

Vic High Alumni

Board Meeting – September 13, 2023

4:30 PM | 923 Topaz Ave | Library or via Zoom

DRAFT MINUTES

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

Present:

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

1. **Call to Order – Helen Edwards**
- adoption of Agenda
2. **Minutes**
- adoption of June 8, 2023, minutes done via email.
3. **Business Arising from Minutes**
- none
4. **Chair's Report – Helen Edwards**
- meeting with PAC, getting on same page (w/Linda as well)
- Helen helping student class with Year Books (Camosun)
- more names would be helpful for archives (specifically teams/clubs)
5. **Secretary's Report – Tara Laughlin**
- no report, just a note that if there are items discovered after agenda is sent out (for future board meetings), please bring them in person (or over Zoom), and we can add to agenda in real time.
6. **Treasurer's Report**
- *no treasurer*
7. **Vic High Principal's Report – Aaron Parker**
School start up
- School start up a general success. Grade 9 orientation and class start up went relatively smoothly.
Student enrollment
- Current enrollment at 857 – we anticipated 832 and were completely full at that size
Athletics
- Girls Volleyball – over 60 athletes showed up to first practices last week
- Cross Country – first meet next week – still time to join

- Boys Soccer – Lots of interest, almost 20 players trying out
- School Move
- Scheduled to move back to Fernwood campus at the end of January.
 - January 26 – Tours of Fernwood Campus
 - January 29 – School Based Pro D (no classes)
 - January 30 – Curriculum Completion (no classes)
 - January 31 – Semester Turn around (no classes)
 - Feb 1 – First day of Semester 2

8. Standing Committees, Ad Hoc Committees & Task Forces

a. Archives & Museum – received from Annie Boldt

VHS Museum & Archives Report for Sept 13th meeting.

* The last week of June I met with Chris Koutougus VP, Moira Cunningham (Manager of Major Capital Project for SD61) and Gord Wallace (Site manager of VHS renovations for SD61) at the SD 61 yard works to check out the built-in heritage cupboards that had been removed from the classrooms.

The units were in pieces and will require a cabinet maker to repair them.

Linda B. has found someone interested in doing the job and we have an appointment with him on Tuesday Sept 12th in our storage unit in the Fairey Tech concourse where all of our Archive material has been stored. We are also needing a countertop to be made for the Office part of the Archive Room. We hope he can give us a quote for that too.

The pieces were moved out of the SD61 yard by SD transportation into this space at the end of June.

* Linda Baker has been dealing with Ken Coley-Donohue from Vintage Woodworks for several months about building newly made shelving for our new Archive Room. We are hoping now that the drywall is up we can get final measurements for the wall for the shelving.

* We have a donation of \$10,000.00 in the Vic High account to cover the costs of some of this work.

* Donations have trickled in over the summer and they have been accessioned and are piling up in the corner of my dining room.

I am hoping now that we can get access to the Concourse and the key to our temporary locker there from Stew Wheeler (the Woodwork teacher) I can move some of this out and into storage at the school.

* I have responded to 3-4 requests per month for information in the Archives. It has not been busy which is a good thing as all of our research tools are in the locker and I have only been able to supply basic information.

I am glad to be back at the VHS Alumni Table after the summer break!

Annie Boldt Manager of VHSA&M

- *Annie has been in touch with the family of the first official principal of Vic High. They have a tea-set that was gifted to the principle upon retirement, Annie is still in the communication stage – but this is an exciting piece of Vic High Memorabilia.*

b. Black & Gold – received from Linda Baker

Goal:

Review the selection and methods, procedures to induct Illustrious Alumni into the Black and Gold Honour Roll.

Questions to be considered

1. How can we increase the number of people inducted
 - a. We have a significant backlog of potential candidates, and many more that should likely be considered,
2. What criteria should be used in selecting inductees?
3. Who should recommend inductees to the Board?
4. How should inductees be presented for induction?
 - a. Type and frequency of action or event
5. What kind of task organization will help reduce the amount of work required to honour inductees?
6. Are there other ways distinguished alumni could or should be honoured?
7. Anything else the team wants to recommend to the Board.

