

MRBS Executive Meeting Minutes

Tuesday January 10, 2023 7:00 p.m.

Virtual meeting via Zoom

Present: Randy Deffett (Chair), Robert Watson, Vandra Masemann, Ingrid Bubersky, Rod Tennyson, Astrid Neuland, Lois Maxwell, Tim Daciuk, Dianne Renwick, Lyn Bradshaw

Regrets: Sandra Burk, Ila Vaculik, Darija Dias, Ken Scullion, Donna Halliday, Volker Masemann, Paul Warner, David Fuller

Order of Business:

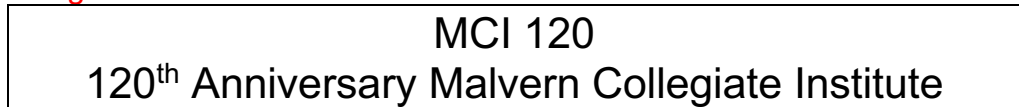
1. Call to Order 7:08pm
2. Jan. 10 Agenda approved.
3. Dec.11, 2022 Meeting Minutes approved with amendments.
4. Business Arising from December 11 Meeting
 - a) **To Do (David Fuller)** Provide access to new reunion email address to Randy Deffett, Ingrid Bubersky, Rod Tennyson, Astrid Neuland.
 - b) **To Do (Randy to ask David)**- Does reunion email give as easy access to monitor as an '@gmail.com' account?
5. Announcements-
 - a) Vandra Masemann- Malvern front renovations- sloped grassy area at cafeteria entrance now reconstructed and south gardens removed.
6. President's Report- Randy Deffett
 - a) Reunion is getting closer, so everybody on the Executive, Committees and Decade Coordinators will be needed in the preparations, however you are able to contribute.
 - b) Discussed 1980s Pub- will summarize in 'MCI 120th Reunion' section.
7. Treasurer's Report- Robert Watson
 - a) Book Balance approximately= \$1800.
 - b) Budget for Archives Committee = \$309.57 + tax approved.
 - c) Funding Request sent to OMF for MRBS= \$861 was approved.
 - d) OMF to finalize allocation of Gord Barr donation at next meeting.
8. MCI 120th Reunion Committee
 - a) Pub Events- **Agreed:**
 - i. Looking to book 4 sites (expected attendance could require):
 1. Booked- Legion Hall #13 Lead: Dianne Renwick
 2. Booked- Tara Inn Lead: Rod Tennyson

3. **To Do (Astrid Neuland)** book 1980s (to present) site Lead: Astrid
 4. **To Do (Ingrid Bubersky)** book: Jatujak (2386 Kingston Rd.) Lead: Ingrid
 - ii. Promote pubs by decades- attendees welcome to go to any site.
 - iii. No DJ or live bands (e.g. rock & roll)
- b) Eventbrite Online Registration **Agreed**
- i. We will only launch Eventbrite site once all pub locations are confirmed- we want people to visit EB site 1X and complete all.
 - ii. **To Do (Ingrid)** Add Randy as a 2nd administrator (back up).
 - iii. **To Do (Randy)** Edit EB test (practice) site; send print screens to Ingrid
 - iv. Edits being tested by Randy:
 1. Doing line by line review of screens
 2. Full name, name while at Malvern (required)
 3. Class Year (required)
 4. Email address (required)
 5. Full mailing address (optional)
 6. Would you like to join the MRBS? (answer optional)
 7. Remove mention of food in pub site details
 8. Increase MCI school capacity so EB does hit 'full'
 9. Can EB add maps to pubs?
 - v. **To Do (Ingrid)** Confirm can EB handle creating sending name tags to MCI registrants?
 - vi. **To Do (Ingrid)** Check if EB cannot, can we download registered attendee list to MRS, to then generate name tags?
- c) Display Boards **Agreed**
- i. Archives Committee will play key role in preparations.
 - ii. If needed, 2 months ahead we can plan gathering of as many people as we can to do a Saturday preparation group effort.
 - iii. Randy happy to assist.
- d) Video Slideshow- **Agreed**
- i. Donna is providing photo files to Randy.
 - ii. **To Do (Randy)** Find volunteer with technical skills to create photo slideshow (video) of photos for continuous loop that may be shown at MCI Open House and pub locations.
 - iii. **To Do (Randy)** Approach Sandy Kaskens for qualified student volunteer.
- e) Event at MCI **Agreed**
- i. Library will house 1903-49 displays
 - ii. Include message boards in each room.

- iii. **To Do (Randy)** Assess accessibility to cafeteria/first floor for Seniors
- iv. **To Do (Randy)** Discuss 2:00pm auditorium Welcome Ceremony program with Sandy Kaskens

f) Draft Marketing Plan

- i. **Agreed:** Reunion Brand



- ii. **Agreed:** Reunion Brand Logo with amended leaf cluster colour background to a true 'Malvern' shade of red.
- iii. Communications **Agreed**
 - 1. Points to include in Launch Announcement (no souvenirs)
 - 2. **To Do (Randy)** prepare draft Launch wording.
 - 3. Communications Calendar approved with amendment: distribute local Business Flyers 3 months ahead.
 - 4. **To Do (volunteer needed)** book 'free' ads in newspapers.
 - 5. Business Flyer copy approved (amend spelling)
 - 6. Reunion Program- approved with amendments:
 - a. Library will house 1903-49 Display Boards
 - b. Remove mention of Souvenir Sales
 - c. Auditorium- say 'Bands playing' (alumni and MCI)
 - d. Cafeteria- serve refreshments (here and in Library)
 - e. No business cards printed on Program
 - f. Do not mention pub locations
 - g. **To Do (Darija)** Revise Flyer and Reunion Program
- iv. Promotions **Agreed**
 - 1. We will sell MRBS Shop online souvenirs with local delivery or mailing to purchaser (but not to MCI).
 - 2. We will not have MRBS Shop souvenir booth at school.
 - 3. We will not have MRBS Shop order pickups at MCI.
- v. **To Do (Randy)** Revise Marketing Plan for next Reunion Committee meeting.

Communications Reports

- a. Postal Mail (Vandra) picked up at MCI; included donation to continue receiving postal Musings.
- b. Database (Dianne Renwick) updating postal mail list from returned mail of Fall Musings. Estimated postal mail only members now about 375.

Additional Business

1. Cenotaph Restoration **To Do (Randy)** Visit Sandy Kaskens to ask if David Fuller would schedule meeting with TDSB to discuss security plan for cenotaph.

NEXT MEETINGS

1. Reunion Committee Tuesday January 17th 7-9pm
2. Reunion Committee meetings will be every 2 weeks.
3. Executive Meeting Tuesday February 13 preferred or Tues. Feb. 21st (meeting on Valentine's Day? Bad idea)

Meeting Adjourned 9:10pm (approximate)



Logo (Colour of Leaf cluster still to be amended to 'Malvern' red.)