

**Vic High Alumni**  
**Board Meeting Minutes – October 11, 2023**  
4:30 PM | 923 Topaz Ave | Library or via Zoom

**Present:**

Nita Loudon, Roger Skillings, Ian McKinnon, Ed Kozicki, Tara Laughlin, Linda Baker, Paul Curtis, Helen Edwards & Aaron Parker (VHS Principal).

1. **Call to Order – Helen Edwards**

- adoption of Agenda. Adopted

2. **Minutes**

- adoption of September 13, 2023, minutes. Adopted

3. **Business Arising from Minutes**

- none

4. **Chair's Report – Helen Edwards**

Went to talk to students re: yearbook, realized it was a club. Imparted on students how important it is. New Teacher seems great, and eager. Alumni and Club will collaborate – for our newsletter, and in the school channels.

5. **Secretary's Report – Tara Laughlin**

I understand that some committees meet on Thursdays, will keep this in mind, and try to ensure all reports are included before sending final agenda. Plan: Primary/Initial Agenda to be sent on Weds, and finalized on Sat.

**Tara to transfer donation account to Nita (Canada Helps)**

6. **Treasurer's Report**

- no treasurer – see financial committee report, presentation given by Nita.

7. **Vic High Principal's Report – Aaron Parker**

Walked through the school last Weds – it is beautiful. Lots to be completed still, but very exciting. Started putting the move plan in place. January 26<sup>th</sup> is still the move date plan.

- 862 finalized student number, busy times, but very exciting.
- Athletics is doing great/up and running.
- Sexual Health Clinic is coming (2 days a week, starting at the end of October. First time Vic High has done this, one of two schools on the Island piloting this.

8. **Standing Committees, Ad Hoc Committees & Task Forces**

### a) Archives & Museum ~ Annie Boldt

\* This past month we have received an amazing donation from Stephen Pope's family. He was the 2nd principal at VHS from 1876 to 1878.

The donations include a beautiful silver plated tea service on a big silver plated tray ( in mint condition) and a framed poster letter in beautiful calligraphy when he resigned after 16 years as the Superintendent of Education for the province of BC.

\*Linda Baker has been working with Judy Milne the G.M at Vintage Woodworks to find us an installer to mount the new shelving in the 'new' archives room. She has been in contact with Rob Duncan who has agreed to meet with Gord Wilson the SD61 on site manager at VHS to visit the school on Oct 11th. He will also take the final measurements of the room to give to Ken Coley-Donahue at Vintage Woodworks who is making the shelving.

\* There have been some other donations, one a lovely framed picture and Grad booklet of Faith ( Woodward) Reimer's whoM our Archives space is dedicated to, also known as THE FAITH REIMER ROOM.

\* Other donations have also been several old Camosuns which we are always happy to receive.

\* We have contacted Stew Wheeler, the woodwork shop teacher and he has agreed to provide us with a student to put together the Heritage Cupboard which was very good news to us!!!! This work can be done in the concourse itself next January approx.

Submitted by Annie Boldt, Manager of the VHSA&M

Annie to ask Dennis to write the history of the history of the Vic High Alumni

### b) Black & Gold ~ Linda Baker

Annie Boldt, Mary Anne Skill, Maple Melder-Crozier, Linda Baker

Regrets: Nicki Mackenzie, King Lee

#### Reviewed past B&G events:

Pros	Allowing inductees to speak created memorable emotional connections
	Sharing a meal created opportunities for socializing at the tables
	It's like a Vic High 'reunion'
	Each dinner raised \$8-\$10K, mostly through sponsorships
	Inductee videos are excellent.
Cons	People socialize with those they know, then only with table mates
	Students tend to keep to themselves
	Need name tags with grad year (and maybe grad photo?)
	Inductee presentation was too long (2023)
	Better photos need to be taken during presentation

Ticket price can be a barrier to attendance

Inductee videos take a lot of volunteer resources to research/ produce.

### **Purpose/goals of past and future events**

1. Celebrate distinguished alumni and inspire students
2. Involve students in the event
3. Raise funds (past: for Alumni operating expenses)

### **Opportunity:**

With Vic High re-opening Feb 1 2024, an event spring 2024 (May?) could be a good draw.