Review Team Members

Team will be chaired by Board Vice-Chair and should include

1. Some members of past B&G team
2. Some repeat attendees of past B&G dinners
3. Some alumni who have never attended a B&G dinner

Date to Report Back to Board : December 13, 2023 Board meeting.

c. Communications – received from Linda Baker

Linda Baker, Mary Anne Skill, King Lee, Gerald Pash, Ronnie Lowe

1. Newsletter

We're pretty excited to have Gerry Pash, VHS 1962, and Ronnie Lowe, VHS 1968, join our Communications Team. Both have great ideas and have taken on assignments at our September 8 meeting, and we all plan on continuing to have a lot of fun producing the newsletter and website posts.

2. Alumni Sponsorship

With the ongoing goal of increasing awareness of the Alumni Association within the Vic High community and the public at large, it would be advantageous for the Alumni to become a sponsor at public events put on by Vic High throughout the school year.

- Athletic tournaments
- Public performances of musical theatre, dance, etc

We do not yet have information on the number of such events usually held during a school year, or what level of funds constitutes a sponsorship. However we hope a \$100 donation to each event would result in recognition of the Alumni in event programs, on-site signage, etc.

Communications proposes establishing an Alumni Sponsorship budget of \$500 for the 2023-2024 school year, to support Vic High events seeking outside community sponsorship.

In addition, we are aware that for some of these events, the organizers might welcome the attendance of alumni who might be introduced at the event. For example

- Former members of Vic High teams in that sport, particularly members of winning teams
- Alumni who excelled in theatre, dance, etc.

This would only be suggested, of course, as we'd always defer to the event organizers.

Social Media

We continue to do as much as we can to post and re-post relevant stories and information on our Facebook page. About a year ago we had 800 followers. We now have 900. So while there is a great deal more that could be done to raise our profile on social media, and we need a social media volunteer to get us going on Instagram and increase our profiles there and on Facebook, some progress is being made.

d. Scholarships & Bursaries – received from Don Kissinger

Possible dance bursary. We received an expression of interest from Lynda Shioya to set up a dance bursary for a grad from her RRIF upon her death. I have sent her a description of TOR, the Victoria Foundation and offered to help. I'm awaiting a reply.

2. Maxwell bursary and SD 61. The funds donated to SD 61 shortly after Helen Maxwell's death have only \$360 left. I was contacted by Christina Berthin what to do with a couple of options. I asked Christina to send the \$360 to the alumni society. I said we would deposit it into the Vic Fdn tied up with the Maxwell bursary and that the alumni would make up the difference for any award given in June 2024.

3. At the B & G dinner I talked to Stuart Smith about possibly setting up a scholarship/bursary for physics that would not require a student to be involved in school and/or community affairs, just excellence in the subject. We both thought that sometimes there are students who are so subject oriented that they don't spend time on school and/or community affairs.

He is interested. I said I would also contact Charlie Brown, another well known physics grad from Vic High from my class of 1959.

I'd like to discuss this with Jonathan Geehan who is well thought of by Stuart. This is another project for 2023-24 for us.

4. Prior to the June, 2023 awards, I asked several staff members involved with the awards to see that photos were taken of students receiving alumni awards. This was to be set up.

After the ceremony Sean Wallace told me that the photos didn't get taken or got lost or.... When I expressed my disappointment he was somewhat taken aback because he had put in a lot of effort wrt awards. I explained that no offence was meant and none was taken on my part.

I had anticipated mailing letters of thanks from students with photos to donors to thank them for their contribution- i.e. the family members who set up the larger trusts with us.

I'd like to pursue this idea for June 2024. I am willing to do the photography myself at the moment of the awards as I think this is an important action that could lead to further donations but a first step would be to see if a couple of students involved in the photography club could do that.

