



Malvern Red and Black Society
Annual General Meeting
Saturday, November 12, 2022
1:00 – 3:00 PM

Held virtually on Zoom



Meeting Agenda

November 12, 2022 1:00 – 3:00 PM

- 1. Introductions**
- 2. 2021 AGM Minutes – Randy Deffett**
- 4. Matters arising from the 2021 AGM Minutes**
- 5. President’s Report – Randy Deffett**
- 6. Communications Reports**
 - (a) Postal Mail – Vandra Masemann**
 - (b) Email – Robert Watson**
 - (c) Database – Dianne Renwick**
 - (d) Social Media- Randy Deffett**
- 7. Treasurer’s Report- Robert Watson**
- 8. Service Personnel Historian & Cenotaph Report – David Fuller**
- 9. Committee Reports**
 - (a) Archives – Vandra Masemann and Donna Halliday**
 - (b) Technical Support – David Fuller**
- 10. Elections**
- 11. Other Business**
- 12. Adjournment**

MRBS EXECUTIVE LIST 2021-2022

Malvern Red and Black Society, 55 Malvern Ave., Toronto ON M4E 3E4
Email: redandblack@malverncollegiate.com

President

Randy Deffett

Vice-President; *Musings* Editor and 70's Decade Rep.

Sandra Burk

Recording Secretary vacant

Treasurer; 1940's Rep. and 1960's Rep.

Robert Watson

Past President; Chair, Archives Committee; *Musings* Editor

Vandra Masemann

Member at Large and Database Manager

Dianne Renwick

Member at Large and Archives Committee Member

Ila Vaculik

Member at Large vacant

Member at Large Vacant

Archives Committee

Donna Halliday, Irene Hubel, Erik Malmsten

1903 -1939 Rep.; Service Personnel Historian

David Fuller

Technical Support Group

David Fuller, Paul Warner, Tim Daciuk

Social Media Group:

Sandra Burk, Darija Dias

Garden Liaison: Volker Masemann, Joyce Heighway

1950's Rep.: Rod Tennyson

1980's Rep.: Vacant **1990's Rep.:** Vacant

2000's Rep.: Darija Dias

2021 AGM Minutes

Malvern Red and Black Society Annual General Meeting November 6, 2021 Via Zoom

MINUTES

Present: Sandra Burk (Chair), Robert Watson, Rod Tennyson, David Fuller, Donna Halliday, Dianne Renwick, Lois Maxwell, Vandra Masemann, Ken Scullion, Randy Deffett, Tim Daciuk, David Reynolds, Lyn Bradshaw, Sandy Richmond, Geoffrey Quaid, Gord Moore, Evelyn Gillies, Len Nanjad, Shanta Nathwani, Ila Vaculik, Caro-Claire Braund Wiles, Keith Fernandes, Dan Erkelens

Regrets: Darija Dias, Volker Masemann, Paul Warner

Order of Business

Introductions: We have a quorum to be able to conduct business.

Endorsement by members of revised MRBS Charter: Randy Deffett summarized revisions to governing documents (Charter, Privacy Policy, Privacy Statement, Code of Conduct) completed in 2021. Documents are posted on MRBS website, under 'About Us'. Code of Conduct is also posted on our Face Book Group and Page sites.

Highlights:

Privacy Officer position established in Charter and Privacy Policy.

Privacy Policy, in all matters of consent, stipulates that it needs to be expressed consent.

Privacy Statement created to answer Frequently Asked Questions about Privacy.

Code of Conduct is newly created to set expectations for all parties who use MRBS social media sites, whether members or not.

Motion to accept revisions: moved Randy Deffett, seconded Ken Scullion. Carried.

2020 AGM Minutes

Minutes circulated to those who attended 2020 AGM. Corrected Ila's surname to

Vaculik. **Motion** to accept Minutes with correction: Ken Scullion/Lois Maxwell. Carried.

Matters Arising from 2020 Minutes

Discussions about Cenotaph, Website upgrades, Big Book and MRBS Award included in agenda.

President's Report - Sandra Burk

Sandra presented her report, answered questions and comments. We coped very well despite the pandemic restrictions and undertook lots of activity. We welcome donations and volunteers. We extend our appreciation to MCI Principal, Sandy Kaskens and Nickie Lewis, office administrator.

Motion to accept the President's Report: Sandra Burk/David Fuller. Carried.

Vice-President's Report- Randy Deffett

Randy appreciated all editorial input in the revision of governing documents. Thanked all MRBS volunteers for their long-term commitment to MRBS and thanked Paul Warner and David Fuller for their work to update website.

