

Malvern Red & Black Society
Executive Committee
7:00 p.m., April 10, 2018
Archives Room, Malvern CI

Present: Evan Butchers (Chair), S. Burk, A. Ashby, J. Heighway, Vandra Masemann, D. Chadwick, R. Watson, R. Tennyson
Regrets: D. Fuller, I. Hubel, V. Tsorlinis, Volker Masemann
Guests: Shanta Nathwani, William Pace

1. Minutes of March 20, 2018 Meeting

Motion: That the Minutes of the March 20, 2018 meeting be accepted.
Moved by Adele Ashby, seconded by Vandra Masemann.
Carried.

2. Matters arising from the Minutes

Vandra Masemann reported as follows:

- **Commencement Arrangements**
Principal has advised that June Commencement ceremonies will be condensed due to heat in auditorium at that time of year. Awarding of awards/scholarships will carry on as before.
- **MRBS Mailbox in School Office**
Principal will try to organize MRBS mailbox with Nickie Lewis.
- **Sesquicentennial Plaque**
Evan had suggested that the installation of the plaque be a ceremonial event. Principal not against the idea, but advised that work order to install the plaque has already been issued to TDSB and don't yet have installation date. Vandra will discuss further with the Principal during their meeting scheduled for the morning of Wed., April 11th.
- **Missing Items from Archives Room**
The Doris McCarthy book has been located. Nickie Lewis has it in a secure location. The 1967 Book of Letters has not yet been found, but Vandra will search through archive boxes to try to locate it.
- **Gardens**
Volker Masemann and Joyce Heighway have volunteered to tend to the school gardens this spring, beginning on Wed., April 11th.

3. Announcements

- **"Music on Main" event** - Fri. April 20th, 7:30 p.m., at Calvary Baptist Church. Featuring East York Concert Band and Larry Bond Elegant Jazz Duo. Tickets \$15. each, available from Evan Butchers.
- **Spring Fling Craft and Foodie Affair** – Sat. April 28th, 9:30 a.m. to 3:30 p.m., at Dawes Road Legion Hall (south of Danforth Ave.) One-half of all proceeds will go to the Malvern Music Program.
- **Malvern Annual Music Night** – Tues. May 2nd, 7:00 p.m. (Junior bands) and Wed. May 3rd, 7:00 p.m. (Senior bands) \$10.00 at the door.
- **Boardwalk Ball Fundraiser** – Sat. June 2nd at the Balmy Beach Club.

4. Ideas/Suggestions for Improving Member Communications via MRBS Website and Facebook – Guest Subject Matter Expert: Shanta R. Nathwani

Shanta Nathwani, an '80s alumna, is a Web Design and Informatin Architecture Consultant and a professor at Sheridan College in Oakville. Shanta discussed various issues related to the three components of MRBS's web "presence", i.e. Facebook, Website and Twitter.

Facebook

- currently Facebook is the main platform for engagement with MRBS members
- there are currently 2 entities: MRBS Facebook "group" and MRBS Facebook "page". The Facebook group is less modern, but has the most contact. The Facebook page is more modern, the website automatically posts to the Facebook page.
- goal should be to get Facebook visitors to go to MRBS website. Shanta recommended that the Facebook group be shut down and moved to the Facebook page, as the page provides us with analytics such as how many people visited, the number of posts and "likes" and because the website posts automatically to the page.

Website

- should be updated every 3-4 years, but hasn't been updated in 10 years
- doesn't currently contain much except minutes of MRBS meetings
- need to redesign website to make it more current/appealing
- postings to the website should automatically populate the Facebook page and Twitter
- content should be "chunks" that are copied, pasted and published
- redesign should include a page/links for members to make donations online, eg, Canada Helps. Also, a link to scanned copies of *Musings*.
- redesign/enhancements should include "plug-ins" for functionality (e.g. Adobe products for viewing pdf's and to enable audio video playback, streaming, etc.)
- need to choose a new "theme" to change the look and feel of the website. Current theme is WordPress Yoko. (In case you're wondering, a theme dictates the look and style of the website. The theme is made up of a range of things, such as font types and sizes, colour scheme and other areas that affect the aesthetics of the site. Your theme helps to reflect your identity through your site and helps to improve your customers' experience.)
- WordPress Repository doesn't cost anything, but is looked at by WordPress, which is a plus.

