed.

4.5.3.　　The TSA Treasurer asked if there were any questions about the presentation.

4.5.4.　　There were no questions raised.

4.5.5.　　The TSA Programming Director asked if the audience will accept these records from the TSA Chair and the TSA Treasurer.

4.5.6.　　The audience accepted the records.

5.　Thank You To Our Volunteers

5.1.　　The TSA Secretary thanked all TSA Volunteers.

5.1.1.　　The TSA Secretary announced that there were 231 TSA Volunteers in 2022.

5.2.　　The TSA Secretary played a video which included names of all TSA Volunteers and sponsors.

5.3.　　The TSA Secretary thanked the outgoing TSA Chair Megan Torza with a gift from the TSA.

6.　Elections

6.1.　　The TSA Programming Director introduced the nominees for the 2023 election.

6.2.　　The Programming Director takes a verbal vote of those in favor and those opposed.

6.2.1.　　There were none opposed.

6.3.　　Ana-Francisca de le Mora and Barbora Vokac-Taylor were elected as TSA Chair and Vice Chair.

6.4.　　Varsha Kumar was reappointed as TSA Secretary for another year.

6.4.1.　　This is a non-voting officer position that is appointed by the officers and requires renewal every year. The Officers unanimously decided to reappoint her and Varsha accepted the position.

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7.   Looking ahead 2023-2025

7.1.   The new TSA Chair Ana-Francisca de la Mora provided an outline of the next three years.

7.2.   Governance

   7.2.1.   The TSA Chair spoke of the governance review that will take place.

      7.2.1.1.   The TSA will review its governance structure to make sure it is still meeting the size and scope of the organization.

         7.2.1.1.1.   The TSA will retain its successful aspects (social, friendly, accessible) while ensuring the structure provides long term sustainability and proper oversight.

         7.2.1.1.2.   The TSA will review and may update roles, succession paths and recruiting strategies.

         7.2.1.1.3.   The TSA Chair highlighted the goal of continuing to make the TSA a great place to volunteer and work.

   7.2.2.   The TSA Chair explained the goal to make full use of the experience of the TSA's members and its past leadership.

      7.2.2.1.   The TSA Chair set a goal to re-engage with the Advisory Board and Past Chairs.

      7.2.2.2.   The goal of ensuring the TSA leveraged the experience of its members in its programming and leadership was announced.

      7.2.2.3.   It was stated that there is a goal to move away from year-to-year plans to a more strategic 3-year plan that encompassed the full term of a Chair and Vice-Chair.

   7.2.3.   The TSA will also define its role / purposes in third-party bodies / partnerships

      7.2.3.1.   The TSA Chair stated that the TSA will evaluate existing participation in third-party bodies/partnerships to ensure it is aligned to the work and mandate of the TSA.

7.2.3.2.   The TSA will also establish criteria for future partnerships and appointments to third-party bodies, including reporting back to the Society and goals.

7.3.   Inclusion and Engagement

7.3.1.   Geographic Reach

7.3.1.1.   The TSA Chair stated that there will be more development of programming that is conscious of our full geographic extent.

7.3.1.2.   The TSA will increase its programming outside of the downtown core.

7.3.2.   Maintain (and grow) diversity of delivery formats

7.3.2.1.   The TSA will recognize the strengths of different event formats (In-person, virtual and hybrid).

7.3.2.2.   The TSA Chair also announced that there will be more opportunities to engage with the TSA on your own schedule (Live and On-Demand)

7.3.3.   Representative of TSA Membership

7.3.3.1.   The TSA will ensure its governing bodies (Executive and Advisory Board) provide more opportunities for participation, ensure succession, and are representative of the TSA membership as a whole.

7.3.3.2.   The TSA Chair stated that the TSA will make sure its programming addresses the full breadth of its membership's experience, from those starting out to those with decades of experience.

7.4.   Financial Sustainability

7.4.1.   Focus on Revenue

7.4.1.1.   The TSA Chair stated that the TSA will find new opportunities for revenue generation to support its programming and maintain its accessibility (ex. grants, on-demand education, etc.).

7.4.1.2.   The TSA will increase marketing efforts on two key revenue generating programs: lectures & tours

7.4.1.3.   The TSA now has a goal to further develop its fundraising program to become a dependable source of revenue instead of a year-to-year effort.

7.4.2.   Make the most of limited resources

7.4.2.1.   The TSA will periodically evaluate programs/initiatives and make adjustments to make sure it is meeting its goals and making the best use of limited resources.

8.   2023 Budget Highlights

8.1.   Projected Expenses

8.1.1.   The TSA Treasurer announced that the TSA will now see an increase in payroll costs due to the increased cost of living. The TSA will continue to be committed to offering its staff a 'Living Wage' based on data from the Ontario Living Wage Network.

8.1.2.   The TSA will have a similar projected service contract expense to 2022.

8.1.3.   The TSA Treasurer highlighted that there will be a significant increase in costs related to programming as the TSA completes long-standing projects noted previously in the presentation.

8.1.4.   The TSA had a similar group of expenses related to admin/overhead as in 2022, with a small increase considering growth in these expenses continues as our organization grows.

8.2. Projected Revenues + Withdrawals

8.2.1. The TSA Treasurer announced that in the past the TSA maintained very conservative budgets which resulted in large surpluses. The 2023 budget will be less conservative.

8.2.2. The TSA adjusted how it viewed the committed funds (as touched on previously), so the TSA plans to spend carried over from previous year's SPF/grants.

8.2.3. The TSA Treasurer highlighted that again in 2023, the bulk of its revenue is projected to come from membership dues and per capita funding - for a total of ~$152,000.

8.2.4. It was announced that the TSA also plans to host the TSA BASH again, together with other event ticketing there is a projected income of ~$40,000.

8.2.5. The TSA also saw a modest amount of funds from its bar sales. The total for this is projected to be ~$500 of income.

8.2.6. The TSA is maintaining the goal of $60,000 in sponsorship for 2023.

8.3. Withdrawal from net assets

8.3.1. The TSA was notified by the OAA that the TSA will be receiving SPF again to help fund its Walking Tours and Pride Initiatives - for a total of $20,500.

8.3.2. It was explained that the TSA also applied for a Community Services Recovery Fund grant in order to fund purchasing the equipment required for hybrid events, recorded building tours and recorded lectures.

8.3.3. The TSA Treasurer announced the intention to withdraw ~$66,000 from the TSA net assets in 2023. $38,000 coming from committed funds and $27,000 coming from the general reserve in order to fund the completion of long term projects.

8.4.   Sponsorship

        8.4.1.   The TSA asks that firms consider sponsoring the TSA so that it may continue to thrive.

9.   Questions From the Floor

9.1.   The TSA Programming Director asked if there were any questions from the audience.

9.2.   There were no questions from the live audience or the virtual audience.

10.   Adjournment

10.1.   Kurtis Chen motioned to adjourn the meeting, Jocelyn Squires seconded the motion.

10.2.   The meeting was adjourned at 8:02 PM.