Motion to accept V-P Report: Randy Deffett/Donna Halliday. Carried.

Communications Reports- various

Postal Mail Vandra Masemann

We have had a dramatic drop in postal mail since our early years. Mailed in cheques reduced since so many donors now use CanadaHelps. Malvern Wear site has run with no physical paper work. This is all good since it has taken time to regain access to MCI, due to the pandemic.

Email Robert Watson

There has been little email activity; received 19 emails from members and approximately 200 junk emails (some were from members). Sandra Burk noted it appears that, increasingly, people prefer to connect with us via Face Book.

Database Dianne Renwick & Donna Halliday

Dianne gave a big thank you to Donna for her database work. In 2021 a lot of database (dbase) updates were completed. These included:

- Email members= 1,000+ members.
- Postal mail (only) dbase= 471 members (including USA & international members)
- Dbase of deceased members is being updated.
- Review of our 2,600+ Master dbase; about 50% have not given express consent.

Dbase work still to be completed:

- Many new email members need to be added to our Master dbase.
- Review of postal mail dbase.
- Review of obituaries collected since 2013 to match with MRBS dbase.

Requested members to check their contact information is current and to update. Encourage other members you know to do the same.

Motion to accept Snail Mail, Email and database Reports: Randy Deffett/Ken Scullion. Carried.

Treasurer's Report Robert Watson

Robert presented report covering our fiscal year, July 1, 2020 to June 30, 2021; responded to questions. Will follow-up on \$100 MRBS Award cheque issued June 24, 2021 but not cashed as of September.

Motion to accept the Treasurer's Report: Robert Watson/David Fuller. Carried.

Service Personnel Historian's Report David Fuller

Cenotaph Project - Will follow up with TDSB Facilities Manager. Manager was excited by security roller system from Canadian supplier. We should add interpretive signage for Cenotaph. Cenotaph refreshment is eligible for funding from Federal Government Veterans Affairs. David's projected budget= \$10,000 approximately (including sword replacement, lettering, repairs, security, signage). Budget much lower than earlier restoration.

Big Book (of WWII Veterans)- Needs to be preserved and photos scanned. Sandra Burk noted MRBS was invited by TDSB to reapply for funding. David agreed, TDSB said they are favourable to Big Book restoration.

Motion to accept Service Personnel Historian's Report: David Fuller/Donna Halliday. Carried.

Committee Reports various

Archives Vandra Masemann and Donna Halliday

We have some 6,000 articles in Archives and all items in the Archives Room are labelled to enable tracking if signed out. Archives is being digitized (inventory of items) and we are working to scan all issues of the Muse. Erik Malmsten and Donna Halliday are updating the MRBS Wikipedia entry.

Motion to accept Archives Report: Donna Halliday/Lois Maxwell. Carried.

Technical Support Group David Fuller

Website Design Process Proposed. Upgrade and redesign of website is necessary to meet Google standards for site responsiveness and to modernize site. Process will address:

- What do we really need to do to be functional and responsive to current

technology?

- Theme modernization
- Budget requirements
- What should be our priorities?
- Feedback of stakeholders needed to determine project scope.

SSL Certificate is in-place to safeguard online security.

Motion to accept Website Design Process Proposal: David Fuller/Randy Deffett. Carried.

Garden Team Vandra Masemann

We have enjoyed positive comments from neighbourhood residents and enthusiastic support of MCI caretaking and administrative staff, Christopher Jobe and Nickie Lewis. Sandra Burk noted City of Toronto provides Pollinator Garden funding for public projects. We may qualify, if we apply.

Motion to accept Garden Team report: Vandra Masemann/Ken Scullion. Carried.

Elections Vandra Masemann

With revised Charter, we are electing all Board of Director positions this year. Terms of office for this election will set future staggered election times, to help with continuity of leadership. In advance of voting, Vandra reviewed each position up for election, term of office, and names of those who are standing for office, and invited new nominees to step forward. Each position was then individually voted on. Result of MRBS Executive Elections (to be posted on website) are:

- President- Randy Deffett, 3-year term, elected by acclamation
- Vice-President- Sandra Burk, 1-year term, agreed to appointment to complete VP term
- Treasurer- Robert Watson, 4-year term, elected by acclamation
- Secretary Treasurer: vacant
- Members-At-Large (4 positions): Dianne Renwick and Ila Valicuk 2-year terms, elected by acclamation. 2 positions vacant.

