

MRBS Executive Meeting Minutes

Tuesday December 13, 2022 7:00 p.m.

Virtual meeting via Zoom

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

Regrets: Sandra Burk, Ingrid Bubersky, Darija Dias, Lois Maxwell, Ken Scullion, Donna Halliday, Volker Masemann, Tim Daciuk, Dianne Renwick, Paul Warner, Ila Vaculik

Order of Business:

1. Call to Order 7:24pm
2. Dec. 13 Agenda approved. Motion to accept: Randy/ Rod Tennyson. Carried.
3. October 11, 2022 Meeting Minutes approved. Motion to accept: Randy/Vandra. Carried.
4. Business Arising from Oct. 11 Meeting- covered in this agenda.
5. Announcements- None
6. President's Report – Randy (To Be Discussed after Item #7 Reunion).
7. Treasurer's Report- Robert Watson
 - a) Book Balance= \$894.01; Bank Balance= \$1,824.91 (uncashed cheque).
 - b) Two additional Donations received (via Canada Help) total directed to MRBS= \$861 Net (after Canada Help service fee).
 - c) **To Do (Randy):** Send OMF Funding Request to Ken Scullion and Robert Watson (President and Treasurer, OMF) = \$861 funds to go to MRBS for preparations 2023 Reunion, Archive supplies & Reunion Postal Musings.
 - d) Donation from Gord Barr = \$481 Net, the intent of his donation was to the "Greatest Need".
 - e) **Proposal (Randy)-** That 'greatest need' in the next 5-6 months will the MRBS for Reunion so 100% should go to MRBS.
 - f) **To Do (Vandra):** Check back with Gord Barr if intent was donation goes 100% to MRBS or 50/50 to MRBS/OMF.
 - g) **To Do (Robert)-** Check back with Ken Scullion that we are confirming.
 - h) Donations if all added to MRBS book balance= \$894 + \$861 + \$481 = \$2,236 (approximate). Needed for Reunion cost upcoming.

Motion to accept report: Robert/Vandra. Carried.

8. MCI 120th Reunion Committee- Rod Tennyson

- a) Discussed Reunion Proposals to MRBS Executive (attached below).
- b) MCI Open House:
 - a. **Confirmed:** 1 to 4pm Sat. May 13th (with MCI Principal)
 - b. **To Do (Rod)** Having free photo booth at MCI to be confirmed. Depends on what Rod can negotiate; he would cover the cost.
- c) Pub Night- Tara Inn
 - a. **Confirmed:** We will not exclude anybody from attending a pub venue, we will just promote certain venues to certain class decades.
 - b. Promote this location to 1940s, 1950s, and 1960s classes.
 - c. No rental cost for MRBS to use site.
 - d. May have small musical group or alumni band perform short sessions.
 - e. **Confirmed:** Include free dessert table (subject to confirmed cost).
 - f. **To Do (Rod & Dianne):** Confirm cost to offer free dessert table.
- d) Pub Night- Canadian Legion Hall #13
 - a. Promote to: 1970s to present (until we secure added venues).
 - b. Cost= \$150 rental + (\$150/bartender x 3) + \$400 food= \$1,000.
 - c. **Confirmed:** Provide free bar food later in evening.
 - d. **To Do (Rod & Dianne)** Confirm cost to cater bar food to Legion.
- e) Entrance Fee to Pub Venues
 - a. **Confirmed:** Attendees to pub locations will pay in advance online via EventBright. We are not be taking cash payments at the door.
 - b. **Confirmed:** EventBright registration receipt will serve as ticket for entrance to Pub location: one ticket will allow entry to all venues.
 - c. **Concern:** For entrance fee, need to show value to attendees for their money. Thus, offer Legion bar food and Tara Inn dessert table.
 - d. To be decided: Will EventBright registration give disclaimer that MRBS depends exclusively on donations to fund activities and your ticket cost is only used for MRBS (after covering Reunion costs).
 - e. Entrance fee is necessary to control access and to know expected attendance numbers.
 - f. Lots of discussion on what is a good entrance fee to charge.
- f) Other Discussion:
 - a. Two 2022 alumni survey responses clearly rated MRBS offering alumni social events as a high priority to them. 52% survey participation was excellent and came from all decades.
 - b. We want to bring 'Malvernites Back to the Beach' and there is not a suitable large local site, but plenty of local pubs.
 - c. **Concern: 2 pub locations not be enough for expected attendance, but running multiple venues could be onerous.**
 - d.

Decisions Agreed to and Confirmed by the Executive:

1. **Confirm booking of both Canadian Legion Hall #13 and Tara Inn right away.**
 - a. **To Do (Rod & Dianne):** Subject to your inspecting locations, book now.
2. **Continue to Reserve additional Pub Locations after Legion & Tara Inn.**
 - a. **To Do (Astrid & Randy):** Astrid check out local Beach Pubs that we would want to add (e.g. Kingston Road pubs, Grover Exchange, Stone Lion). Will report back to Reunion Committee with results. Randy can be local point person (Astrid lives out of Toronto).
 - b. **To Do (Committee)-** Decide how many added pubs sites needed.
3. **Administration of Pub Locations does not need central control.**
 - a. **TO DO (Rod & Dianne)-** Manage Legion Hall & and Tara Inn.
 - b. **TO DO (Astrid & Randy)-** Manage added sites (# to be confirmed).
4. **Pub Entrance = \$20.00 per person.**
 - a. Fee is per person, **not** 'per Malvernite'.
 - b. Registration will all be online (or postal mail for those with no email).
 - c. No 'pay at the door' entrance.
 - d. One pub ticket allows access to all venues.
5. **Reunion marketing/communication plan ready to send by 3rd week January.**
6. **Reunion registration will be administered through EventBright.**
 - a. Include Class Year.
 - b. **Include registration for MCI Open House** (free entry but we need to know expected MCI Open House attendance numbers).

