

Vic High - Library

The Vic High Alumni recognizes and acknowledges the Esquimalt and Songhees Nations, on whose traditional territories we live, we learn, and we do our work.

Present: Roger Skillings, Helen Edwards, Anne McKeachie, Linda Baker, Fern Johnson, Ed Kozicki, Don Kissinger, Nita Loudon, Ian McKinnon, Don Kissinger, Principal Aaron Parker

Call to Order: 3:45 PM

Introductions: Members present were introduced.

Agenda: Moved and seconded to adopt agenda. Carried.

Student Presentation: None.

Minutes: Moved and seconded to adopt minutes of March 9, 2022 meeting with correction to amount of Maskos bursary to \$500. Carried.

Moved and seconded to post March 9, 2022 minutes on our website without confidential reports attached. Carried.

Business Arising from Minutes: None.

Correspondence

1. Norm Gidney letter of thanks regarding Gidney Bursary was read out. Moved and seconded to receive and file. Carried.

Chair's Report: Roger Skillings

1. A big thank you to the many talented individuals doing a tremendous amount of great work for the Alumni.
2. It's time to review the 2017 Business Plan. It's important to revisit these more often to ensure we're building on our past and capturing the organizational memory.
3. Great news: I've checked with all Victoria high schools and found that none even come close to the amount of money we make available through fundraising and bequests for annual scholarships and bursaries for Vic High students. I'll continue to look into schools outside Victoria and report back.
4. Thanks to the Communications Team, the newsletter is very effective at inspiring more volunteers.
5. It's important to remember and honour Vic High grads of the past. I hope the Communications and Archives & Museum teams will continue to profile these people.

Secretary's Report: Linda Baker (report circulated, added below)

Treasurer's Report: Fern Johnson (reports circulated to Directors)

1. March Financial Report: Moved and seconded to adopt. Carried.

2. 2022 budget: Moved and seconded to adopt with addition of \$5800 donation to Vic High for replacement of stained glass window in one stairwell, and Note added "Donation to be made in advance of anticipated fundraising." Carried.

Vic High Principal's Report: Aaron Parker

1. Administrative staff are in the midst of staffing for the 2022-23 school year, which will return to semester scheduling.
2. Recent cuts to the SD 61 budget have no impact on Vic High.

Standing Committees, Ad Hoc Committees & Task Forces

Archives & Museum: Annie Boldt (report circulated and added below)

Annie shared that she is making a \$10,000 donation to the Alumni to cover the cost of new shelving and equipment needed in the new Vic High Archives & Museum. Annie's dad, Peter Boldt, taught at Vic High, and this donation is coming from his estate in his memory. *Thank you, Annie! Very generous.*

Black & Gold: Anne McKeachie (No report at this time)

Bylaws Updating Task Force: Rick Crosby (No report at this time)

Informal board discussion tentatively scheduled April 21, 3:30 PM at Vic High to review proposed updates.

Communications: Linda Baker (report circulated, added below)

Membership/Alumni Directory: JoAnne Botten (Info part of Secretary's Report)

We will finish phoning grads up to the early 1990s.

Reunion Co-ordinator: Brigitte L'Heureux (No report at this time)

Scholarships & Bursaries: Don Kissinger (report circulated, added below)

Website: Helen Edwards (No report at this time)

Fundraising Task Force: Ed Kozicki (No report at this time)

Seismic Updates/External Amenities: Ian McKinnon

No significant action in the past month regarding August 2021 complaint.

Moved and seconded to receive all reports. Carried.

New Business

1. Board Reporting Draft Policy: Rick Crosby (circulated)
Moved and Seconded to table at May meeting. Carried.
2. Spring Mailings: Linda Baker
Moved and Seconded to adopt recommendations of Communications Team as contained in Communications Report, see below. Carried.

1. We recommend the Spring 2022 Print Newsletter be postal mailed to donors without email addresses
 2. We recommend a unique 2-page letter be envelope-mailed to all donors with email addresses. A draft is attached below, using researched lay-out tips for this type of mailing. 'How to Contact' and AGM info still to be added.
 3. We further recommend that we include in the mailing, a cardstock Vic High Alumni bookmark, (initial 1500 to be printed – students, reunions, etc.)
3. 2022 Annual General Meeting
Moved and Seconded to set *tentative* AGM date of June 28, 2022 and hold via Zoom. Carried.
Planning meeting (Roger, Linda, JoAnne) to be held to review proposed Zoom protocols, meeting format, and resources needed.
4. Elections for Five Director positions
Moved and Seconded to appoint Keith McCallion to chair Nominating Committee. Carried.

Adjournment: 6:35 PM.

