

Vic High Alumni

Board Meeting – December 13, 2023

4:30 PM (in person (combined with holiday social))

MINUTES

We acknowledge and respect the lək'wəḡən peoples on whose territory Vic High stands, and the Songhees, Esquimalt and W̱SÁNEĆ peoples whose historical relationships with the land continue to this day.

Present:

Helen Edwards, Linda Baker, Tara Laughlin, Ed Kozicki, Nita Loudon, Roger Skillings, Don Kissinger & Ian McKinnon

Call to Order – Helen Edwards

1. **Minutes**
- adoption of November 13, 2023, minutes will be finalized @ end of December via email.
2. **Business Arising from Minutes**
- none
3. **Chair's Report** – Helen Edwards
 - a. No report, lots of meetings, not much happening this time of year.
4. **Secretary's Report** – Tara Laughlin
 - a. Big shout out to everyone for your help, I've been working behind the scenes on accounts, and an update will be sent by the end of the year.
5. **Treasurer's Report**
- no treasurer
6. **Vic High Principal's Report** – Aaron Parker

Move update:

We are frantically preparing for our move back to the Fernwood campus. Due to continued delays we are unlikely to have access to the school prior to our move dates – Jan 16-Feb 1. We are planning for student tours on Feb. 1st. Are there alumni members interested in assisting with the tours / presentations. In particular we would love a representative for our Roper Gym "Vic High Sportsmanship" presentation and our Heritage Hallway "Vic High Service" presentation. Interested alumni members can contact me directly.

Report from Athletic Director:

We had an amazing finish to the Fall season with the Senior Boys Volleyball team emerging as winners of the Island Championships, which was the first time since 1975, and then finishing in the 8th at the Provincial Championships. As of now, we are running 4 basketball teams in the winter season. Although our basketball program is in a bit of a rebuilding stage, we are excited about the direction it is heading in. Additionally, we currently have one athlete who is participating in wrestling.

We are delighted to announce that we will be hosting the First Annual Athletics and Music Fundraiser on Wednesday, December 20th at the Victoria Event Center. Doors open at 730, with the show starting at 800. The night promises to be filled with great music, played by our very own R&B band, and a silent auction featuring items such as a night stay at Brentwood Bay Resort and passes to the new HAVN Spa. You can find the link to purchase tickets below.

Thank you to the Alumni for sponsoring the Senior Girls' new basketball jerseys. Attached is a copy of the Instagram post that was shared.

<https://www.universe.com/events/vic-highs-athletic-music-fundraiser-featuring-vic-highs-rb-band-tickets-ZL1JYT>

Matt Philips

7. Standing Committees, Ad Hoc Committees & Task Forces

a. Archives & Museum

The Archives have been a little slow this month.

A request for information about an Alumni and info sent on Mildred Yipso Class of 1942.

Also, a pending donation from a class of 1949 member who plans to donate her saddle shoes, some pins and her Majorette baton.

Our big event was on Nov 28th when Linda and I visited Vintage Woodworks to deliver some home baked sweets for the staff lunch break and a VHA teddy bear and VHS coffee mug to the office staff who have been very supportive of our large shelving project.

Ken Coly-Donahue VHS 1987 owner of Vintage Woodworks donated the labour costs to the Archives.

Linda researched Moving companies and Storage companies to get the shelving units out of the Vintage Woodworks workshop as they were taking up a LOT of space on the floor.

Unfortunately, the school was not able to store them and we were not able to use SD62 transportation team at that time so we have had to pay for the private storage and movers.

We are certainly looking forward to the day they can be moved out of storage and into the Archive space!

Linda and I also visited Colonial Countertops to get an idea of what needs to be done to make us a countertop and shelf unit for the Office space.

We have taken some samples to try to match the color up with the 100+ year old table/desk we have inherited from the old Boiler room space.

The turnaround time from ordering them and having them installed is surprisingly short but we cannot do this until we are able to visit our space.

Our next BIG challenge will be sorting out the 135 boxes of our VHS Collection now in storage in the Fairey Tech concourse.

We are also looking forward to seeing the basement storage area that will be assigned to us for storing the number of boxes that will not fit into our new smaller space.

We will also need to purchase metal shelving units to hold these boxes.

2024 will be an exciting year for us in so many ways.

See you at the meeting and 'after-the-meeting' event later today in Roberts Room in the annex at 620 Toronto St.