Twitter

- not as much of a priority and was not discussed due to time constraints.

Discussion took place with respect to who should be involved in updating website, e.g., a student volunteer or hire a professional (Al Schwartz?). Shanta offered to assist by providing guidance/advice.

Motion: That a Web Committee be struck to review our web presence and improve communication with our members. Committee will determine where we want to go and scope of project.

Moved by Vandra Masemann, seconded by Sandra Burk.
Carried.

5. Application for Charitable Tax Status – Guest Subject: William Pace

William Pace, Class of '88, experienced in the Not-For-Profit/Charitable sector, fundraising, Community Relations and Board Governance, was introduced. Vandra Masemann provided an overview/background of OMF/MRBS history and advised that both are considered to be "non-profit associations loosely associated with the school". William advised that a non-profit is distinct from a charity. Also, an arms-length foundation is desirable as it provides legal protection, so that the organization that is being fundraised for is not liable. It was clarified that MRBS wishes to fundraise and issue tax receipts, so the aim is to be considered a registered charity. In order to do this, MRBS may have to obtain an Ontario Business number. William will provide a list of points to consider, names of lawyers who handle charitable organization business, etc.

Motion: That a Charitable Status Committee be struck to be responsible for MRBS applying for charitable tax status. Committee members to be E. Butchers, B. Watson, Volker Masemann.

Moved by Vandra Masemann, seconded by Adele Ashby.
Carried.

6. President's Report – Evan Butchers

The President reported that he has spoken with some of his contacts in order to arrange for ads/funding to support a mailing of *Musings*. Dianne suggested that a notice be sent out before June to members who currently receive *Musings* via regular Canada Post encouraging them to switch to email, if possible, and notifying them that unless we hear back from them by a specific date that they wish to continue receiving hard/paper copies of *Musings*, mailing will be discontinued. Discussion took place with respect to who will be responsible for producing the next issue of *Musings* (Evan and Sandra, with advice and assistance from others) and what the content should be (less text, more photos, spotlight archival items, 8 advertising cards/one page).

7. Vice President's Report – Sandra Burk

- Nothing to report.

8. Communications Reports:

Vandra Masemann - mail

- Vandra advised that no mail was received. Cheque not yet received from person requesting copies of Muses.

Bob Watson – email, phone

- 1 phone call offering to donate a 1972 Muse.
- 1940s – 2 email requests for copies of old Muses.
- 1960s – 0 calls/emails.
- Red and Black – 5 emails received, including a year book request, photo request, 1 web registration.

Dianne (Renwick) Chadwick – database

- Dianne had no report, but will update the database and send to Evan and Vandra.

David Fuller – website, Facebook

- No report in David's absence.

Motion: That the Communication reports be received.

Moved by Evan Butchers, seconded by Vandra Masemann.
Carried.

9. Treasurer's Report – Bob Watson

- Bob reported the remaining bank balance of \$2,215.04. This figure does not reflect the Blue Host invoice or reimbursement to D. Halliday for archival supplies.

10. Report on OMF

- Vandra Masemann reported that at the last OMF meeting remaining funds were disbursed. MRBS received cheque for \$1,000. OMF will be inactive for the time being.

11. Archives Committee Report

- Vandra Masemann's previously-distributed draft Memorandum re: attaching archives to Malvern History Department has been amended and will be submitted to the school.

12. Other/New Business

- Vandra advised that as plaques on back of auditorium seats are not advisable/possible, names of donors will instead be on a plaque that will be posted on the wall in the auditorium.
- Vandra and Volker offered to host the July meeting/BBQ at their home. July 9th is the proposed date, Board members requested to advise as to availability on this date.

13. Next Meeting Date

- **Next meeting will be on Tuesday, May 8, 2018, 7:00 p.m., MCI Archives Room.** (Reminder: MRBS meeting dates were changed to the second Tuesday of every month. Archives Committee meets the 2nd and 4th Wednesday of each month.)

14. Motion to Adjourn

Moved by Adele. The meeting ended at 8:50 p.m.