

MRBS Executive Meeting Minutes

Tuesday June 27, 2023 7:00 p.m.

Present: Randy Deffett (Chair), Sandra Burk, Robert Watson, Vandra Masemann, Dianne Renwick, Astrid Neuland, Ila Vaculik, David Fuller, Lois Maxwell, Raj Sharma, Ingrid Bubersky

Regrets: Rod Tennyson, Paul Warner, Tim Daciuk, Ken Scullion, Lyn Bradshaw, Volker Masemann.

Order of Business:

1. Call to Order 7:06pm
2. June 27 Agenda approved. Motion: Randy/second: Robert Watson. Carried.
3. May 2, 2023 Meeting Minutes approved. Motion to approve with amendments: Randy/second Vandra Masemann. Carried.
4. Business Arising from May 2nd- none.
5. Announcements- Raj Sharma (Class 1992) our 1990s Decade Coordinator and Instagram administrator.
6. President's Report- Randy Deffett
 - a) Attended June 27th 2023 MCI Commencement:
 - i. 270 graduates
 - ii. MRBS Award winner: Paris Antonopoulos
 - iii. George McRae scholarship (supported by early 1970s alumni); Keagan Valentine
 - iv. Inaugural Alumni Scholarship winners:
 1. Kate Anderson (class valedictorian)
 2. Eleanor Balgopal
 3. Robin Krasinkiewicz
7. Treasurer's Report- Robert Watson
 - a) Book & Bank Balance= \$10,864.97 (Reunion, MRBS Shop and donations)
 - b) Bank Balance= \$15,015.65 (4 outstanding cheques)
 - c) Reunion:
 - a. Revenue= \$12,956.77
 - b. Expenses= \$6,059.92
 - c. Net profit = \$6,896.85 (% net profit= 53.2%)
 - d) Reunion Open House donations (all cash) = \$264.65
 - e) MRBS Year-end fiscal report (July 1/22-June 30/23) available early July.
 - f) Motion: Dianne Renwick/second: Lois Maxwell. Carried.

8. MRBS Shop- David Fuller & Vandra Masemann (report attached)

- a) Financials (Robert Watson):
 - i. Revenue= \$ 3,853.84 (fiscal year July 1/22-June 30/23)
 - ii. Expenses= \$3,066.50
 - iii. Profit= \$787.34 (to date) (net profit= 20.4%)
- b) All stock has been paid for. No outstanding payables.
- c) MRBS Shop Financials do not include stock paid by Vandra (coffee mugs and T-shirts). Vandra agrees to carry credit costs; as stock items are sold, revenue will cover her costs. Profit will go to MRBS.
- d) Observation: traditional MCI Logo items sold better than new logo.
- e) Motion: David Fuller/second Vandra. Carried.

9. MCI120 Reunion Follow-Up

- a. Eventbrite – Ingrid Bubersky
 - i. MCI Open House attendance= 878 (+ 30-35 walk-ins)
 - ii. Pub 40/50/60s venue= 141
 - iii. Pub Early 1970s= 112
 - iv. Pub Late 1970s= 189
 - v. Pub 1980 to Now= 278
 - vi. Total pub ticket sales= 720
- b. Database (Dianne Renwick)
 - i. Eventbrite registration page asks, “do you want to join the MRBS?”.
 - ii. **To Do (Dianne)** For people who answered ‘yes’ we do not have to ask for consent, we will just add them to database membership.
 - iii. **To Do (Dianne)** Review our existing database member information with Eventbrite registrations to check what updates are needed.
 - iv. **To Do (Dianne)** Members we had as ‘postal only’ but registered using email, move to email member list & delete from ‘postal only’.
 - v. **To Do (Dianne)** Eventbrite registrants who answer ‘no’ to joining the MRBS, send them out email to more specifically ask: if they wish to join as MRBS member or do they wish to receive MRBS emails only (without becoming a member).
 - 1. If they do not respond or respond & repeat their ‘no’, we treat them as ‘no permission’: do not contact or pursue further.
 - vi. **To Do (Dianne and David) Timeframe: October 2023 for AGM communication.** Database improvements:
 - 1. Decide if we want to do manual database updates or move to an automated database programming.
 - 2. Need to establish an MRBS owned Cloud account for more security (not residing with any one individual).
- c. Photo Booth images and flash drive slide show, we will not publish due to privacy concerns. We had not asked consent to make photos public. We can show photos at next Reunion.

- i. **To Do (Dianne):** Photo files need more secure Cloud storage under an MRBS owned account (not with an individual or on flash drives).

10. Draft 2023-2024 MRBS Goals (Randy Deffett)

- a. **To Do (Randy Deffett) Timeframe: July 11 Executive meeting.** Write and share draft (Ver. 2) of 2023-2024 MRBS Goals.
- b. Goal: establish liaison with new MCI Principal, Aaron Gotfryd and MCI Home School Council.
 - i. We do not wish to have opposing goals.
 - ii. MRBS gets a seat on Home School council (even if non-voting).
- c. Consolidate Membership Database
- d. Membership Growth
 - i. Need to gain new registered website members.
 - ii. Publish 2 *Musings* during fiscal year (autumn and Spring).
 - iii. 1X per year send targeted news email to each decade.
 - iv. To decide: 1x/year in-person attendance event?
- e. Financial Efficiency:
 - i. Is MRBS Shop is a long-term viable enterprise?
 - ii. Increase website donations by our social media subscribers.
 - iii. What are benefits of consulting professional fundraiser (if no cost)?
- f. Remarkable Malvernites
 - i. To enhance appreciation of students & staff of MCI alumni history.
- g. Improve Website Experience
 - i. Modernization is back as priority now that Reunion is complete.
 - ii. Is Mail Chimp the best email platform for our needs?
 - iii. Improve our Facebook Page to get value from it.

11. Communication Reports

- a. Postal mail (Vandra)- 1 bounce back from Reunion postal mailing.
- b. Email (Robert):
 - Red & Black email address- 21 emails
 - Reunion - 9 distributed: Ingrid= 2 Vandra= 1 Robert = 6
 - Malvern Ring - 3 Vandra, Bob
 - Malvern Wear - 3 distributed: David 3, Vandra copied
 - Class Photos - 2 Vandra
 - Another event - 2 Bob
 - Information change - 1 Dianne
 - Muse - 1 Vandra
 - 1960s - 3 emails
 - Inquiries - 2 Vandra
 - Reunion - 1 Rod
- b. Database (Dianne)- already discussed
- c. Website-
 - Reviewed Paul Warner's website visit report (attached): 8 of top 10 views are about 'In Memoriam' Pages.
 - **To Do (everybody)** When you post an obituary, update Paul & Dianne.

- **To Do (Randy)**- Contact Ken Scullion about sharing website expenses with OMF as a % of each group's usage.
- **To Do (David)**- Update website banner photos.
- d. Social Media (Randy)
 - Reviewed subscriber growth.
 - Consensus agreement: Not to focus on Twitter as an MRBS platform.
 - **To Do (David)**- Fix website/Facebook Page link: website posts should automatically populate on FB Page.

12. Additional Business

- a. **To Do (Astrid Neuland and Randy)** Need new governance model to best manage our future meetings.

13. Next Meeting Dates:

- a. Normal monthly: 2nd Tuesday of each month.
- b. Annual General Meeting (AGM) date target: 2nd Saturday of November.
- c. Deadline to notify members of AGM & elections: one month prior.
- d. **Next MRBS Executive: Tuesday July 11th 7pm to 8:30pm (maximum).**

14. Meeting Closed 9:10pm.

MRBS Website- Views & Visits 2022-2023

