

MRBS Meeting Minutes

Tuesday, January 11, 2022, 7:00 p.m.

Virtual meeting via Zoom

Present: Randy Deffett (Chair), Ila Vaculik, Bob Watson, David Fuller, Paul Warner, Dianne Renwick, Rod Tennyson

Regrets: Sandra Burk, Vandra Masemann, Ken Scullion, Tim Daciuk, Donna Halliday, Lois Maxwell, Volker Masemann

Order of Business:

1. Call to Order – at 7:08pm
2. Approval of December 14, 2021 meeting Minutes (motion to approve: present by Randy, seconded by Bob- carried).
3. Announcements- Randy
 - a. **TO DO** Meet David & Ken Scullion Jan. 13 to discuss online donations.
 - b. **TO DO** Website Project- January 18 meet with David & Paul to discuss
 - c. We will forward 2020 Meeting Minutes to Randy, to post on website.
 - d. We all wish Paula Warder a speedy recovery and good health.
4. President's Report – Randy
 - a. 2022 Priorities- Goals will guide us to specific actions. Rod shared his goals to all. It will help us with next draft. Discussed Randy's 1st draft:
 - Revenues: To show financial stability, keep Net account balance = \$1,000 to \$2,000 (good improvement).
 - Membership: Increase registered membership by 200+. How? Get Face Book subscribers to register. Balance membership with more Class 1980 and younger (they may offer technical & financial skills).
 - Improved Website Experience: Increase visits by 25%; Needed to drive Face Book traffic to the website. More site visits may improve impulse Malvern Wear buying and donations.
 - Database Consolidation (to single source): Automate database updates to reduce manual labour & make better use of volunteers' time. This is **NOT** a reflection of anybody's efforts to-date.
 - David: We would utilize a stand-alone email service, Mail Chimp (M/C). M/C allows automatic updates of database, tools to easily segment database to target future email, it can be used to mass email Musings (first 3,000 email no charge).
 - **Important** (David):
 - It will be straight forward for Dianne to manage database.
 - For privacy protection, do not dump database into M/C & assign limited access to M/C & assign database roles.
 - Dianne: Database is on one spreadsheet with separate pages. It is not onerous to manage, but is open to improvements.
 - Website Postings Weekly: Need to keep content fresh, to drive traffic to the website, but need our decade coordinators (D/C) to share the work. We have not asked D/C for specific tasks, up to now. Robert & David do a lot already and are Decade Coordinators. I acknowledge & thank them greatly for their efforts; others need to share this new work.

- Due to past issues of posting on website, we are best to have D/C forward new material to a 'gatekeeper'. The Gatekeeper would do actual posting.
- b. **TO DO** (Randy) Redraft 2022 Priorities; distribute prior to next meeting.

5. Communications Reports

- a. Postal Mail- no report; Vandra absent.
- b. Email (Bob) – 6 received:
 - i. 4 Malvern Wear (forwarded to David & Vandra)
 - ii. 1 Cenotaph (forwarded to David)
 - iii. 1 Go Fund Me Campaign request (see below)
- c. Database- (Dianne) Nothing new to report
- d. Website (David)- Paul will post updates received from Randy.
- e. Facebook (Randy): Vandra, Sandra & Randy consulted; Vandra responded to Malvernite, to decline request to post notice of Go Fund Me campaign. We wished them the best in their efforts.

6. Treasurer's Report – Bob Watson

- a. Book balance= \$8,285.21: bank balance= \$8,385.21; \$100 uncashed cheque is now stale-dated.
- b. Expense claim= \$854.94 to be paid to Volker (Malvern Wear postage, ink cartridge, packaging, labels)
- c. Jacquie Martin (as of meeting date) had not sent us final invoice.
- d. Change of Signing Officers- On Jan. 22 Randy completed bank letter, on MRBS letterhead. This & 2021 AGM Minutes sent to Robert.
- e. **TO DO:** (Robert) Arranging with TD Bank for completion of signing officer paperwork.
 - Motion to Approve: presented by Robert/David seconded. Carried.

7. Archives- No Report (Vandra absent)

8. Projects

- a. Malvern Wear (David)- Lots of hats in inventory with Jacquie Martin. She will only invoice us as orders are received. Rod: "What will be the final estimated profit of Malvern Wear Shop (2021)?" David: estimate= \$600 to \$700 net profit. Robert: Final accounting is still to come.
- b. Website (David)-
 - i. **TO DO:** David, Randy and Ken Scullion meeting Thursday Jan. 13th to discuss OMF & MRBS online donations.
- c. Cenotaph (David)- Veterans Canada is updating their website; asked us to update story of the cenotaph. TDSB Facilities Manager (Glenn) turned down roller system completely. David asked for a meeting to explain why. Cenotaph renovations could be completed by anniversary; the challenge is fund-raising. Corporate sponsorship is best hope.
 - i. **MOTION: To reactivate the Standing Cenotaph Committee** and to get the Cenotaph Centennial Project going. David would be Chair. Motion: made by David/seconded by Randy. Carried.
 - ii. **TO DO:** (Vandra) is asking for an event for May 2022 100th anniversary of Cenotaph Dedication. It could be virtual.
- d. Big Book (David)- wants to scan photos; need professional restoration. Will apply, again, for funding.
- e. Charter & Code of Conduct Amendments:

- i. MOTION to approve amendments in Agenda (see below).
Motion: presented by Randy/ second by David. Carried.

a. Other Business

f. Proposal: 'Illustrious Malvernites'

We discussed further from AGM & Dec. 14 meeting:

- i. **TO DO** (Randy)- time frame (Spring 2022) write proposal for discussion with group.
- ii. **TO DO** (Randy)- Read up on Sandy Kasken's work on MCI website. Introduce myself at sandy.kaskens@tdsb.on.ca.
- iii. Principal (Sandy Kaskens): When conditions are safe, she has invited Vandra to MCI to discuss idea. Randy asked to attend.
- iv. Vandra: MCI Principal, Sandy Kaskens, wants to do a lot more to remind present-day Malvernites of our history.
- v. Archives Committee has worked on this for nearly 20 years & can be a vital resource to the school.
- vi. Idea (Randy): Annual dedication event to honour past Malvernites; honourees elected & MRBS could be involved.
- vii. We should have Sandy & TDSB take the lead with this.
- viii. Idea (David): Project we would create list of Malvernites to write biographies of and find volunteers to write the biographies, to be posted on website.
- ix. Idea #2 (David): integrate this project work with senior MCI English and History students' biographies and history (we could share archival material).

9. Motion to adjourn by Randy 8:44pm. Carried.

10. Next Meeting - Tuesday, Feb. 8, 2022, 7:00 p.m. via Zoom (David to arrange)

Charter and Code of Conduct Amendments Proposed (December 14, 2021)

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| <ol style="list-style-type: none">1. Charter Page 2 (5B Administrative Goals): remove the word 'edit' so item #4 reads, "We reserve the right to control, edit, reject, or delete any material posted..."2. Charter Page 17 (Annual Election Procedures) 2nd paragraph amend sentence to read: "As the budget allows, mass email to the Membership-At-Large and/or post on the MRBS website or other social media sites, by September 1st October 15th each year to announce a Call for Nominations and will include the names of Malvernites who have already agreed to stand."3. Code of Conduct (Item #1 Approval) remove the word 'edit' so 2nd last sentence will read, "We reserve the right to remove and/or edit content." |
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