

Vic High Alumni

Board Meeting – November 15, 2023

4:30 PM | 923 Topaz Ave | Library or via Zoom (*LINK BELOW*)

<https://us06web.zoom.us/j/81513496021>

Meeting ID: 815 1349 6021

MINUTES

We acknowledge and respect the ləkʷəŋən 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, Linda Baker, Tara Laughlin, Ed Kozicki & Aaron Parker (Vic High Principal), Nita Loudon, Roger Skillings, Ian McKinnon, Paul Curtis & Aaron Parker (Vic High Principal)

Call to Order – Helen Edwards

- adoption of Agenda **moved, seconded, carried.**

1. Minutes

- adoption of October 11, 2023, Minutes **moved, seconded, carried.**

2. Business Arising from Minutes

Festival of Lights in Newsletter (all proceeds go to sellers) – done.

Tara to transfer donation account to Nita (Canada Helps) – work in progress, but passwords & accounts are being sorted out, and this will be completed in full for January 2024 meeting.

Annie to ask Denis to write the history of the history of the Vic High Alumni – done.

3. Chair's Report – Helen Edwards

- No formal report, have been attending lots of meetings.

4. Secretary's Report – Tara Laughlin

- No formal report. Working on passwords / streamlining accounts, and how to make everything work efficiently and a little more digitally.
- Irene presented \$200 cheque for war memorial, Nita to make receipt out to Irene. Thank you, Irene!

5. Treasurer's Report

- no treasurer

6. Vic High Principal's Report – Aaron Parker

- *Indigenous library section/collection, this is organized in the Indigenous system (Brian Deer Classification), as opposed to Dewey Decimal.*
- *Athletics is up and running, is going great. Lots of sports teams are competing in Islands, and in the BCs. Lots of folks have chances to do well at BCs.*
- *Music and athletics fundraiser December 20, 2023, tickets available – at the event centre.*
- *Move plan is still in place, likely move the party to the 31st of January 2024 (student party and tours), it's quite tight, but it's going to be worth it, and we are looking forward to it.*

7. Standing Committees, Ad Hoc Committees & Task Forces

a. Archives & Museum

Vic High Alumni

Archives & Museum Report

Nov 15/23

Annie Boldt, VHS 1967, Vic High Archives & Museum Manager

Routine Archives Inquiries

As usual I've been answering information requests, usually about older alumni. We are so grateful to Shirley (Beecham) Kasper, VHS 1969, and Eric Earl, VHS 1969, for scanning and formatting the Camosuns. They are a godsend, I don't know what we'd have done without them while all the collections were stored.

One interesting inquiry came from the Shawnigan Lake Museum about Bernard Sam, VHS 1950, looking for information for their upcoming exhibit on pioneering Chinese families at Shawnigan Lake. Bernard's early schooling was at Shawnigan Lake, and his high school years he lived in the Rock Bay area, participating in basketball and other sports at Vic High. If we had access to the collections we could have provided more information, but at least they were able to find him in the Camosun.

Alumni History

Denis Johnston has agreed to write the history of the Vic High Alumni, which we plan to publish in a book or booklet format. He will get started on his research once we are into our new space and he can access our collection. He will include some interviews with ex Alumni Execs. and pertinent photos. This is exciting news!

New Archives & Museum Rooms

We're getting down to the nitty gritty of furnishing the new spaces. The main storage and work rooms are quite a bit smaller than the previous space, but we're to be allocated storage space in the basement. We have approximately \$12,000+ in restricted funds for all the furnishings and equipment needed for these two areas. The estimated budget for the needed items is itemized below. Once in place, everything is considered the property of the school district.

We have been fortunate enough to have VHS alumnus, Ken Coley-Donahue of Vintage WoodWorks very generously donate the labour to build the 7 new shelf units. The materials cost us \$1207.50 and this bill has been paid. Ken's company provided all the windows for the upgraded Vic High. A story about him is on the website and was in a newsletter awhile back.

The units were completed last week and need to be transported to the site. We work through Gord Wallace, SD 61 Job Site Manager about this. Issues still needing attention are the transport of the shelving units to the VHS site from Vintage Woodworks and we are hopeful that the SD' 61 transportation folk can do this.

