

MRBS Executive Meeting Minutes

Tuesday June 14, 2022 7:00 p.m.

Virtual meeting via Zoom

Present: Randy Deffett (Chair), Robert Watson, Vandra Masemann, David Fuller, Darija Dias, Rod Tennyson

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

Order of Business:

1. Call to Order –7:07pm
2. June 14 Agenda approved.
3. May 10, 2022 Meeting Minutes approved. Motion: Randy Deffett/David Fuller. Carried.
4. Matters Arising from May 10 Minutes
 - To Do** Items carried over- not complete yet
 - a. Randy to present to Robert Watson tentative operating & projects budget.
 - b. Ken Scullion to provide approved 2020 Meeting Minutes.
 - c. Randy to ask permission to link MCI monthly newsletter on our social media.
 - To Do** items now completed:
 - d. Randy shared Alumni Survey Results with Sandy Kaskens, MCI principal.
 - e. Sandy & Vandra met in-person; discussed MCI hallway refurbishments.
 - i. MCI has already spent \$6,000 to \$8,000 for refurbishments.
 - ii. **To Do (David)** Complete online donation icon on website prominent & easy to use, includes option to choose helping with refurbishment.
 - iii. Suggested to Sandy to consider including MRBS archival materials in refurbishments posted in ongoing hallway project.
5. Announcements- none
6. President's Report – Randy
 - a. Survey- What Priorities Should We Adjust (from what people just told us)?
 - To Do (Randy)** Work through plans on how to make these new priorities a reality.
 - i. 2X/year postal Musings and 4X per year email Musings. Rejected monthly newsletter. This is separate from targeted messages.
 - ii. Targeted Mass Emails to Groups (1X per year each), distinct from Musings:
 1. 1903-1969 Decades (42% of email survey respondents)
 2. 1970s-1980s (29.4%)
 3. 1990s-2022 + active MCI students, teachers & community (22%)
 - iii. Illustrious Malvernites Annual Event
 1. Need to present to Sandy Kaskens- MCI will be the driving force.
 2. Modelled on Canada's Walk of Fame
 3. An annual event to honour selected MCI alumni.
 4. Can include MCI Senior students writing alumni biographies.
 5. Honour Roll in MCI hallway.
 - iv. Social Activities (48% of alumni live locally)

1. Archive Room Visits by appointment- Sandy agrees to open school access come this Autumn. Not restricted to set days.
 2. 2 in-person events/year, separate from school events. Ideas:
 - a. 1X per year Seniors Tea at MCI;
 - b. 1X per year Concert Series (a & b suggested by Rod);
 - c. In-person AGM; Balmy Beach Club cost= \$300 with sponsor.
 - v. Revenue Growth
 1. Malvern Wear- Sell year-round but promote 2X per year (pre-summer and pre-winter). Advertise in postal *Musings*.
 2. Social Media- drive visitor traffic to the website to maximize impulse donations on our online donation icon (prominent & easy to use).
 - vi. Membership Growth- Email Bounce backs. Find current email address so we do not lose them as members (as much as possible).
- b. MRBS Logo
- i. Randy proposed 2 logos. Feedback: More than one logo confuses people.
 - ii. Darija's modern design of Knight on horse with leaves cluster/coat of arms and MRBS wording on black background was favourably discussed.
 - iii. This logo, as approved by Randy, is used in printed Commencement brochure to be distributed to 2022 & 2023 graduation classes.
 - iv. Question to consider: what would we want as a trademark if we were going to register one?
 - v. **Motion:**
 1. Step #1- Approve MRBS logo concept designed by Darija Dias that incorporates a knight on horse with black background & Malvern Red & Black Society text (copy attached).
 2. Step #2- Work out iterations of this logo with changes used in various situations. When complete, we can formally approve this official logo.
 - vi. **Motion by Randy/ David Fuller seconded. Unanimously approved.**
 - vi. **To Do (Randy):** Start working out iterations of logo. Time frame: 2023