Other Business Various

In Memoriam Page. Vandra Masemann and Donna Halliday

Database to be checked with obituary listings gathered by Irene Hubel. 2021 AGM Report 'In Memoriam' list includes members deceased prior to 2020 since we only found out this year. Our approved goal is to create 'In Memoriam' Page on website.

Motion that we offer our sympathy to all family and friends of those who have passed: Sandra Burk/Vandra Masemann. Carried.

Thank you Vandra Masemann and Randy Deffett

Motion to extend a big thank you to Sandra Burk for all her work as President and

to Ken Scullion for his work as Recording Secretary: Vandra Masemann/Randy Deffett. Carried.

Illustrious Malvernites Gord Moore

Thanked volunteers for keeping the MRBS going since 2003. Discussed if and how to honour illustrious Malvernites (including teachers). Suggestions included: naming auditorium, rooms in MCI and/or plaques in the school. Ken Scullion proposed creating a display, wall, etc. on which past Malvernites could be honoured. An annual presentation could honour MCI history and bring awareness to MRBS. Needed work would include: discussion with MCI administration, learning TDSB policy and designing selection process.

No Motion was presented to specifically proceed with Illustrious Malvernites proposal. It needs to be discussed further in future Executive meetings.

Adjournment

Motion to adjourn: David Fuller/Ken Scullion. Carried.



President's Report

Volunteers are the lifeblood of our organization. The Malvern Red and Black Society (MRBS) is a great story of volunteers who came together in 2003 to create and grow our group. Our life experience is varied, but we share a common connection with Malvern CI and a passion to 'Keep Malvernites in Touch'. **Do you share this passion? Then join us as a volunteer.**

Some volunteers have been with us from the start; thank you Vandra Masemann and Donna Halliday. I was with the MRBS from 2003 to 2008 then had to leave for career commitments. I rejoined in 2020. Everybody's life journey is different, volunteers join us when they can and stay for as long as they can. That is OK.

Join us for what you want to do and for what time you can give. Everybody is welcome! Contact us at: redandblack@malverncollegiate.com.

If volunteers are the MRBS' lifeblood then our heart is Malvern Collegiate- its past, present and future. We appreciate the great relationship we have with the MCI administration, teachers and students. In particular we thank the Principal, Sandy Kaskens, for welcoming us back into the life of the school.

In 2022 Malvern finally reopened to us after the pandemic, so we are able to work closely with Sandy again, to help with school activities. It was exciting to participate in the May Cenotaph Centennial dedication and June Commencement ceremony. We can now welcome visitors to the Archives Room to experience the collection. Together with Sandy we are planning a 2023 MCI 120th Anniversary Open House and Pub Night event. More to come...

RED AND BLACK IS BACK!

May I offer more reasons to become a volunteer?

We strive to understand what alumni want. In 2022 we sent out an alumni survey and received an excellent response rate. We are planning communications and activities to do what is important to you.

We are growing our membership. 95% of survey respondents were already aware of the MRBS! From this great start we are continuing to add members.

Thus, when we share alumni news, participate in school activities and host events, we can keep more Malvernites in touch.

We watch our finances closely. We rely on your donations, so we make it **easy to donate online** at www.malverncollegiate.com. You can choose where to dedicate your donation and will receive a tax receipt. We generate sales revenue from ball caps and rugby shirts sold on our online Malvern Wear Shop and have reduced administrative costs.

The Malvern Red and Black Society is and will continue to be a well-run team of volunteers, that enjoys working closely with MCI. We work for the benefit of Malvernites past, present and future.

Respectfully submitted, Randy Deffett Class 1977



Communications Reports

(a) Postal Mail

In 2021 Vandra Masemann reported that due to the pandemic the MRBS received very little postal mail that year. There was very limited access to the school, but we received very good support from school staff. The big difference in 2022 was that we were allowed in to pick-up our mail. MRBS and members are making greater use of email, website and social media, thus reducing our volume of postal mail.

Respectfully submitted, Randy Deffett

(b) Email

Robert reported that we received the following number of emails during the fiscal year July 1st, 2021 to June 30th, 2022:

- Red and Black Society related – 64
- 1960s related – 4
- 1940s related – 1

Respectfully submitted, Robert Watson

(c) Database

During the past two years, I have cross checked the MRBS master database (db). I have removed all the 'no-permission' members, the members who have passed away, the bounce backs, etc. The final results are an Active Master of 1,436 members, (emails 969, snail 464) and no permissions of 1,008. The deceased db is 648 members, about 200 of them from the original master db. Of the 1,000 Facebook members, 249 of them are also on the master db. The members' db has been sent to the database manager Dianne Renwick and the relevant Executive members. Its privacy is strictly guarded.

