

MRBS Executive Meeting Minutes

Tuesday May 10, 2022, 7:00 p.m.

Virtual meeting via Zoom

Present: Randy Deffett (Chair), Sandra Burk, Robert Watson, Vandra Masemann, David Fuller, Dianne Renwick, Tim Daciuk, Rod Tennyson

Regrets: Darija Dias, Lois Maxwell, Ken Scullion, Donna Halliday, Volker Masemann, Ila Vaculik, Paul Warner

Order of Business:

1. Call to Order – at 7:07pm
2. May 14th Agenda approved.
3. April 14, 2022 Meeting Minutes approved. Motion: Randy Deffett/David Fuller. Carried.
4. Matters Arising from April 14 Minutes (**To Do** Items carried over)
 - a. Robert Watson- MCI student, Shannon Halliday has not responded to us about painting Archives Room door (design choice made?).
 - b. Randy to present to Robert a tentative operating & special projects budget.
 - c. Vandra Masemann& Ken Scullion to provide approved 2020 Meeting Minutes.
 - d. Sandy Kaskens to provide fundraising project name for MCI refurbishments.
 - e. Darija Dias has gained Facebook Group administrative access.
5. Announcements- Vandra
Tribute to David Barr in Guelph, his brother Gord Barr was appreciative of MRBS remarks in the ceremony. Gord agreed to include article in our Fall Musings.
6. President's Report – Alumni Survey Highlights (Randy)
 - a. Average time to complete survey= 3.5 minutes.
 - b. **To Do**- Randy to share survey summary with Sandy Kaskens.
 - c. **To Do**- Randy Action items to address what people are telling us they want.
 - d. 97 respondents requested survey results- it has been sent out.
 - e. 52% response confirms our relevance (35-40% is normal for alumni groups).
 - f. High interest in alumni news & social events- people interested in getting together.
 - g. **To Do** MRBS has to deliver on what people want. Nostalgia is important.
 - h. Cenotaph & Malvern Wear- we need to assess future time that we invest.
 - i. Net Promoter Score= -17.9% will improve as our activity increases; we make a difference in people's lives.
 - j. 9.1% participation of active MCI students is good for future- 2X higher than normal student survey participation.
 - k. Email survey, with future postal mail survey 1950s & 1940s participation will grow.
 - l. Email, quarterly & monthly frequency preferences encourages mass email.
 - m. **To Do** Consider monthly newsletter (1 page). 2X/year newsletter just postal mailing.
 - n. 48% of alumni live in Beach/Toronto- allows more attendance to physical events
6. Communications Reports
 - a. Postal Mail- (Vandra) none
 - b. Email- (Robert) none

- c. Database- (Dianne Renwick)
 - a. **To Do** Memorial Page- Send deceased list Dianne has to Paul Warner who is designing website page & integrating with online obituaries.
 - b. **To Do** Mail Chimp- send to David Fuller DB that Tim Daciuk used for Alumni Survey mass email (to populate MRBS account Mail Chimp), after Dianne has cleaned up DB: removed hard bounces & unsubscribes;
 - c. **To Do:** Alumni survey 97 respondents requested to be added as members (Tim sent to Dianne). Check if they are presently members (if not, will add).
- d. Website (David)- Posted approved March Minutes, survey results & cenotaph invite.
 - a. **To Do** Paul to post link on website to connect to MCI monthly newsletter.
- e. Facebook & Instagram (Sandra):
 - a. 990 FB Group & about 335 FB Page & 25 Instagram subscribers.
 - b. **To Do** Randy ask Sandy Kaskens permission to post link to MCI newsletter.
 - c. **To Do** David & Paul- program auto posting from Website onto FB Page.

Treasurer's Report – Bob Watson

- a. Book & Bank balance = \$1,590.87; nothing outstanding.
 - b. CanadaHelps has 2 donations outstanding that are owed to MRBS:
 - a. \$96.00 from Gord P.
 - b. \$24.00 from Sandra Faulkner Bodfish.
 - c. E-transfer = \$100 accepted by Fabienne De Cartier (MRBS scholarship).
 - d. Change of Signing Officers- Robert, Sandra, Vandra & Randy to meet TD Bank Thurs. May 12 to complete documents.
- Motion: Robert/Randy. Carried.

7. Archives- (Vandra) Nothing to Report

8. Projects

- a. May 24th Cenotaph Centennial Ceremony
 - i. Beach Metro News will publish article & report at event.
 - ii. David is MCI media liaison.
 - iii. MRBS provided recommended event program to school.
 - iv. **To Do** Send MRBS Cenotaph Invite by mass email on Tim's Mail Chimp account May 15th.
 - v. **To Do** May 19 Vandra will inform Principal of RSVPs received by us.
 - vi. Need volunteers to fix up Gardens- request posted on FB Group.
- b. Cenotaph Restoration- no report this month
- c. Outreach for Express Consent (Randy)
 - i. Contact 1,211-member 'no consent' DB.
 - ii. **To Do** (Randy) send out Alumni survey with message:
 - 1. Explanation that we are contacting past & present members;
 - 2. "It has been awhile since we heard from you".
 - 3. Include our achievements;
 - 4. Offer choice to unsubscribe.
 - 5. Do not direct people to other site nor ask for express consent.
 - iii. **To Do** (Randy) Send to David 'no consent' DB. David will send mass email on MRBS Mail Chimp account.
 - iv. Dianne will be inclusive & keep them on member list. Will update DB to remove unsubscribes and separate out Hard Bounces.
- d. Website Design Project (David) No report

- e. Commencement Ceremony (Randy)
 - i. **To Do** Darija is creating Commencement brochure, using her design skills to modernize the look. Getting Executive feedback.
 - ii. Vandra provided for reference, brochure from 2000s- no need to reinvent the wheel.
- f. Fall Musings
 - i. Includes postal mailing.
 - ii. Start thinking about article content now (no August MRBS meeting).
 - iii. Editors: Vandra & Sandra.
 - iv. Possible content: Postal mail survey to complete, email survey insights, Commencement, MCI refurbishments.

9. Other Business (Vandra)

OMF Monies for MRBS

- I. Minimum = \$675 in OMF account that is due to MRBS.
- II. Needs to be released to MRBS by OMF June meeting.
- III. MRBS will direct monies to where donor indicated; not earmarked for Malvern Wear, monies owed to David and Vandra.
- IV. This money critical if we expect to fund a Fall Musings postal mailing.

10. Closing of Meeting 8:53pm.

11. Next meeting: Tuesday June 14, 2022 7:00pm (Zoom Meeting).