Vintage Woodworks' recommended installer gave us a rough estimate to attach these 7 new units to the walls, and to cut down the existing 6 shelf units and attach them: \$9,000. We cannot afford this and are looking into other ways of having the work completed. Given the current construction market and scarcity of trades/labour, the estimate is actually not that surprising. We have found it very difficult to find tradespeople to complete the work.

Furnishings and Equipment Needed:

Budget Estimate: \$6,000

1. 9' wall-mounted, gable-supported laminate work counter, 7' wall-mounted shelf above
2. 2 steno-type office chairs
3. 1 sturdy trolley; 2 safe, sturdy stepstools
4. Shelf units for basement storage area
5. Work tables & several chairs for basement storage area
6. Dehumidifier for basement storage area
7. Printer, coat tree for Archives office
8. Possible additional storage medium for standing items, or as identified once we see where the Archives storage will be in the basement.

There's no approved 2023 budget so I need Board authorization to proceed with purchasing the necessary equipment for the Vic High Archives and Museum as we find the appropriate items.

Some things might be able to be invoiced for payment. However, we'll need to buy most things retail and pre-invoicing might not be an option, as well as taking up more of our time. So we will pay for those items ourselves and submit receipts for reimbursement. Some items may be purchased in 2023, others in 2024.

*How do we pay for these things? Is there a system for expenses and claims? Can Annie be authorized to do this? **Annie is authorized, moved, seconded, carried. Finance Committee will sort out the logistics here.***

b. Black & Gold

Vic High Alumni Black & Gold Review Report November 15, 2023
Team Members: Annie Boldt, 1967, King Lee, 1958, Maple Melder-Crozier, 1976, Mary Anne Skill,
1975, Nicki Mackenzie, 1976, Irene Harrison, 1955, Anne McKeachie, 1968, Linda Baker, 1969.

The Black & Gold event being considered would include inductee presentations in the Vic High auditorium, followed by reception in the school halls serving light refreshments and a cash bar.
Event

1. Event production quotes gathered so far suggest that a \$50 ticket price should allow the event to break even at 200 people, provided there is no venue charge. At most, ticket price could be raised to \$60, particularly if one drink is included with the ticket. The choice of inductees may increase attendance significantly, resulting in some profit being realized from ticket sales.
2. The event would target to raise funds by selling sponsorships and holding one fundraising activity at the event (silent auction, raffle, etc.)
3. Vic High Leadership teacher (Sara Reside) has confirmed student participation in the event
 - a. if it's held on a Saturday
 - b. once opportunities for student involvement are discussed with her and the students
4. A date cannot be fixed until the District determines how it will restore the stage area. Unforeseen asbestos issues during the seismic upgrade resulted in the stage and area around it being taken apart for remediation. At the moment, there is no timeline for completing the required work, although we've been told by the District an event in May should be possible.
5. An updated protocol for gathering information and producing inductee videos has been suggested by Alan Perry, and drafted for review by him and King Lee. The intent is to significantly reduce the amount of time and volunteer resources to produce each video. It's proposed each video be no more than 3-4 minutes in length.

Inductee Selection

1. Information was gathered about how other organizations define a distinguished alumni.

We propose as selection criteria:

A Distinguished Alumni is one who has achieved outstanding distinction in:

- career
- participation at an elite level in an endeavour
- educational achievement or
- community/societal service
- **moved, seconded, carried.**

We believe this is the criteria that's been being used, that it's general enough to allow flexibility, and that it's important to have it in writing.

2. The Selection Team would start by preparing a confidential list of 20-25 possible candidates for induction over the next 2-3 years, which will be presented to the Board. It's possible that work can begin anytime on gathering information and photos, and producing the videos for any historical candidates. Once it's determined whether an induction event can be held spring 2024, final candidate selection will take place and work begins right away on the remaining inductees.

3. Selections would generally be made from the extensive list of possible candidates already gathered by the previous Black & Gold team. At some point going forward, nominations for inductees should be solicited from the membership, using application forms that include requests for fairly detailed information. (This will help reduce the volunteer time/resources needed to produce induction videos if that is to continue.)