Respectfully submitted, Donna Halliday

(d) Social Media Report

We have improved our communication channels for you. Our 2022 social media subscriber numbers are growing!

- Facebook Group= 1,077 (MRBS- Malvern Red and Black Society)
- Facebook Page= 379 (Malvern Red and Black Society)

- Instagram (**started March, 2022**) = 44 (@malvernredandblacksociety)

To attract visitors to our website, we regularly post news and links to other sites (e.g. MCI). (www.malverncollegiate.com). **Check it out!**

- In Memoriam Page (#1 visited page)
- Online Donations
- Malvern Wear shop
- Fall *Musings*
- 2022 Commencement Brochure
- Alumni Survey Results
- Become a Member.

THANK YOU

I wish to recognize two of our newest volunteers, who have been critical to our success in 2022.

Darija Dias (Class 2010) created our Instagram in March, 2022 and is one of our Facebook and Instagram administrators. Darija was key in designing our new MRBS Logo and the 2022 Commencement Brochure.

Paul Warner has been invaluable in adding to and updating website content. Paul designed our new *In Memoriam* Page, now our #1 visited website page!

Treasurer's Report

The following is a balance statement for the MRBS account for the financial year: July 1, 2021 to June 30, 2022 - Balance forward June 30, 2021 - \$479.47

	Revenues	Expenses
Malvern Wear Sales	\$7,807.66	
Malvern Wear Payments:		
Mountain View Impressions Note 1		\$5,817.50
Refunds for Malvern Wear		\$307.38
Other Technical Payments		\$1,015.89
Brochures - Commencement		\$208.80
MRBS Awards Note 2		\$100.00
Donations Received via MRBS	\$0.00	\$0.00
Donations Received via OMF	\$1,292.00	\$0.00
Bank Fees (10 months) Note 3		\$19.50
Total Revenues	<u>\$9,099.66</u>	
Balance Forward June 30, 2021	\$479.47	
Total	\$9,579.13	\$7,469.07
<u>Net Bank Balance as of June 30th, 2022 was \$2,110.06</u>		

Notes:

Note 1 – Outstanding purchase cost of 22 Malvern Caps in amount of \$308.00 owing to Mountain View Impressions

Note 2 – Cheque 324 issued June 15/22 for \$100.00 (Re: MRBS award for Zoe Reichert) not cashed until August 10/22.

Note 3 – For 2 months during Malvern Wear Sale, our bank balance exceeded \$8,000.00 and our monthly bank fee of \$1.95 was refunded to us.