Respectfully submitted,

Linda Baker, Secretary

ACTION ITEMS

1. Draft info for grads about the Alumni: Communications Team **In progress.**
2. Draft communications plan for 2026 Book: Communications Team **In progress.**
3. Involve current students in 2026 Book project: **In progress at Vic High.**
4. Send proposed 2026 Book interviewees to Mary Anne Skill. Everyone
5. Draft thank you letter to Jim Soles for Chair signature: **Linda Done**
6. Update seismic/stadium project info on website: Ian, Linda
7. Meeting to plan June AGM: Roger, Linda, JoAnne

REPORTS

Secretary Report

1. **Phoning Campaign:** JoAnne Botten
 - a. 48 of 67 lists sent out, 43 completed (1960s, 1970s, some 1950s & 1980s)
 - b. 1379 names on lists
 - i. 616 – phones Not In Service (45%)
 - ii. 275 - provided emails (20%)
 - iii. 184 – messages were left, very few called back (13%)
 - iv. 72 - weren't interested (5%)
 - v. 36 – don't have email addresses (2.5%)
 - vi. 34 – Deceased or too ill (2.5%)

2. **Volunteers:** Linda Baker

We have a new volunteer, VHS 1986, moving back to Victoria in a few months and very keen to get involved. Our super-volunteer, Christy Bowen, had him on a list of members without emails, and they chatted when she phoned him. She passed his contacts along, I called him, and will be following up. He retired recently from 35 years as Office Manager at a large Vancouver law firm.

Archives & Museum Report: Annie Boldt

I am working on the A&M database to detail the Accession records for the large collections that have only been listed under the donors names to date. These large collections apply to the likes of Duncan Lorimer, Harry Dee, Dr.Peter Smith and Denis Johnston (who donated 105 individual artifacts! Thanks, Denis), and include documents, photos, etc. It is slow work but this is the time to get it done.

In the past 2 weeks I have visited Royal Bay H.S. and Belmont and OB to check on and photograph their display cases for ideas for the next Heritage and Decor meeting.

The volume of donations by alumni and their families has dropped dramatically, however, some continue to trickle in and I am accessioning them as they arrive. Last week I met with the daughter of a 1939 grad. She donated her Mother's graduation Camosun and a hand written (in pencil) copy of the Valedictorian speech she delivered to her class in June 1939. This kind of offering sends shivers down my spine!

On April 7th Linda Baker and I met with the OBAA Chair and 4 newly assembled Archive volunteers at OBHS. They are in the early stages of setting up an Archives in the new school. Their history will apply to OBSSec and OBJS as we knew them. They have been assigned a storage locker under a part of the **Dave Dunneth Theater** and a work and show space under a stairwell on the main floor. Their situation makes us feel very grateful to Aaron Parker and all of those who have been so very supportive and helpful to us Archive Volunteers! We will meet with this group again.

There was some discussion at the Oak Bay meeting about organizing a gathering of school alumni archives volunteers, and also a general gathering of school alumni volunteers. Both could be good ways to share ideas.

Linda Baker has been studying the new GOPRO equipment that was donated to the Archives by Alan (Fergie) Andison for the collection of Oral Histories and stories. We are working on a template of questions to guide us through the Oral History collection process.

Communications: Linda Baker, King Lee, Mary Anne Skill

3. **MailChimp:** Vic High staff on our email list have not been receiving our newsletters! The SD 61 email system was filtering them out because they came from a list. Aaron has had this fixed.

4. **Vic High Alumni** – our info on the school’s website out of date. I submitted updated info and Aaron had the updates done within hours.

5. **Spring Mailings:**

- a. **Print Newsletter** is almost ready. Just need Board direction on when AGM will be held, and addition of a bit more content. Format: B/W, 8-page, folded (no envelope)

We recommend this be postal mailed to donors without email addresses

- b. **Print Direct Mail** – draft circulated. We found a way to break down MailChimp stats and found that 80% of donors on the email list engage **Often** (open the newsletter, click on links). It therefore makes less sense to send them the print newsletter. It is critical, however (and based on research on top direct mail strategies), to postal mail donors.

We recommend a unique 2-page letter be envelope-mailed to all donors with email addresses. A draft is attached below, using researched layout tips. ‘How to Contact’ and AGM info still to be added.

We further recommend that we include in the mailing, a cardstock Vic High Alumni bookmark, (initial 1500 to be printed – students, reunions, etc.)

Estimated costs:

Print & mail newsletter (235 donors):	600
Print & mail Direct Mail (650 donors):	900
Bookmark - print 1500 (cost-effective):	250 (more if larger format TBD)

Scholarship & Bursaries: Don Kissinger

1. Helen Maxwell Bursary is well in hand. (Maxwell is a former teacher/counsellor). A Celebration of Life will be held April 30, 2 pm, at 55+, 5238 Cordova Bay Rd. RSVP to celebratehelen48@gmail.com.
2. Gardom Bursaries: Ron Davis contacted by phone and he has agreed to continue with 3 bursaries annually, amounts based on availability to grant.
3. Have not heard from Leduc-McQueen family regarding their family donation this year.
4. Chelsea Maskos said she would send in \$300 for this year’s award.
5. Have passed on TOR of McCullough and Harrison(Lim) award as well as amounts available for all awards this year.