4. We propose that the Selection Team would include:
 - Maple Melder-Crozier, VHS 1976 – has agreed to lead the team
 - King Lee, VHS 1958
 - Linda Baker, VHS 1969
 - An alumni to be invited from the 1970s, or possibly the 1980s
 - Does an existing Director wish to join the team? **Irene was interested.**

It's been suggested we invite a past inductee to sit on the Team. This needs to be discussed.

c. Communications

Vic High Alumni

Communications Report

November 15, 2023

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

Sponsorships

It was decided to send \$200 sponsorship for Sr. Girls Volleyball Isl Div Championship Tournament hosted by Vic High Nov 16-17. The Merch Team will set up a table one or both days, depending on the schedule.

Fundraising Support

Mary Anne will design invitations to a Vic High Night dinner at Leigh Large's heritage home, proposed for early 2024.

Black & Gold Review Support

Mary Anne will design signs, programs, etc., for proposed B&G event.

E-Newsletter

November e-newsletter is almost ready for pre-circulation to the Board.

Annual Funding Appeal Mail-out

Mail-out is being finalized. Aristos needs it by Nov 17 in order to meet target mailing date of the week of Nov. 20-24.

d. Scholarships & Bursaries ~ *no advance report*

e. Website

VICHIGH.COM OCTOBER 2023 WEB REPORT

STATS

Summary				
Reported period	Month Oct 2023			
First visit	01 Oct 2023 - 00:04			
Last visit	31 Oct 2023 - 23:59			
	Unique visitors	Number of visits	Pages	Hits
Viewed traffic *	3,731	5,853 (1.56 visits/visitor)	57,457 (9.81 Pages/Visit)	334,569 (57.16 Hits/Visit)

Visitors: **-16%** yr/yr

Visits: **-13.5%** yr/yr

Page views: **-12.4%** yr/yr











Top line metrics are down from October 2022 levels.

Pages-URL (Top 25) - Full list - Entry - Exit				
757 different pages-url	Viewed	Average size	Entry	Exit
/wp-cron.php	31,315		30	31
/wp-admin/admin-ajax.php	5,328	23.24 KB	4	35
/	4,461	76.03 KB	1,582	1,167
/wp-login.php	2,633	8.52 KB	1,185	1,188
/wp-content/themes/enfold/config-templatebuilder/avia-template-b...	1,530	19.95 KB	59	918
/alumni-register/	1,196	116.09 KB	306	262
/login/	1,030	85.82 KB	89	246
/feed/	864	156.04 KB	60	103
//wp-login.php	835	8.56 KB	2	2
/contact/	619	100.78 KB	103	348
/alumni-directory/	510	104.64 KB	102	20
/xmlrpc.php	353	417 Bytes	46	46
/greg-bos-vhs-1975-cowboy-at-heart/	349	114.89 KB	274	90
/wp-admin/edit.php	284	458.72 KB		
/wp-admin/post.php	217	872.07 KB	1	1
/2010-grad-scholarships/	198	104.07 KB	196	5
/douglas-jung-vhs-1941-enlisted-in-wwii-despite-discrimination/	195	112.15 KB	139	58
/about-us/	195	119.23 KB	76	53
/alumni-store/	182	127.06 KB	60	39
/archives-museum/	153	100.37 KB	20	42
/memories/	143	183.74 KB	92	43
/we-remember-them/	126	93.63 KB	18	15
/role/student/	113	286.97 KB	93	22
/45373-2/	105	115.18 KB	64	38
//xmlrpc.php	105	601 Bytes	2	17
Others	4,418	160.66 KB	1,250	1,064