Maple attended a UVic event at the Royal BC Museum that was very classy. Appetizers on each floor promoted circulation, viewing of various displays, etc. We brainstormed ideas for a similar event format, which would include inductee presentations in the Auditorium.

Mary Anne suggested a 'Past Meets the Future' type of theme, promoting connectivity between generations.

### **Ideas** (these are brainstormed ideas, not an event plan)

1. Classy welcome to heritage hallway – event entry off Grant Street.
  - a. Student and alumni hosts at the door (Alumni board chair + a student)
  - b. Check-in, maps for guests to follow
  - c. Name tags. Past inductees in attendance get unique name tags
  - d. No-Host bar – wine/beer/non-alcohol drinks, **(Mary Anne to get pricing for bartender)**
  - e. Small student musical ensemble – background music
2. Stations at key locations around the school (choose # of locations based on timing of event)
  - a. Different food at each station, **(Annie to gather prices)**
  - b. Two hosts at each station – one student, one alumni
  - c. Student work displays at each station (any discipline)
  - d. Sponsor for each station, signage to recognize
  - e. Feature a different historical inductee at each station – possibly connected to the student display
  - f. Some seating at each station
3. Inductee Presentation in auditorium
  - a. Set max length – perhaps one hour?
  - b. Include performance presentation by student(s)
  - c. If inductees are invited to say a few words, give them a time limit/guideline
  - d. Honour historical (deceased) alumni without videos
  - e. Introduce past inductees present at event
4. Induction Videos **(need to review with Alan Perry)**
  - a. Set max length – perhaps 3-4 minutes
  - b. Simplify info presented
  - c. Include short interview with inductee – 'thank you', reference impact of Vic High on subsequent accomplishments
5. Fundraising
  - a. Max. \$50/ticket
  - b. Sell sponsorships

- c. Include a raffle (needs a gaming license – fairly straightforward application)
  - d. Include a Silent Auction
  - e. Include one drink ticket with entry
6. Inductee Selection Criteria
- a. **Maple to research schools, universities, other organizations, etc.**
  - b. Recognition suggestion: the location and the way inductees are presented within the school should not overshadow recognition of top students (leadership, academic), veteran Honour Roll, etc.
7. Opportunities for student involvement (**Linda to meet with school staff**)
- a. Leadership student teams – including an alumni – interview current inductees and draft description as basis for video
  - b. Leadership student teams gather info about historical inductees, draft description
  - c. Foods students cater item(s) – paid for by event
  - d. Performance students – music, dance, etc.
  - e. Presentations of student work
  - f. Hosts at individual stations, and at entry (welcome, check-in, etc.
8. Event supplies
- a. Determine what tables, chairs, etc., the school has on hand
  - b. List what the event would have to rent
9. Marketing – selling tickets
- a. Targeted outreach to classes with inductees
  - b. Market publicly
  - c. Set up ticket sales on website
10. Event Production
- a. Clear work plan would be developed, with work teams and clear responsibilities identified.
  - b. Outreach to recruit work team members
  - c. Note: Irene Harrison, VHS 1955, has volunteered to assist. She was on previous B&G committees and has organized events, etc.
  - d. Get estimates for signage. Assume 5 food stations so 5 historical inductee boards, 5 sponsor recognition signage. 1 large sponsor recognition board at the entry (**Mary Anne**)
  - e. Estimates for a program (**Mary Anne**)

#### **General Ideas**

- 1. Stipulate dress for the event (to encourage dressing up, raising the event's importance)
- 2. Organize student valets for parking?
- 3. Ideally on a week-end, to encourage out-of-town guests
- 4. Inquire about opportunity to meet directly with students to engage, solicit more ideas for the planning.
- 5. Invite local 'dignitaries' to event & introduce in auditorium, unique name tags
  - a. Victoria officials, MLAs, etc
  - b. Past teachers, admin staff – thank them/celebrate their contribution to students/Vic High
- 6. Possible chocolate fountain – or other simple but classy, showy, desert-type item
- 7. Possible volunteer-made dessert item(s) –
- 8. All food must be neat, finger food, 1-2 bites max.
- 9. Easier if we don't have to do tea/coffee?
- 10. Offer non-alcoholic punch?