Annie Boldt... Manager of the VHSA&M

b. Black & Gold

- i. Meet more in January re: new inductees.

c. Communications

- i. Next newsletter will be out soon, got some great stuff in it.

d. Scholarships & Bursaries

- i. A \$25k donation in invested assets has been offered for a guitar/music scholarship. The donor is working things out with the Victoria Foundation.
- ii. Class of 1970 donated \$4593.33, profit from their 50th reunion, to be added to the Barbara Gidney Bursary Fund.
- iii. Suggested story for newsletter: focus on the various sources of donations we receive, restricted and unrestricted.

e. Website

VICHIGH.COM NOVEMBER 2023 WEB REPORT

STATS

Summary					
Reported period	Month Nov 2023				
First visit	01 Nov 2023 - 00:00				
Last visit	30 Nov 2023 - 23:59				
	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Viewed traffic *	4,765	7,697 (1.61 visits/visitor)	63,721 (8.27 Pages/Visit)	318,687 (41.4 Hits/Visit)	57.11 GB (7780.6 KB/Visit)

Visitors: **+28.3%** yr/yr

Visits: **+20%** yr/yr

Page Views: **-1%** yr/yr











Visitors and Visits are up from November 2022 levels, while Page Views are flat.

Pages-URL (Top 25) - Full list - Entry - Exit				
1,131 different pages-url	Viewed	Average size	Entry	Exit
/wp-cron.php	34,342		25	28
/	6,213	85.04 KB	2,190	1,714
/wp-admin/admin-ajax.php	5,634	25.05 KB	1	38
/wp-login.php	3,687	8.51 KB	1,772	1,816
/alumni-register/	1,604	116.38 KB	380	240
/wp-content/themes/enfold/config-templatebuilder/avia-template-b...	1,410	22.73 KB	108	851
/login/	1,391	88.79 KB	58	324
/contact/	636	100.82 KB	82	356
/xmlrpc.php	534	402 Bytes	19	19
/alumni-directory/	508	105.72 KB	100	25
//wp-login.php	280	8.55 KB	11	11
/wp-admin/edit.php	275	464.37 KB		
/memories/	244	196.51 KB	164	59
/2010-grad-scholarships/	232	104.47 KB	231	4
/wp-admin/post.php	219	873.92 KB	1	2
/about-us/	204	121.46 KB	75	49
/derek-reimer-vhs-1965-a-family-legacy-in-education-and-history/	204	111.33 KB	151	49
/alumni-store/	199	127.84 KB	75	53
/archives-museum/	142	101.10 KB	17	51
/role/student/	138	287.23 KB	125	21
/we-remember-them/	122	93.34 KB	10	11
/scholarships/	115	106.64 KB	58	28
/wp-json/oembed/1.0/embed	109	2.42 KB	3	4
/donate/	102	130.27 KB	40	38
/news-campaigns-projects/	97	131.58 KB	12	17
Others	5,080	152.09 KB	1,989	1,889

Look for recognizable page names. Most of the incomprehensible ones are utility downloads supporting administration tasks, site rendering and session tracking.

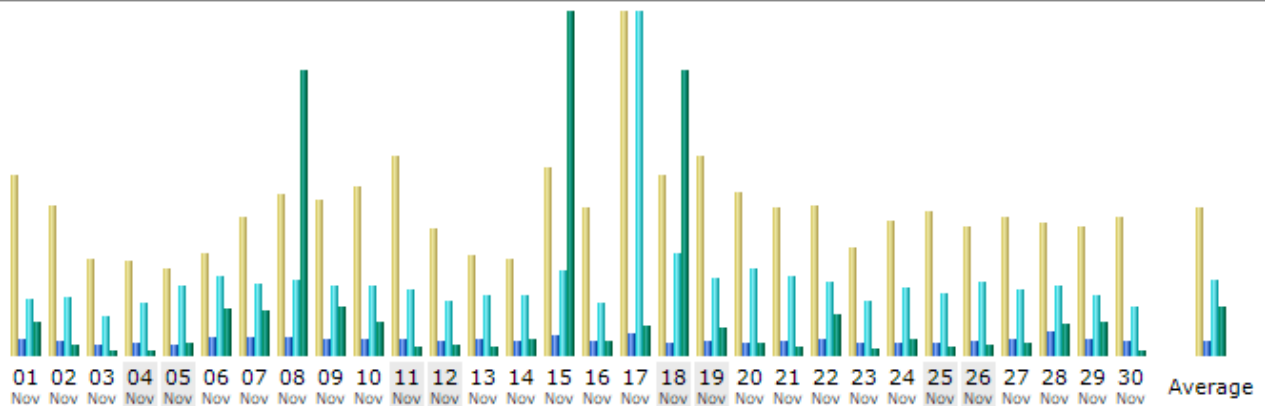
NOTE: "/" is the home page.