President's Report- Randy

- a) **Confirmed** we will be using EventBright for ticket registration, for MCI Open House and Pub Social Night locations.
- b) **Marketing/Communications Plan Action Plan**
 - a. **Confirmed & Approved:**
 - i. Be ready to send detailed communications to alumni will be the 3rd to 4th week of January, 2023. Details to include all information needed to register, locations and cost.
 - ii. Present draft marketing plan to Executive Committee at January 10 meeting- for discussion and approval.
 - iii. Present Draft Marketing Plan at Reunion Committee meeting Dec. 27, 2022 meeting, to discuss and approve.
 - iv. Ongoing Reunion Committee meetings will be every 2 weeks.
 - v. **To Do (Randy) Visit Principal, Sandy Kaskens, Tues. Dec. 20th to discuss our plans and hers to-date.**
 - vi. **To Do (Randy)** Draft 1st version of Marketing/Communication Plan; distribute to Reunion Committee in advance of Dec. 27.
 - vii. **To Do (Randy)-** Outreach to Darija Dias and Donna Halliday to start preparation of draft creative material (branding, Reunion Program, etc.) using past Reunion materials with new ideas.

- c) **Marketing/ Communication Plan will include:**
 - a. Exact timetable of events:
 - i. Dates of first mass launch to alumni
 - ii. Dates of monthly Reunion updates to be sent out.
 - iii. Deadlines
 - b. How we are going to market/brand/wording:
 - i. Reunion Programme.
 - ii. Wording of outgoing messages in mass email, social media, etc.
 - iii. What will branded message look like
 - iv. What is special about this Reunion?
 - v. Artwork (coordinate with Darija Dias and Donna Halliday)
 - c. Communications to affected businesses, organizations in community.
- d) **Postal Only *Musings***
 - a. If affordable, send specifically focused on Reunion with all information needed to permit them to mail back registration (if attending).
 - b. Only be one postal communication sent out.
 - c. Timing: Approximately same as other communications.
- e) **New- Reunion Address: malvernreunion2023@malverncollegiate.com**
 - a. **To Do (David Fuller);** Set up access to this email address for Rod Tennyson, Randy Deffett, Ingrid Bubresky, Astrid Neuland.
- f) **Reunion Souvenirs and MRBS Shop deferred to next meeting.**

Communications Reports

1. Most reports deferred to next meeting.
2. Postal Mail (Vandra): will visit MCI to check mail asap.
3. Website (David): webhost problems are resolved, the urgency to change webhost is not critical at present.

Additional Business

1. We thank them all! Volunteers who have joined our Reunion Committee:
 - a. Astrid Neuland (Class 1985)
 - b. Ingrid Burbesky (1971)
 - c. Lyn Bradshaw (1966)
 - d. Pat Mokhtari (1976)
 - e. Laura Hunt (1975)
 - f. Ila Vaculik
2. Cenotaph Restoration (David Fuller)
 - a. Contacted Sandy Kaskens about TDSB rejection of security system proposed. No response as of yet.
3. **To Do (Randy)** to visit Sandy Kaskens Tuesday Dec. 20 to discuss progress of Reunion Plans and discuss Committee questions about Display Boards.

NEXT MEETINGS

1. Reunion Committee Tuesday Dec. 27th 7-9pm (David Fuller to be invited)
2. Reunion Committee meetings will be every 2 weeks after this.
3. Executive Meeting Tuesday Jan. 10th 7-9pm via Zoom.

Meeting Adjourned 8:57pm

Attachment to December 11th 2022 Minutes

**SUMMARY OF REUNION PROPOSALS
TO MRBS EXECUTIVE COMMITTEE
DEC 10, 2022**

DATE: Saturday May 13, 2023

LOCATIONS:

Malvern CI Alumni Reunion

- **From 1pm till 4pm**
- **Free parking and free admission**
- **Decade display boards**
- **Meet the Principal and the President, MRBS**
- **Free photo booth post cards; donations welcome (tentative) (note: Rod offering donation to cover photo booth cost)**

Pub Night (two locations): from 5 to 12 pm; admission to both locations \$25/person; alumni can move from one location to the other using their same receipt.

Location #1 (Tara Inn):

- **Alumni from the 40-60's decades go to the Tara Inn and Irish Pub using the same receipt; 2365 Kingston Rd (two blocks east of Cliffside Drive south side)**
- **Reserved banquet room with dinner and drink services; cash;(tables available)**
- **Music provided by the MCI small orchestral group; two sets; (tentative)**
- **Alumni photos projected on large screen; taken from reunions and school archives**

Location #2 (Legion Hall):

- **Alumni from the 70's, 80's,90's,2000 + go to the Canadian Legion Hall #13 1577 Kingston Rd**
- **Cash bar service available; bar food available (tentative); limited tables available**
- **Alumni photos projected on wall screen; taken from reunions and school archives**

Presented by Rod Tennyson, Committee Chair