

MRBS Executive Meeting Minutes

Tuesday February 8, 2022, 7:00 p.m.

Virtual meeting via Zoom

Present: Randy Deffett (Chair), Sandra Burk, Vandra Masemann, Bob Watson, David Fuller, Paul Warner, Rod Tennyson

Regrets: Dianne Renwick, Ila Vaculik, Lois Maxwell, Ken Scullion, Tim Daciuk, Donna Halliday, Volker Masemann

Order of Business:

1. Call to Order – at 7:12pm
2. February 8th Agenda approved.
 - a. Motion: Randy, seconded by Vandra. Carried.
3. January 11, 2022 Meeting Minutes approved with amendment: Vandra will forward 2020 Executive Minutes for posting on site.
 - a. **TO DO:** Vandra to forward 2020 Minutes.
 - b. Motion: Randy/Robert. Carried.
4. Announcements
 - a. Vandra- Great news, Paula Warder left hospital last week and is staying with her sister to convalesce.
5. President's Report – Randy
 - a. Randy, Ken Scullion & David Fuller Jan. 13 discussed online donations on MRBS & OMF websites. We agreed on donor options. 4% CanadaHelps fee is worth the cost.
 - b. Jan. 18 website project discussion with David & Paul Warner answered my concerns & we gained agreement toward a fully focused plan.
 - c. **TO DO** (Randy) not done yet: No Illustrious Malvernite proposal. No contact yet to Principal, Sandy Kaskens.
 - d. 2022 Goals discussion:

What Do Alumni Want? We need to understand. How do decades vary?

TO DO (Randy): Draft survey of members & non-members & request to share with their networks. Post on website, post invitation on Face Book (FB) with link to site. Our goal is to attract younger new members. We need to get the most out of technology we do have now; later we may be able to explore Instagram or Snapchat. Postal only members we would send survey bundled with next mailing.

Revenues Timing- end of 2022. What is an attainable goal for a surplus book balance? We need to assess; \$500 to \$1,000 seems feasible, based on MRBS history.

TO DO (Randy): assess a projected expense budget, from past years.

Membership: Increase by 200 registrations, with increases from 1980 Class and younger. We do not know how many FB subscribers have registered. All goals are inter-related. We must advertise what we have achieved, to answer, “what is it we can do that provides a service to you?”. With FB we provide what subscribers love: tapping into their memories, so let’s advertise the good we have provided for them.

Connections with the MCI Community- I emphasized our continuing to enhance our value to the school, since we have been doing so since 2003. Sandy Kaskens has invited Donna Halliday to MCI to help with Past Principals' project.

TO DO (Vandra): When the Archives committee can re-enter MCI, Vandra will introduce Randy to Sandy Kaskens.

TO DO (Randy): Revise 2022 Goals & share ahead of next meeting, for feedback.

1. Communications Reports

- a. Postal Mail- Vandra; 2 letters for OMF received.
- b. Email (Bob) – nothing in the past month.
- c. Database- (Paul):
 - a. Website registrations sent to Dianne to check who are new members. Estimate= 14. New registration page requires complete information to be provided for registration.
 - b. Website updates are current. Vandra to send Paul 2020 Executive Meeting Minutes.
- d. Website (David)-
 - a. **TO DO** (David)- next meeting present 'Wire Frame', a sketch of the site organization, from which we can apply a new Theme appealing to all alumni years, & responsive to I-Pad and Smart Phones.
- e. Facebook (Sandra): We have 959 subscribers on FB Group + FB Page. Most popular post has been about Miss Dymott's typing class.
- f. Ensnuing Discussions from Database & Website Reports:
 - a. Mail Chimp (MC) (database (DB)): DB does not have to be 'live' on MC; we can download information from DB to MC for email programming. David: Recommends that Dianne manage DB and download spreadsheet to MC. Paul: website member registrations can automatically download to a Word Press form & we export spreadsheet to DB. **Key: No manual entry of registrations into DB required.**
 - b. 1211 members who have not given express consent:
 - i. 1211 registrations date back to 2003 Reunion & never responded to our 2014 contact request for express consent to include them on our email list.
 - ii. **TO DO** (Randy): Draft a request for them to provide express consent, a one-time email request that promotes the good we have done for members. They remain 'inactive' until we receive express consent.
 - c. Members with Email & Name Only: Remain in general category (no decade emails) until we have the opportunity to collect details. No present plans for outreach.
 - d. 433 Postal Mail Only Members: They are important members. We will find funding to maintain regular postal mailings. For these 433 who use email regularly, we need to encourage them to be on our email list

6. Treasurer's Report – Bob Watson

- a. Book balance= \$1,757.63; bank balance= \$1,857.63; \$100 uncashed MRBS Award is stale-dated. **TO DO** (Vandra): will contact MCI to connect with student recipient.

- b. We received & paid Jacquie Martin invoice for Malvern Wear. What is owed is for ball caps that Jacquie is holding in inventory until we get orders.
 - c. Robert will summarize final Malvern Wear results.
 - d. Change of Signing Officers- Bank says we can change electronically.
 - e. **TO DO:** (Randy & Sandra): Randy will send Sandra documents. Sandra will visit bank to provide to them & request signing officer changes be made.
- Motion: Robert/Sandra. Carried.

7. Archives- Vandra

- a. Sandy Kaskens invited Donna to give her a tour of the Archives.
- b. Archives Committee is welcome back into MCI by Sandy once MCI re-opens.

8. Projects

- a. Malvern Wear (David & Vandra)-
 - i. We have started to get new orders (2 items). We should start again to vigorously promote sales, in particular, hats.
- b. Website (David)- covered earlier in agenda.
- c. Cenotaph (David)-
 - i. **TO DO** (David): We should approach MCI Principal & Trustee to get meeting with TDSB Facilities Manager about rejected roller system. People get tired of our asking for funding when the Cenotaph has been getting vandalized.
 - ii. **TO DO:** (Vandra) Approach Principal regarding a virtual event to honour the 2022 Cenotaph Centennial.
 - iii. We should encourage MCI students to organize the event since they already have a student committee to honour soldiers.
- d. Future Idea: Illustrious Malvernites: MCI upper class contribute written biographies.
- e. Future Idea: Open Archives by appointment/invitation for alumni to visit & tour our Archives Collection, when MCI reopens & we are 'back to normal'.

1. Other Business- None

9. Motion to adjourn by Randy 8:50pm. Carried.

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