

MRBS Executive Meeting Minutes

Tuesday July 12, 2022 7:00 p.m.

Virtual meeting via Zoom

Present: Randy Deffett (Chair), Sandra Burk, Robert Watson, Vandra Masemann, Dianne Renwick, Tim Daciuk, Ila Vaculik

Regrets: David Fuller, Darija Dias, Lois Maxwell, Ken Scullion, Donna Halliday, Volker Masemann, Rod Tennyson

Order of Business:

1. Call to Order 7:18pm
2. July 12, 2022 Agenda approved.
3. June 14, 2022 Meeting Minutes approved. Motion: Randy/Robert. Carried.
4. Matters Arising from June 14 Minutes
 - To Do** Items carried over- not complete
 - a. **Randy** to present to Robert tentative operating & projects budget.
 - b. **Randy** authorized to post 2020 Meeting Minutes on website.
 - c. **Randy** to ask permission to link MCI monthly newsletter on our social media.
5. Announcements- none
6. President's Report – Randy
 - a. Commencement- MRBS Award winner, Zoe Reichert was also Class Valedictorian, top overall average and a few other awards- a very deserving MRBS award winner! Randy will provide commencement program to MCI Archives.
 - b. Fall postal Musings
 - i. **To Do (Randy)** Preparing budget to submit funding request to OMF. Initial budget estimate will approximate \$1,000.
 - ii. **To Do (David)** Fall Musings is a huge fundraising opportunity we cannot miss. Online donations icon must be operational on website for the launch (even if other website modernization is not ready by then).
 - b. Annual General Meeting- will be on Zoom; cannot afford costs of in-person event.
6. Communications Reports
 - a. Postal Mail- (Vandra)- nothing to report
 - b. Email- (Robert)- 2 emails received and replied to.
 - c. Database- (Dianne)
 - To Do (Dianne & Donna)** Next steps for database from recent 2 mass emails:
 - i. Alumni Survey respondents:
 - a. Remove 'unsubscribes' completely.
 - b. Search bounce backs for correct email address.
 - c. Respondents asking to be added to email list: check whether they may already be on our active email list. If not, add them.
 - ii. No Permission List respondents (returned completed survey):
 - a. If survey is completed & returned, we will take it that they want to hear from the MRBS. Add back onto active email database.

- b. 'Unsubscribe'- remove completely.
 - c. No response at all & rejected emails- will remain on inactive list.
- iii. Mail Chimp Accounts- Alumni survey & No Permission List email launched from Tim's M/C account.
 - a. **To Do (David)** Fall Musings will be launched on MRBS M/C account.
 - b. **To Do (Dianne)** Once database is updated from recent mass emails, it goes to David Fuller to be loaded onto MRBS Mail Chimp account.
 - c. Mail Chimp requires only email address for mass emailing.
- d. Website & Updates- Randy
 - 1. Paul does not know how to program auto posting from website to FB Page.
 - 2. Minutes posting on website current; time to remove oldest from Home Page.
- e. Social Media (Sandra & Vandra):
 - 1. 1,000 FB Group Subscribers' contest- nobody submitted stories.
 - 2. Favorite postings: MCI Women's Lacrosse City Champions & Miss Dymott's typing class.
 - 3. Instagram subscribers= 33 (growing).
 - 4. **To Do (everybody)** Important postings hold until September. People are more interested in enjoying the Summer!
- f. Motion to accept Communications Reports: Randy/Sandra. Carried.

Treasurer's Report – Bob Watson

- a. Bank balance= \$2,133.99; Book= \$2,033.99 (MRBS Award not cashed).
- b. **To Do (Randy)** Submit OMF Funding Request= \$1,000 for postal Fall Musings. OMF will be meeting in early August.
- c. **To Do (Robert)** MRBS will pay expenses:
 - a. Vandra: \$329.75
 - b. Confirm with David what he is owed: \$259.10 Blue Hosting extension.
 - c. Motion to accept Treasurer's Report: Robert/Randy. Carried.

7. Archives- (Vandra) Nothing to Report

8. Projects

- a. Fall Postal Musings- Database (Dianne)
 - i. Need feedback for database: put right at the start that we need to hear from them. Content may read, "We need to hear from you! If you want to continue to receive postal Musings you need to do one of: contact our database manager at 416_____; email us (we would prefer to communicate by email to lower our costs) or mail us a letter."
 - ii. If they reply by email, we will communicate in future by email.
 - iii. If no reply, we need to authenticate their interest. Need to decide if & when are we going to remove them from the mailing list?
 - iv. **To Do** Unanimous agreement to include this content (wording to be finalized) at very beginning of postal Musings.
- b. Fall Musings- Content (Vandra & Sandra)
 - i. **To Do (everybody)**- **Last week of August is article submission deadline.** To share the work, it is hoped that each of us contribute an article.
 - ii. Lead articles? Promote alumni social events (as stated in alumni survey)
 - i. 1950-60s Reunion at MCI- before May 24 weekend.
 - ii. 120th Reunion Evening Social Event- Saturday May 13 (all years).

- iii. **Motion: To plan 2 social events in 2023: 1950-60s MCI reunion before May 24 weekend & 120th Reunion Social event Saturday May 13.** Motion: Randy/Dianne. Carried.
- iv. **To Do (Dianne completed during meeting)** Requested booking Balmy Beach Canoe Club for Sat. May 13, 2023.
- v. Distribution of Email Musings:
 - i. Brief mail notice with 'teaser' & link that opens directly into Musings (posted on website). Email notice will give positive reasons to open & emphasize importance of why they should open the link.
 - ii. Musings will reside on our website.
 - iii. Social Media posting of notice & link timed with mass email.
- a. Memorial Page- Paul
 - i. Page is working & ready to go. Next steps:
 - ii. Unanimous agreement to include photos & links to obituary site.
 - iii. Timing of launch on website: September, prior to Fall Musings launch. Post ahead, to ensure no technical issues.
 - iv. Social Media posting to announce- after Musings launch.
 - v. Later remove deceased members from website Public Members' List
- b. Website Design- No report
- c. Mass Email to No Permission List- Tim
 - i. Launched on July 5th; sent out 950 emails.
 - ii. 108 emails were rejected (obsolete addresses e.g. Hotmail)
 - iii. As of this meeting date, 71 completed surveys have been received. Opinions match those of first alumni survey mass email.
 - iv. Tim will send reminder emails on July 15 & 21.
 - v. Survey will close on July 25.
- d. Cenotaph Restoration (Vandra) will include article in Fall Newsletter to promote fundraising project.

9. Other Business

- a. **Motion:** We thank Paul Warner & Tim Daciuk for their great efforts this Spring in creating 'In Memoriam' Page, launching Alumni Survey and No Permission List mass emails. Vandra/Randy. Carried.

10. Meeting closed 8:47pm

11. Next meeting: Tuesday September 13, 2022 7:00pm (Zoom Meeting).