Downloads (Top 10) - Full list

Downloads: 806		Hits	206 Hits	Bandwidth	Average size
	/pdfs/camosuns/VHS_Camosun_2015.pdf	129	0	13.53 GB	107.41 MB
	/pdfs/camosuns/VHS_Camosun_1962.pdf	104	0	9.58 GB	94.34 MB
	/pdfs/camosuns/VHS_Camosun_1973.pdf	87	0	5.58 GB	65.67 MB
	/pdfs/camosuns/VHS_Camosun_1972.pdf	84	0	5.14 GB	62.67 MB
	/wp-content/uploads/2021/06/Larger-Than-Life-V2.pdf	38	0	20.07 MB	540.71 KB
	/wp-content/uploads/2021/05/James-Helmcken-VHS-1940-Victoria-Roy...	25	0	14.80 MB	606.35 KB
	/wp-content/uploads/2023/01/20230126-map-seats-sold-update-final...	23	0	3.99 MB	177.84 KB
	/pdfs/camosuns/VHS_Camosun_1969.pdf	19	0	3.20 GB	172.52 MB
	/wp-content/uploads/2021/04/2021-April-Gill-Story.pdf	18	0	8.17 MB	464.56 KB
	/pdfs/camosuns/VHS_Camosun_1975.pdf	17	0	1.12 GB	67.34 MB

Year books continue to be our most popular downloads, though feature items and seat plaque opportunities also made the November top 10 PDF list.

Days of month



The bars above days of the month show relative volumes for visits, pages, hits and bandwidth respectively.

NOVEMBER 2023 ONLINE SALES

GROSS: \$244.31 | **NET:** \$185.00

ORDERS: 3 | **ITEMS:** 4

Product(s): fleece vest (x2), cuddly bear, golf shirt

Underperforming

f. Merchandising

- i. Re-orders → fleece jackets would be popular. Teddy Bears & chocolate on website for Christmas special. Next table is January – senior boys basketball tournament.

13Dec2023

Victoria High School Alumni Association
Team Members: Shannon Edgar & Mary Anne Skill

Merchandise Report

Update on Sales:

- 2023 YTD Jan1 to Nov30; Gross Sales \$3861.12 less COGS \$2468.89, Marketing \$108.31, Postage \$69.73 = \$1214.19 Net Income

- Proposed 2023 budget target \$4,k Gross \$1000. Net (conservatively, based on possible small sales between now and year-end less marketing Dec costs)

Re-orders & Inventory:

- Bears re-order arrived late November; popular item, 1 of top 3

- Beannies re-ordered, due any day; same style, added gold logo this time

- Fleece Jackets? Since fleece vests are one of our most popular items, should we also carry the fleece jacket? Same order company, 24 sale cost \$31.95/each, regular \$33.95 (sale price = approx. \$5. each more than vests)

Marketing/Door Prizes:

- 2023 YTD Nov30 \$108.31 @ cost value Spent on Marketing; door prizes @ events merch/alumni presence

- Dec 20 Vic High Athletics & Music Fundraiser @ Victoria Event Centre; merchandise donating an auction item; gift basket \$80 retail value (approx. cost of \$50.); basket contains bear, beanie, photobook and a water bottle. Note: we will not offer merch for sale at this event, as we don't want to compete with people bidding/spending money on their auction items; our presence will be via an auction item.

Event Attended:

- Nov 17 (Fri) & 18 (Sat) Girls Volleyball Tournament, Island Championships hosted @ VHS Topaz Campus.

- VHSAA contributed \$200 (towards the \$500 cost) for the MVP t-shirts
- Merchandise table with Alumni display/signage; Thanks to Linda and Rick who also attended with us to promote Alumni awareness
- New Square sales device, Thanks to King, worked very well to allow purchasers to utilize the 'Tap' feature, went very smoothly w/\$250. Gross Sales. Just ensure Wifi at venues to enable/access Square.
- Pom Poms made by Mary Anne were a Hit; appreciated by students & staff; engagement/connection
- Speaker purchased for School Song background not loud enough due to gymnasium noise/walls; working on better sound, possibly co-ordinate with Alan Perry or else maybe sync with Spotify or something similar into school system that events already use when they play upbeat music

Upcoming Event:

- Jan 18-20 Sr. Boys Basketball Tournament @ Vic High

- Matt asked if we could invite some past basketball players for 10:45 game on Friday; they'd be introduced, photos with the current team, etc.
- Merchandise table with Alumni display / signage; Board members / Alumni requested to join in the fun again to continue promoting Awareness.

g. Finance Committee

- i. Increasing coverage to \$2 million would cost an additional \$600 in premiums. **Moved and seconded** to keep Directors' Liability coverage at \$1 million. **Carried.**
- ii. Move to approve updated budget for 2023. **Moved seconded, carried.**

h. Fundraising Task Force

- i. Task Force will meet again in the new year.

New Business

- *none*

8. Adjournment

ACTION ITEMS

None, Happy Holidays, Merry Christmas, and Happy New Year!