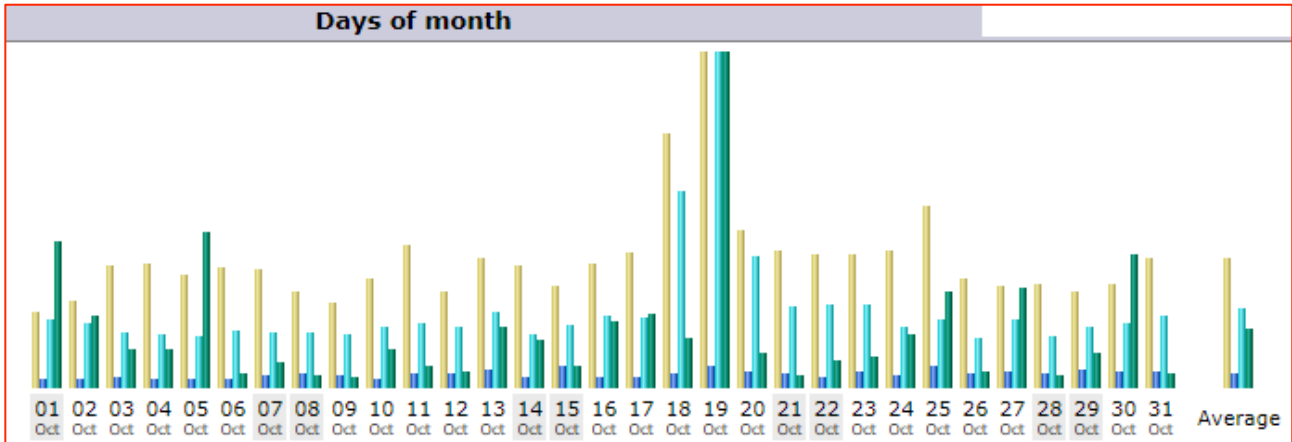
Top line metrics are down from October 2022 levels.

For this report, I have added yellow squares to indicate content pages vs utility files.

NOTE: "/" is the home page.

Downloads (Top 10) - Full list					
Downloads: 669		Hits	206 Hits	Bandwidth	Average size
	/pdfs/camosuns/VHS_Camosun_1963.pdf	98	0	7.49 GB	78.29 MB
	/wp-content/uploads/2021/06/Larger-Than-Life-V2.pdf	30	0	15.84 MB	540.71 KB
	/pdfs/camosuns/VHS_Camosun_1969.pdf	29	0	4.89 GB	172.52 MB
	/pdfs/camosuns/VHS_Camosun_1978.pdf	27	0	2.01 GB	76.06 MB
	/pdfs/camosuns/VHS_Camosun_1965.pdf	24	0	1.64 GB	70.13 MB
	/wp-content/uploads/2021/10/GordieTupper-Final-2.pdf	21	0	4.12 MB	200.79 KB
	/pdfs/camosuns/VHS_Camosun_1966.pdf	21	0	1.15 GB	55.85 MB
	/pdfs/camosuns/VHS_Camosun_1968.pdf	19	0	868.47 MB	45.71 MB
	/pdfs/camosuns/VHS_Camosun_1974.pdf	19	0	1.20 GB	64.91 MB
	/wp-content/uploads/2021/04/2021-April-Gill-Story.pdf	18	0	8.17 MB	464.56 KB

Yearbooks continue to be our most popular downloads, though some feature items made the top 10 this month.



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

OCTOBER 2023 ONLINE SALES

GROSS: \$0

NET \$0

Product(s): None

Underperforming

Testing technology for image carousel, it's getting there, and it's exciting! We will be able to change out the pictures, which will keep the website fresh. It will be good to have a site that has dynamic content.

f. Merchandising

15Nov2023

Victoria High School Alumni Association

Merchandise Report

Update on Sales;

- 2023 Jan to Oct; Gross Sales \$3471.12

Re-orders & Inventory;

- Bears re-order to arrive soon; identical style as previous order; popular with younger purchasers
- Beannies re-ordered; same style, added gold logo

Marketing/Door Prizes;

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

Event to Attend;

- Nov 17 (Fri) & 18 (Sat) Girls Volleyball Tournament, Island Championships hosted @ VHS Topaz Campus; *email to director and volunteer list. Would be great to have Alumni down there.*
 - VHSAA contributing \$200 (towards the \$500 cost) for the MVP t-shirts
 - Merchandise table with Alumni display/signage; Note: Request for 2 Board Representatives to also attend as we promote Alumni awareness
 - Alan Perry has shared MP3 instrumental recordings of the School Song, for background Rah-Rah!!

g. Finance Committee

Vic High Alumni

Finance Committee Report

November 15, 2023

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

The Committee met November 2 and addressed the following key issues:

- **Treasurer responsibilities**
 - Transition of access to bank account, Paypal and Canada Helps has been completed.
 - To support recruitment process a Treasurer position description has been drafted and in process of being finalized by Finance Team.
 - Other specific issues addressed below.