Don Kissinger, 2023-09-06

e. Website – received from Paul Curtis

Priorities for Website:

1. Fundraising focus
2. Image carousel
3. Ticket tracker

**VICHIGH.COM WEB REPORT
Summary May/June/July/August 2023**

STATS

MAY

METRICS: 5348 VISITORS +81% yr/yr | 7870 VISITS +73% yr/yr | 71688 PAGE VIEWS +28% yr/yr

JUNE

METRICS: 4433 VISITORS +38% yr/yr | 6905 VISITS +31% yr/yr | 87155 PAGE VIEWS +28% yr/yr

JULY

METRICS: 5183 VISITORS +64% yr/yr | 8798 VISITS +81% yr/yr | 71290 PAGE VIEWS +19% yr/yr

AUGUST

METRICS: 4599 VISITORS +76% yr/yr | 8865 VISITS +85% yr/yr | 91256 PAGE VIEWS +73% yr/yr

Note: 'yr/yr' performance numbers are based on comparisons with same period last year.

**ONLINE SALES SUMMARY
MAY THROUGH AUGUST 2023**

Gross: \$267.73

Net: \$205.00

Orders Placed: 4

Items Purchased: 9

Products Sold: 3 pens, 2 mugs, 2 ball caps, 2 fleece vests

f. Merchandising – received from Shannon Edgar

Update on Sales;

- 2023 Jan to Aug; Gross Sales \$3291.12

Re-orders & Inventory;

- Ball Caps re-order has arrived; gold on black, 2 styles, mens (full fit) & ladies (low profile smaller fit)
- Vests re-order has arrived; identical style as previous order; added larger sizes in this mix
- Sweatshirts re-order has arrived; 4 size Small as unisex sizing too large for many women

Marketing/Door Prizes;

- 2023 YTD \$169.78 @ cost value Spent on Marketing; door prizes @ events merch/alumni team sales/presence

Events Attended Since Last Report;

- May 13 Black & Gold Evening; \$465 gross sales Plus \$280.92 @ cost committee
- May 31 Class of 1970 50+++ Reunion; \$330 gross sales
- June 10 Class of 1983 40th Reunion; \$145 gross sales
- June 23 Vic High Y/E Assembly; \$610 gross sales

New Initiative;

- Proposal was approved for school Posters and Pop-Up Alumni Info/Merch display @ year-end assembly/foyer @ Vic High in June. Sales went well, however, greater need highlighted for the newer Square Device that accepts Debit payments (with added Tap feature); Board member kindly donated for this purchase! New Square ordered, has arrived, ready for next event.
- Proposal still awaiting approval from Aaron Parker, Principal for the following;
 - Pop-Up Alumni Info/Merch in Vic High Library once/month
- Suggestion for Scarves in Vic High Colours
- Mindful to aim for any event attendance possibilities

g. Finance Committee – received from Shannon Edgar

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

The Committee met September 8 and addressed the following key issues:

- **Treasurer responsibilities**
 - in the temporary absence of a Treasurer, the Committee will prepare an interim plan to address responsibilities for fiscal year 2023 and coordinate transition on 2023 year to date results with the former Treasurer. The plan will be reviewed by the Committee in October.
- **Signing authorities**
 - Signing authorities and authorized contacts for bank account, CIBC Wood Gundy, Victoria Foundation and Vancouver Foundation to be updated.
- **Cash and Short-Term Investments**
 - Status of cash and investments to be reviewed pending update of signing authorities and receipt of year to date bank and investment statements.
 - Interest allocation for the Stadium Renewal Fund to be addressed. \$8,377 was approved in March 2022 and a further allocation for 2022 and 2023 will be added to the fund balance in fall 2023 pending confirmation of 2022/23 investment income allocation.
- **Other issues under consideration**
 - Potential accounting system to be adopted going forward.
 - Potential bookkeeping services.
 - Format and frequency of Board reporting going forward.
 - Victoria Foundation 2023 grants and strategy for residual Available to Grant balances by endowment fund for Board consideration in fall 2023.
 - A Committee Terms of Reference was adopted in May 2023.
 - A Committee Work Plan has been drafted and will be reviewed at the next meeting scheduled October 5.

Roger to speak to potential treasurer (Eric), may have to be virtual, and is not set in stone, may be possible.

Add in newsletter re: treasurer (Linda to do)

Anne – somebody younger as the treasurer, succession planning is key. Someone may have more knowledgeable here too.

h. Fundraising Task Force – submitted by Ed Kozicki

First meeting on Sept 11, main message: stop the talking get action going.