Respectfully Submitted, Robert D. Watson, Treasurer

Service Personnel Historian's Report

Veterans and Cenotaph Restoration

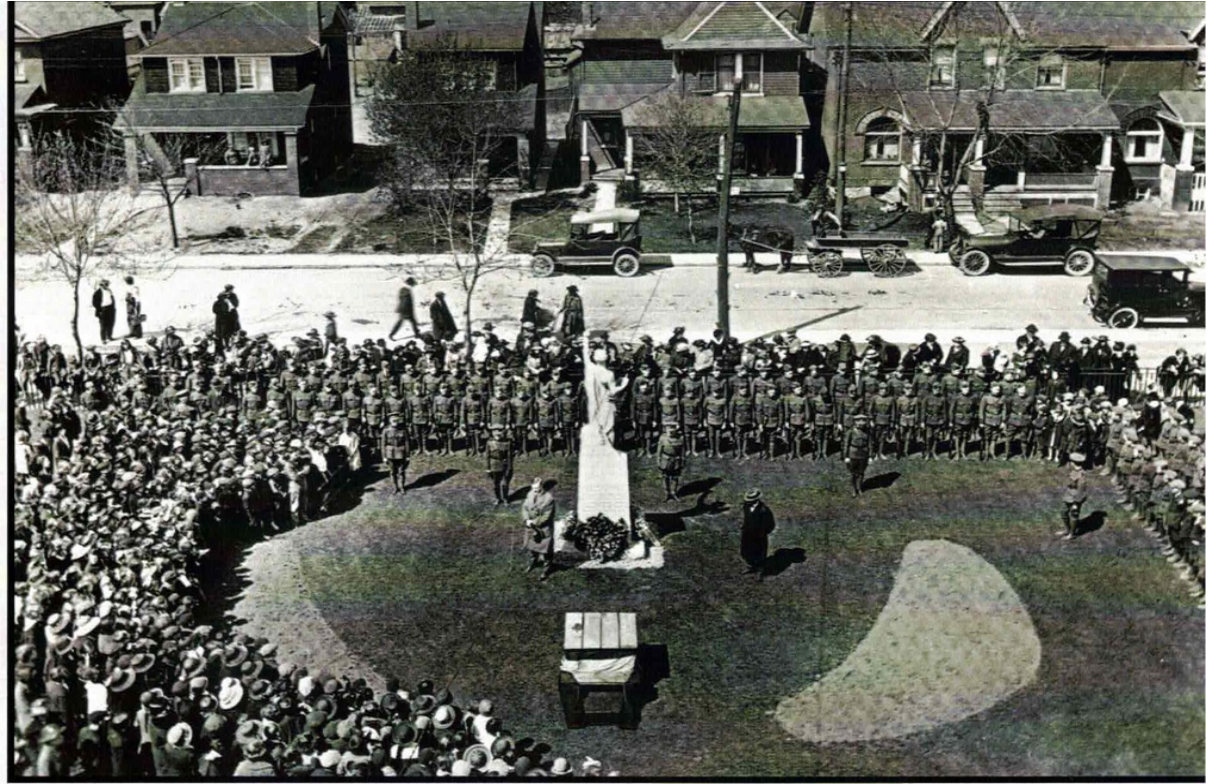
Research into the 1,123 Malvern alumni who served in the First or Second World War has continued but at a slower pace than in previous years. We continue to be contacted by family members inquiring about some of the names through Ancestry.ca, but few of these know much about the Malvern veterans themselves. However, this source has sometimes resulted in amazing connections that yielded photos and information that couldn't have been had otherwise.

The Cenotaph repair plan includes a suggestion of interpretive signage that will require some of the information in my veterans' database, which was built on the wonderful original data built by Donna Halliday from the "Those Who Served" Remembrance Day programs. We are still considering turning this data into an online, searchable resource when other priorities have been addressed (e.g. the repair campaign itself).

The 100th anniversary of the Cenotaph went very well and I spoke on a live stream to attendees and students in their classrooms, referring to the research about the 25 men named on it.

In retirement, I plan to resume researching and writing articles about Malvern veterans, and, of course, I am always available to speak to students and community groups such as the Beach East Toronto Historical Society.

Respectfully submitted, David Fuller



Dedication of the Malvern War Memorial, Friday, May 19, 1922

Committee Reports

(a) Archives Committee Report

Archives Committee

We continued to work on the Malvern Archives throughout 2021. However, because of the covid-19 pandemic, we did not have access to the Malvern CI school building at all. During this period, we continued to work online at home on several projects. Donna also delivered paper clippings and archival materials to Irene

We have purchased much needed archival supplies, and now almost all of our collection is housed in suitable acid-free boxes, folders and covers. Thanks very much to those who donated specifically to the Malvern Archives. We are very proud of the progress we have made in the past seventeen years.

Souvenirs

We still have some *Malvern Centennial* and *Malvern at 110* books in stock. They are for sale at \$10 per copy when we are able to get them from the school. We will offer them for sale on the MRBS Shop when we are able to procure them. In the Fall of 2021, we successfully offered Malvern Hoodies with crest and Malvern Caps with logo on them. The report on the revenues will be found in the Treasurer's Report.

Committee Members

Vandra Masemann chaired this committee in 2021 and performed all of the liaison functions with the new Principal, Sandy Kaskens. She relayed inquiries from Malvernites to committee members for research on school history, relatives and other Malvernites. She dealt with inquiries from Facebook online, mainly about alumni asking for copies of old Muses or donating various objects to the Archives. She is working on the future plans for making the collection more accessible to students and staff.

Volker Masemann helps with routine tasks of the committee. His main focus is the gardens in front of the school. He is also helped by Joyce Heighway.

Irene Hubel, who has recently passed away, was still collecting obits and news articles about Malvernites and Malvern, and had compiled two binders of obits. She has also updated all the lists of Malvern award and scholarship winners, collected news and cut, labelled and filed it.

Lois Maxwell has cut, labelled and filed paper items, and is still working on bringing the files up to date and duplicating them. She is also helping to update the Members' database.

Bob Watson, who has been busy on other matters for MRBS, is available to assist the Archives Group when needed.

Joyce Heighway has worked in the archives wherever the need.

