

Area 2 Director Report – Sept. 2019 – Dec 31, 2019

Membership: Although loss of members due to age or ill health continues to be an on-going issue, Oakville and Toronto have had success in attracting new members. Oakville, in particular, has added 15 new members. This is mainly due to the popularity and visibility gained through their IWD Dinner which attracts 600 – 700 attendees. This reinforces that Zonta needs to get out in their communities and be seen as attractive to potential members. Membership in the e-club is suffering due in the most part to the change to the e-club format. They have made membership a priority. They are looking at ways to participate in their community and to have programs that will attract new members.

Margaret Geare has transferred from Brampton Caledon to the e-club. Margaret's level of expertise within Zonta should provide the e-club with greater stability. Margaret will be the e-club's chair of Z and Golden Z Clubs.

IWD – Oakville will hold their event on March 3rd. Representatives from all clubs in Area 2 will be attending. Brampton – Caledon is partnering with the City of Brampton on an event on March 8th.

Public Relations: This spring, I will be working with clubs in Area 2 to encourage them to upgrade their websites and Facebook pages. I want to encourage clubs to have their members "like" their own Facebook pages and those of other clubs like Oakville, who do a superb job of marketing their club.

I want to explore opportunities to participate with like minded organizations to enhance Zonta's visibility.

Advocacy: Both the e-club and Brampton-Caledon have members sitting on the Peel Human Trafficking Task Force. I will be meeting with Margaret Geare during the week of January 27th to discuss their roles and to learn more about the Task Force.

All of the clubs had some form of participation in 16 Days of Activism. We do need to coordinate events with the various cities to make sure that we can effectively maximize our efforts and visibility.

Policies/Procedures – Toronto has updated their Bylaws and Policies and Procedures manuals in keeping with Z1 and Canadian Law. Toronto has offered these to other clubs in Areas 1, 2

and 3. I will be in touch with the appropriate Area Directors to have them remind their clubs that these are available.

United Nations – We had 4 representatives attend the Zonta Day at the United Nations. It was a wonderful opportunity. The speakers, particularly Mr. Satya Tripathi, UN Assistant Secretary-General, were inspiring and opened up opportunities for Zonta and the League of Women Voters to work on strategies around Ethical Investing within Zonta clubs, Z1 and personally. I provided information immediately following our visit to the UN. I hope that we will be able to do this again next year – with more time to plan.

Spring Workshops – I would like to get information out to my clubs as soon as possible to ensure that we have good attendance.

Nita McCown

Area 2 Director