6. Communications Reports

- a. Postal Mail- (Vandra)
 1. Ann McCullough- donation & news clippings about Clayton Johnson.
 2. Norma Wolfenden- change of address.
- b. Email- (Robert)
 1. 8 emails received: 7 were RSVP to Cenotaph Centennial.
- c. Database- (Vandra)
 1. Dianne & Donna making great strides. Material collected is almost ready.
- d. Website (Paul Warner)- In Memoriam Page
 1. Set-up is in-progress: 800 entries to include.
 2. Listing A-Z (has completed A-C & U-Z) with separate listings under maiden & married name (if applicable).
 3. Will not slow down or crash our MRBS website.
 4. Will include links to online obituaries.
 5. Once live, we will remove deceased members from Public Member List; direct visitors to this new Page.
- e. Facebook & Instagram (Darija):
 1. Contest- 1,000 FB Group Subscribers
 - i. We are close to our 1,000th FB Group subscriber. We will celebrate!
 - ii. **To Do (Darija)** Once we hit this mark, Darija will post contest.

- iii. How to participate? Provide a positive short story about what MCI meant, a funny story, what teacher made a difference to you, etc.
 - iv. Participants consent to our posting story on our social media platforms.
 - v. Contest open for 2 weeks.
 - vi. One winner- will be awarded a MRBS ball cap, selected by random draw from submissions.
 - vii. We will also promote Malvern Wear for purchase.
 - viii. Darija will post story on our social media each week: ('Thoughtful Thursday').
2. **To Do (David & Paul)**- Paul does not have admin access to FB Page, to program auto post of website postings to FB Page. Figure out how to do.

Treasurer's Report – Bob Watson

- a. Bank balance = \$1,588.92; Book balance= \$1,380.12
 - b. Money owed to MRBS= \$692 (to be paid to us the next day).
 - c. Money MRBS owes:
 - a. \$208.80 Darija- commencement brochure printing. Cheque is in mail.
 - b. \$329.75 to Vandra (we approved sending her payment).
 - c. Amount to be confirmed- Vandra paid for Blue Host domain.
 - d. \$259.10 to David for Blue Hosting extension.
 - e. \$308 to Mountain View for 22 ball caps we have in-stock- no due date.
 - f. \$336 Ball Caps held in-stock at Mountain View. Due when delivered.
 - d. **MOTION:** To approve 2022 MRBS Award= \$100 to graduate. Motion: by Randy/seconded Vandra. Carried.
 - e. **To Do (Randy)** To cover Musings postal mailing cost, submit funding request to OMF for 450 postal copies.
- Motion to accept Treasurer's Report: Robert/Vandra. Carried.

7. Archives- (Vandra) Reported earlier in meeting #4 'Business Arising'.

8. Projects

- a. Commencement Ceremony at Guild Inn Estate June 29th. Commencement brochures have been delivered to Nickie Lewis at MCI for graduate packages.
- b. Memorial Page- reported in #6 'Communications Reports'.
- c. Outreach for Express Consent (Randy)
 - i. Mass email to 'no permission' database.
 - ii. **Priority please: High** so we can add survey respondents to September Musings email list. We are taking August vacation.
 - iii. Randy has delivered to David database and email message.
 - iv. **To Do (David)** send out Alumni survey with message:
 - 1. Attach alumni survey link to message.
 - 2. Activate 'unsubscribe' link in message.
 - 3. Launch on MRBS Mail Chimp account.
 - 4. Time Limit for survey: 2-3 weeks
 - 5. Provide follow-up Reports.
- d. Cenotaph Restoration- David
 - i. David will set up meeting with MCI principal, TDSB Facilities & him.
- e. Website Design Project (David)- no report this month
- f. Fall Musings (Vandra & Sandra)
 - i. To be distributed during September- postal and email versions.

- ii. **Deadline for content submissions July 31st** (taking August vacation).
- iii. Proposed content:
 - 1. Table of Contents
 - 2. Listing of Officers
 - 3. President's Report- to include promoting AGM
 - 4. Introduction to OMF
 - 5. Promotion of Malvern Wear
 - 6. Email version only: Alumni survey results
 - 7. Rod: promote social events to find out interest for 1950's & 1960's Reunion (email response to Rod Tennyson directly).
 - 8. **To Do (Randy)** write new, short postal survey, 1-page. We will decide whether to include.
- iv. Email Musings content to be posted on website. Mass email, FB Group & Page, Instagram post link to website (full content not in mass email).

9. Other Business- none

10. Meeting closed 9:00pm

11. Next meeting: Tuesday July 12, 2022 7:00pm (Zoom Meeting).