Erik Malmsten has been working with Donna Halliday on updating the Wikipedia entry for Malvern CI. He previously compiled a list of Malvernites who became doctors, and those who were hockey players. He researched our archival collection of photos about music at Malvern and posted them and some old views of the school on Facebook in September 2020. He also researches for other local historical groups, such as the Beach and East Toronto Historical Society, and notes when those on various databases (e.g. Illustrious Beachers and Olympic athletes) are Malvernites. A few years ago he started an index page of the Malvern people in the folders which needs to be finished. Added to that, he had made a spreadsheet with a more detailed list with links to Wikipedia pages. He is also interested in the project of making a list of commencement speakers, if they're always given in the programme.

David Fuller has done extensive research on Malvernites, staff and students in the Armed Forces and written articles on his findings. He has usually participated at Remembrance Day events when possible.

Ila Vaculik is our newest member, and also helps to process and maintain the collection.

All of these tasks are ongoing and may change as the need arises.

Donna Halliday is compiling the archival database and has accessioned all items on it. New items are frequently being donated, so this task is ongoing. The large grey box #12 and items on display in the cabinets need to be added to the database. She has created a database for staff, sports, Muses, Malvernites in the Armed Forces, etc. During the pandemic, Donna had dropped off newspapers and obituaries to Irene's house and picked up items Irene has completed and added them to the database. Sadly, Irene passed away in the summer of 2022, and we are in the process of retrieving the archival material on which she was working. Condolences to her husband, family and friends. After two years of working on updating the MRBS Members' database, she has finally completed it and handed it over to the db manager. We continue to get donations of team wear, books, pins, certificates, etc. from former Malvernites or their estates, Malvern staff or their estates, etc.

The main archival database has over 6000 entries to date, which have been transferred to a flash drive. All items on this database have been accessioned so they will be easier to find and easier to return to their proper location. We have presented our database to Greg McKinnon, the TDSB archivist, so it will be included in the TDSB Museum Archival database. Two updates of 100 items each have been

emailed to Jason Cheung, one of the Board archivists for inclusion with the main database.

We have helped the principal Sandy Kaskens locate photos of former principals for display, as well as photos she is using to create collages of graduates from the early years.

Jobs to be done

- running off duplicate copies of all news and paper items
- updating all lists, including staff, sports, drama, etc.
- adding more info to the archive database
- labelling all photos
- scanning more of the Muses
- creating a database of all Malvernites from 1903 to the present
- creating a database of all Illustrious Malvernites

Organizing the archives is an ongoing job, as new items are always being added to the Malvern collection. We would never have gotten all this work done if not for all the volunteers who have given us so many hours over the years. More volunteers are always welcome. Thank you all.

Respectfully submitted, Vandra Masemann and Donna Halliday

(b) Technical Support

After the successful launch of the shop in late 2020 for the Malvernware campaign, we continue to receive orders for leftover stock (hats) and backorders for hoodies and shirts, and the WooCommerce app has been updated and improved. A green donation button has been added to the front page, along with an image to promote the shop. The donation page now has a Canada Helps form embedded into it, so users do not need to go to another website.

We discussed moving to a new ISP (internet service provider) due to problems with Blue Host. These issues have calmed down for the moment, but we should consider moving again, if outages reoccur.

Site redesign will get started again now that the Technical chair is retired (moi).

We have uploaded the membership/subscriber list to Mail Chimp to merge it with the Shop customer data (they are not all subscribers). There was an issue with Mail Chimp's strict filtering of addresses that cut the database in half. Some of this was due to outdated email addresses, but some was caused by the strict policies aimed

at maintaining confidence in the platform to thwart spammers. We will continue to look for a solution that will maximize our access to Malvernites whose information we have been given as we also try to confirm interest from people who have not given us consent, yet. As a backup, Tim Daciuk has used his access to a different email platform to reach the rest of the available addresses, along with a new request to provide consent that will allow us to add them to the Mail Chimp db. We still need to discuss database maintenance. This should be moved online with a CRM (customer relationship management) tool so manual updating of spreadsheets is no longer required. I will scout out some possibilities for a recommendation. MailChimp has some capabilities but not for all the data we want to record on our members (grad year, maiden names, notes, etc.) Putting the database in the cloud will make it easier to update for use.

One note on website traffic: we saw a big jump in visits to the website after the In-Memoriam section was added by Paul Warner. It instantly became the most-visited part of the site, a trend which I suspect will continue. It is a popular thing with our audience looking to learn about their former classmates.

Respectfully submitted, David Fuller



Courtesy CBC