

## MRBS Executive Meeting Minutes

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

Virtual meeting via Zoom

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

**Regrets: David Fuller, Darija Dias, Lois Maxwell, Ken Scullion, Donna Halliday, Volker Masemann, Ila Vaculik**

### Order of Business:

1. Call to Order 7:12pm
2. September 13, 2022 Agenda approved. Motion: Rod/Tim seconded. Carried.
3. July 12, 2022 Meeting Minutes approved. Motion: Tim/Vandra. Carried.
4. Announcements
  - a. Large scale landscaping work at front of MCI is planned, as per Principal, Sandy Kaskens. Start date is not known yet.
  - b. Sandy has given MRBS permission to start using Archives Room again.
  - c. MCI December Open House: 1<sup>st</sup> week; exact date TBD
    - i. Vandra & Donna helping to finish all grad year photo montages.
    - ii. MCI will invite the community to attend.
  - d. Remembrance Day- There will be an auditorium assembly. **To Do (Randy):** When he visits MCI discuss what plans there may be.
5. President's Report – Randy
  - a. Alumni Survey Results (April (active email list) & July (no permission list)- Tim
    - i. Survey results statistically the same. Activity ranked preferences identical.
    - ii. Contact frequency: April wanted weekly to monthly; July preferred 1-2X/year.
    - iii. Conclusion: outreach to active members and last outreach to 'No Permission' list was time well spent. We showed people that we value their opinions.
  - b. Visit to MCI- Will visit Sandy Kaskens asap, to discuss future plans.
  - c. Annual General Meeting
    - i. Fall Musings to include Call Out for Nominations.
    - ii. **Agreed: AGM Saturday November 12<sup>th</sup> 2022 1:00pm on Zoom.**
    - iii. Elections- Vice-President & 3 vacancies: Secretary, 2 Members-At-Large.
    - iv. Critical- New volunteers to ensure organizational continuity.
6. Fall Musings Technical Requirements- Dianne
  - a. Donna removed 600+ deceased members from active list.
  - b. April survey mass email bounce backs are mostly cleaned up.
  - c. **To Do (Tim):** Tim to provide July survey bounce back list, to clean up No Permission List.
  - d. **Agreed- Cover page to include article (see template at end of Minutes).**

- e. **To Do (Randy)**- Project to obtain complete personal information of members registered on website and encourage social media subscribers to register on website. Share plans and wording before I post.
  - f. **To Do (Dianne & David)**- Forward updated database to David to plug into MRBS account Mail Chimp (for Musings mass email).
  - g. **To Do (David) Online Donation improvement** for Musings. Need update.
7. Fall Musings Content- Vandra & Sandra
- a. Cover Page to provide 'teasers' to entice readers to read on.
  - b. Include links to Memorial Page, Commencement Brochure and Archives Room Door (to be posted on website- see below in 'Distribution').
  - c. President's Message- Include live link 'Donate Now' to connect with:
    - i. New online donation icon on website expected to be ready.
    - ii. Otherwise link to website 'Donations Page' (not into Canada Helps).
  - d. New Logo- Use 'Knight on Horse' logo (white background) (Darija design, we approved May, 2022) on Cover Page banner and newsletter envelopes.
  - e. We have lots of material for short articles.
  - f. **To Do (Vandra)**- Post on Face Book 'Alumni Activities- What are you Doing?' to collect material for future newsletters.
  - g. AGM Call for Nominations, Executive positions for election, AGM date.
  - h. OMF Purpose & Goals
8. Fall Musings Distribution- Randy & Paul
- a. Goal? Drive traffic to the website. Mass email will provide 'teaser' to open the email link that opens directly to newsletter, residing on website.
  - b. **To Do (Paul)**- Post on website, *ahead of mass email*:
    - i. Memorial Page (600-700 listings) & introduction.
    - ii. Commencement Brochure.
    - iii. Photo of Archives Room Painted Door.
    - iv. Unpin recent posts so Musings stays at top.
    - v. Reduce number of 'recent postings' showing to 4.
  - c. **To Do (Randy)**: Write Memorial Page introduction, send to Paul.
  - d. **To Do (Sandra & Darija)**: Stagger social media posts to follow mass emailing.
  - e. Postal Mailing:
    - i. **To Do (Tim)**: Print postal mailing labels.
    - ii. **To Do (Vandra)**: Use New Logo for envelopes.
    - iii. Package up supplies for volunteer packagers to pick up.
9. Communications Reports
- a. Postal Mail- Vandra: none
  - b. Email- Robert: 3 received, one survey, Muse request and junk.
  - c. Website- Paul: monitors registrations received (website does not auto forward to DB manager). Paul will forward to Dianne.
    - i. **To Do (Paul)**: Once Memorial Page operational, we can begin to delete deceased members from Members' List.

- d. Social Media- Sandra:
  - i. Totals: FB Group = 1,044; FB Page= 378; Instagram= 44.
  - ii. Posts selling fake MRBS clothing and non-Malvernites asking to join are increasing. **To Do (Administrators):** delete posts & block.
- e. **To Do (Randy)**- Post FB/Instagram request to encourage website registration to collect complete information. Share wording first, to ensure proper tone.

10. Treasurer's Report – Robert

- a. \$450 received from OMF, as per our funding request.
- b. Bank balance and book balance= \$1,891.24.
- c. MRBS Award is cashed.
- d. Expenses to Vandra and David have been paid.

Motion to accept Treasurer's Report: Robert/Randy. Carried.

11. Other Business

- a. 2023 Reunion (120<sup>th</sup> Anniversary)
  - i. Balmy Beach Canoe Club (BBCC) not available for May 13 Pub Night.
  - ii. Sandy Kaskens open to daytime weekend at MCI with decade rooms; suggested between 1pm and 4pm.
  - iii. **Motion: MRBS to begin planning to create a 120-year celebration, a two-pronged event with a daytime event in MCI (with Decade Rooms) and an evening pub night. The location and date in Spring 2023 to be determined, preferring April, 2023. More to follow.**
  - iv. Motion forwarded by Randy/seconded by Rod. Carried unanimously.
  - v. **To Do (Next steps):**
    - 1. Dianne checking if she can book BBCC & sponsor not liable.
    - 2. Develop a Plan.
- b. Future Project- Alternate Donation Page: **To Do (Randy)**- Create alternate Donation Page that does not go direct to Canada Helps. Why? Small donations not vital for tax receipts. With our own donation page MRBS retains donor information, with Canada Helps, we lose donor contact information.

12. Meeting closed 8:52pm

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

**Cover Page Article Template (see item #6 above, Fall Musings);**

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."

If they reply by email, we will communicate in future by email.

If no reply, we need to authenticate their interest. Need to decide if & when are we going to remove them from the mailing list?