11. Use Black & Gold colours – but introduce another lively, engaging colour to brighten things up

**Next Meeting: October 22, 7 PM via Zoom. Linda to follow up with Nicki and King.**

**c) Communications ~ Linda Baker**

Newsletter

October issue is in progress.

November issue is our annual Funding Appeal issue.

Print funding appeal will be prepared to mail to all donors on file.

- Comm Team wants to personalize the impact of our support of students, Vic High
- Hopes to interview a student who received an award in the past

*Any input re: how to present that appeal?*

*Communications would love input from folks on how to best appeal to donors, looking at more recent recipients.*

## d) Website – Paul Curtis

### STATS

Summary				
Reported period	Month Sep 2023			
First visit	01 Sep 2023 - 00:02			
Last visit	30 Sep 2023 - 23:58			
	Unique visitors	Number of visits	Pages	Hits
Viewed traffic *	4,116	6,298 (1.53 visits/visitor)	80,406 (12.76 Pages/Visit)	447,697 (71.08 Hits/Visit)











Visitors: **+1.7%** yr/yr  
 Visits: **-7.6%** yr/yr  
 Page views: **+6.9%** yr/yr

*After a year of unusual growth, numbers have levelled off. Slightly more people came to the site and looked at a bit more content than in same period last year. But they didn't visit the site as often as they did in Sept 2022.*

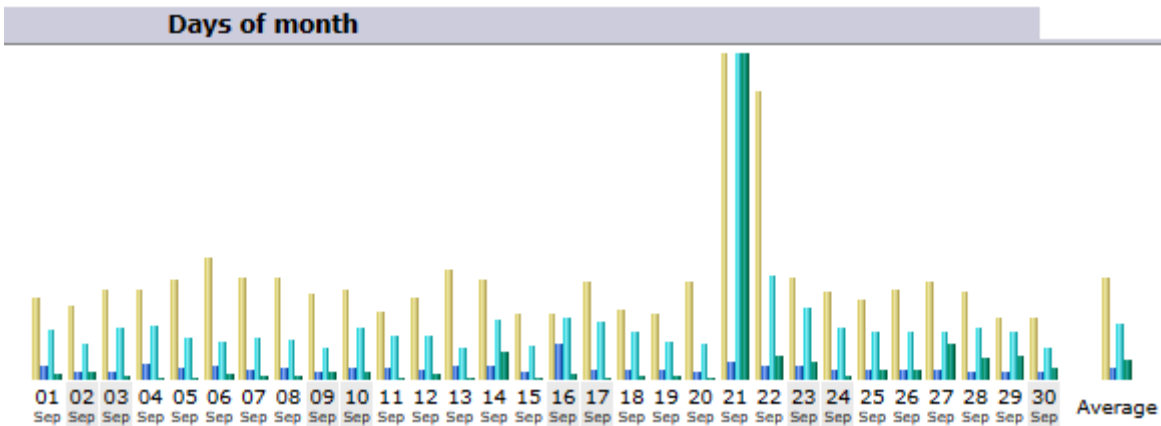
Pages-URL (Top 25) - Full list - Entry - Exit				
1,009 different pages-url	Viewed	Average size	Entry	Exit
/wp-cron.php	42,301		26	28
/wp-admin/admin-ajax.php	4,781	15.71 KB	4	45
/	4,440	80.75 KB	1,665	1,200
//wp-login.php	3,334	8.56 KB	3	5
/wp-login.php	2,068	8.51 KB	1,006	1,021
/alumni-register/	1,888	118.82 KB	500	448
/wp-content/themes/enfold/config-templatebuilder/avia-template-b...	1,699	18.75 KB	58	939
/login/	881	89.10 KB	36	182
/xmlrpc.php	724	409 Bytes	380	383
/contact/	619	103.85 KB	97	317
/alumni-directory/	545	107.10 KB	110	20
/alumni-store/	489	129.81 KB	161	84
/feed/	461	181.05 KB	64	101
/we-remember-them/	458	96.83 KB	134	55
/john-ashbridge-vhs-1964-the-voice-of-the-canucks/	285	111.70 KB	212	61
/archives-museum/	267	103.22 KB	11	61
/celebrating-alumni/	232	104.22 KB	110	55
/about-us/	222	121.90 KB	59	41
/wp-admin/edit.php	203	473.09 KB		
/2010-grad-scholarships/	184	106.48 KB	182	4
/in-memoriam-a-c/	182	134.77 KB	27	29
/donate/	173	129.98 KB	16	18
/wp-admin/post.php	158	875.93 KB		
/auditorium-seat-plaques/	154	124.11 KB	7	7
/calendar/list/	147	114.61 KB	25	23
Others	13,511	128.53 KB	1,405	1,171