- 1. Focus on targets*
- 2. Working closely with Aaron for school needs // Alumni fundable items*
- 3. Action, form an action plan, and get 'er done.*

Spicer, Chris - SMU Fundraising to advise.

*WANT: girls basketball uniforms – increased interest, more students, athletic team that hasn't be functioning at a high level, and we want them to be able to compete in a larger/more competitive sphere. * Language important here, again, Board to take direction of Aaron Parker and the school.*

Vic High Alumni

Fundraising Team Report

Sept 13, 2023

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

The next few years represent a significant potential we can leverage in order to raise funds for Vic High and expand our reach/increase our membership.

1. We will meet in a few weeks with professional fundraiser Chris Spicer, known by Roger Skillings, and who helps St. Michael's University raise funds. He is not available to contract with us but is willing to make suggestions and possibly recommend professionals to assist us. Funding of this assistance would come from benefactor support.
2. We will meet with Aaron to review the list of items that need funding to determine priorities.
3. We will discuss with Aaron, the opportunities for fundraising in the spring of 2024 with the opening celebrations, and how we can work together to maximize the fundraising potential.

We will then develop a fundraising plan for Board review, which would unfold over the next few years.

Leveraging Fundraising to Increase Our Connected Membership

Given the aging nature of our connected membership, it's critical to our long-term viability to leverage all fundraising initiatives to help expand our reach and increase our email contacts, particularly those who graduated in the 1970s and onwards. Our value as a reputable organization that contributes significantly to Vic High's students and programs needs to be more visible in the community, a community that includes thousands of Vic High alumni not yet on our email list. This helps establish the Alumni within the radar of the general public and the local community as we move to expand our fundraising efforts. We also need to remember that a portion of our connected membership does not live in Victoria so we need to continue to seek out and engage those people who, even from a distance, demonstrate a loyalty to Vic High by staying connected.

The Alumni's work over the past 10-15 years has been focused on retention of 1914 building and revamp of west field. While there still may be a need to raise funds for incomplete aspects of the west field, it's time to focus on also position ourselves as supporters and advocates of students and programs.

One new idea to add to our brainstormed list of fundraising options: to participate in community activities with a booth that offers a product or service and raises funds. Esquimalt High School Alumni does this every year at RibFest – it's their major fundraising for the year.

One new idea to add to our brainstormed list of fundraising options: to participate in community activities with a booth that offers a product or service and raises funds. Esquimalt High School Alumni does this every year at RibFest – it's their major fundraising for the year.

Fundraising Request

The Senior Girls' Basketball team needs 15 uniforms this season. Interest in girls' sports teams in particular is increasing rapidly, and there aren't enough of the old boys' uniforms (purchased in the past by the Alumni) for the current senior girls' team.

We propose the Alumni be prepared to assist with this purchase, once the school has finalized its order and determined if financial assistance is needed.

Note:

- All extracurricular activities must be funded outside the school budget
- The current Sr. Boys basketball uniforms were purchased a few years ago with a single \$2500 parent donation and \$2500 from the PAC/athletic budget.
- The PAC will likely – as in each past year – contribute towards this expense.

The team may consider some initiatives to raise funds

9. New Business

- a. Communications proposes establishing an Alumni Sponsorship budget of \$500 for the 2023-2024 school year, to support Vic High events seeking outside community sponsorship. Approved by Board.
- b. Review Board Tasks (attached via Excel). Done.
 - i. initial review by Alumni, Helen and Linda continuing to work on delineating tasks, and filling roles as possible.
 - ii. space available for new volunteers, and a focus on recruiting a younger generation and succession planning.
- c. Staff requests to alumni for funding
 - i. to be taken offline with Fundraising Committee. Board will take the direction of Aaron Parker and the school.
- d. Friends of Vic High (FOVH) Post or any FOVH activity. The board will not acknowledge or respond, and if needed posts can be directed through a lawyer.

10. Adjournment. Meeting Adjourned

ACTION ITEMS

- Committees and Task Forces to keep working.
- Search for new treasurer a priority. An add will be put in Newspaper, targeting CPA's who need hours to retain their professional designations.
- Fundraising Committee to meet offline with Aaron Parker to determine a more concrete action plan for the year and get on the same page.