*Aside from 'utility' pages listed above, top content include Alumni Directory, Alumni Store, We Remember Them, the new John Ashbridge profile, Archives/Museum page, and Celebrating Alumni.*

NOTE: "/" is the home page.

Downloads (Top 10) - Full list					
Downloads: 955		Hits	206 Hits	Bandwidth	Average size
	/pdfs/camosuns/VHS_Camosun_1979.pdf	235	0	12.96 GB	56.45 MB
	/pdfs/camosuns/VHS_Camosun_1989.pdf	191	0	8.71 GB	46.68 MB
	/pdfs/camosuns/VHS_Camosun_1980.pdf	153	0	11.15 GB	74.59 MB
	/pdfs/camosuns/VHS_Camosun_1963.pdf	148	0	11.31 GB	78.29 MB
	/pdfs/camosuns/VHS_Camosun_1964.pdf	114	0	4.74 GB	42.62 MB
	/pdfs/camosuns/VHS_Camosun_1960.pdf	84	0	2.15 GB	26.21 MB
	/pdfs/camosuns/VHS_Camosun_1999.pdf	70	0	3.74 GB	54.66 MB
	/pdfs/camosuns/VHS_Camosun_2014.pdf	56	0	2.26 GB	41.26 MB
	/pdfs/camosuns/VHS_Camosun_1988.pdf	55	0	2.62 GB	48.84 MB
	/pdfs/camosuns/VHS_Camosun_1997.pdf	53	0	1.73 GB	33.44 MB

Popularity of year books continues. Note the high bandwidth numbers.



The bars above days of the month show relative volumes for visits, pages, hits and bandwidth respectively. Sept 21 was top performer in terms of visits, hits and bandwidth. Sept 22 was a close second for visits.

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### SEPTEMBER 2023 ONLINE SALES REPORT

**GROSS:** \$174.63

**NET** \$130.00

**Product(s):** 2 x Unisex Fleece Vest, 1 x Ball Cap

**Underperforming**

#### e) Fundraising Task Force ~ Linda Baker

Ed Kozicki, Helen Edwards, Mary Anne Skill, Paul Curtis, Linda Baker

We had a very helpful, informative meeting with Chris Spicer. He is a professional fundraiser who still works for St. Michael's University 3 days/month, does fundraising for a local rugby club, and who worked in two organizations where Roger Skillings was in charge. We provided him ahead of time with some basic background information about the Alumni, our donor profile, etc.

His key messages:

- think big picture, long term
- define your target audience a little tighter
  - o eg Who would care if Vic High disappeared tomorrow?
- people don't give to fund operations, so consider ways to ensure sustainability. For example:
  - o start funding an endowment to generate operating funds
  - o Set aside a % of all donations for operating funds
- Fundraising is sharing stories, it's an emotional transaction
- Monthly giving is THE way to go
- Look internally first for a paid fundraiser, someone whose heart is already in Vic High
- Engage alumni you know (brainstorm sessions) and find out who they know, how they can help achieve the Alumni's goals

While the Fundraising Team develops the longer term fundraising plan, we propose immediately launching the following in the November print funding appeal that goes to all donors.

### **The \$20 Club**

- Donors sign up to auto-donate \$20/month, via PayPal on our website.
- \$20/month is an amount many people would hardly notice they're donating.
- Tax receipts would be issued once a year.
- Some response may be generated from a general appeal, however each of us needs to reach out and sign up individuals
- We could set a goal amount to be raised
- Funds raised need to target something specific. We propose:
  - o Preserving Vic High's history
    - The Archives needs to build digital capacity
    - Refurbishing war memorials
    - Refurbishing grad class photos
    - Installation of a donor recognition wall
    - Installation of Illustrious Alumni plaques
    - Funds may be needed to speed up the repair/replacement of auditorium seats  
(this needs to be checked)
  - Creating Alumni website-based stories, linked from QR codes
    - On recognition plaques
    - On donor recognition wall
    - Adjacent to key rooms, areas

FYI, other items on Vic High's Wish List include

- New fieldhouse
- Outdoor basketball court
- Broadcast media lab – addl. Items to fully equip it ASAP
- New stage curtains
- Drum marching kits to enable Vic High band to march
- Lighting for an art gallery wall
- Robotics Lab equipment
- Astronomy Viewing Deck screens to block out ambient city light

***note that the committee will be keeping Leigh Large informed, so that he can assist/stay informed. How will we reach the next decade regarding donations? (70s) – encouraging online as the way to give. New money, new donors. Build on the influencers.***



## f) Finance Committee ~ Shannon Edgar

**Members:** Helen Edwards, Nita Loudon, Rick Crosby, Shannon Edgar

The Committee met October 5 and addressed the following key issues:

- **Treasurer responsibilities**
  - In the temporary absence of a Treasurer, the Committee has prepared an interim work plan to address responsibilities for fiscal year 2023.
  - Rick has received financial records from Fern and a status report from Linda on outstanding issues regarding donations and pending expense reimbursements.
  - Rick has volunteered to provide a lead role on interim accounting support for 2023 pending confirmation of a Treasurer. Linda will continue to provide support to finance team monitoring mail for donations and financial records. Nita to assume responsibility for bank deposits.
  - Transition of account access passwords is in progress (eg Canada Helps, Paypal, etc).
- **Signing authorities**
  - **Board motion** required to update bank signing authorities to include Nita (in addition to Linda and Helen) and remove Fern. **Moved, seconded, approved.**
  - **Board motion** to confirm Nita and Helen as delegated authorities with CIBC Wood Gundy for investment transactions recommended by Finance Committee. **Moved, seconded, approved.**
  - **Board motion** to delegate Finance Committee to update account contacts with Victoria and Vancouver Foundations. **Moved, seconded, approved.**
  - **Board motion** required to temporary delegate authority to Nita and Helen to sign charitable tax receipts in absence of a Treasurer. **Moved, seconded, approved.**
- **Cash and Short-Term Investments**
  - Current status of cash and investments to be reviewed in October with focus on surplus cash and pending investment maturities in November.
  - Interest allocation for the Stadium Renewal Fund to be addressed with Board in November as previously reported at September Board meeting.
- **Other issues under consideration**
  - Draft Committee Work Plan was reviewed at the October committee meeting.
  - Potential accounting system and contracted bookkeeping options for 2024.
  - Format and frequency of Board reporting going forward.
  - Victoria Foundation 2023 grants and strategy for current residual Available to Grant balances by endowment fund for Board consideration in November or December 2023.

**g) Scholarships & Bursaries** ~ no advance report

**h) Merchandise Report** ~ no advance report

## **New Business**

### **Oak Bay Field**

- Deterioration of Oak Bay field – raising concerns about Vic High’s turf. Oak Bay is not using their turf field now for kids, because it tracks the turf everywhere.
- The same stuff is not down an Oak Bay but is the same as Topaz – which has had positive reviews.
- We do not think we will have the same issues, but Roger, Ian and Keith will look.

## **Adjournment**

*~ meeting adjourned*

## **ACTION ITEMS**

**Festival of Lights in Newsletter (all proceeds go to sellers)**

**Tara to transfer donation account to Nita (Canada Helps)**

**Annie to ask Dennis to write the history of the history of the Vic High Alumni**