- **Stadium Renewal Project**
 - Fund balance of \$180,190 (\$171,813 donations plus \$8377 interest allocation) was invested Nov 23/2022 in two GICs (\$90,000/5.18% + \$90,190/5.16%) due Nov 23/2023.
 - Investment maturity values totalling \$189,506 will be rolled into our investment high interest savings account at current rate of 4.55% pending further update on potential disbursement timing.
 - **BOARD MOTION > Finance Committee recommends additional interest allocation to the Stadium Renewal Project fund balance of \$11,876 for 2022/2023**
Moved, seconded, carried.
 - Jan 1- Nov 22/22; plus
 - GIC term Nov 23/22 – Nov 23/23; plus
 - Nov 24 - Dec 31/23
 - **TOTAL interest allocation \$11,876**
 - **Forecast Stadium Fund Balance Dec 31/2023 \$ 192,066**

- **Cash transfer to Short-Term Investments**
 - Current bank account balance is approximately \$100,000.
 - **Board motion > Finance Committee recommends \$50,000 transfer to the investment high interest savings account. Moved, seconded, carried.**

- **Victoria Foundation**
 - Finance team to follow up with Vic Foundation to ensure minor outstanding amounts for 2023 endowment grants are received to reconcile with endowment grants and awards summary previously Board approved in 2023.
 - Restricted fund balances for various endowed award initiatives to be transferred to the Victoria Foundation by December 31. **BOARD MOTION > Finance Committee recommends current restricted fund balances be transferred to the Victoria Foundation as applicable, with amounts and timing to be determined by the Finance team prior to December 31, 2023. Moved, seconded, carried.**
 - Strategy for Available to Grant balances to be developed for Board approval, ie commit for future spending or permanently transfer to endowment.
 - Endowment #1 > \$13,000 (approximate)
 - Endowment #2 > \$721
 - Gardom > \$3,443

- **Operating Budget/Insurance:**

- Budget 2023 > **ACTION > Finance Committee to present an updated 2023 operating budget for Board approval at the December meeting.**
- Insurance > Quote for 2024 general liability and director and officer liability insurance received November 10. Payment due December 31/2023. **BOARD MOTION > to be determined. Recommend approval, 2 mil general liability, 1 mil board liability – insurance \$1902 for 2024. Finance Committee will inquire about more coverage if necessary. Moved, seconded, carried.**

- **School Program Contributions:**

- Robotics: residual balance of \$159 on \$4000 donation received based on previous contribution of \$3846 paid based on actual cost. **ACTION > potential Board motion authorizing payment of residual balance to school. Motion to write a cheque for the residual amount. Moved, seconded, carried.**
- Astronomy: donation of \$2977 pending disbursement to school. **ACTION > potential Board motion authorizing payment to school. Motion to write a cheque to school. Moved, seconded, carried.**
- Potential grant from Victoria Foundation for 2023 school program contribution has not been determined. **BOARD MOTION > Finance Committee recommends deferring the 2023 school program contribution and hold the grant in the Victoria Foundation until the school transition is complete and can be better timed to requirements identified by the school in 2024. Moved, seconded, carried.**
- Identify designated leads on restricted fund balances targeted for various school initiatives ie. per 2022 financial statements: **Finance committee needs point person for initiatives – get back to Rick re: who is the main contact for the below items.**
 - Archives (\$13,622) – **Annie Boldt**
 - Heritage Projects (\$16,000) – **Helen Edwards**
 - Window Project (\$5,650)- no contact needed needed.
 - War Memorial (\$400) – **Linda Baker**
 - Grad photo refurbish (\$355) – **Annie Boldt**

Ask: finance committee to look @ passive income sources that would help the Alumni Association could make passive monies without having to solicit donors.

Is it possible to have some sort of contingency reserve? We need approximately \$20,000 from general donations a year to operate, and having a contingency plan would be helpful in this situation. Rick --- we have approximately \$150,000 in general fund reserves. Going forward we can manage this effectively by taking advantage of current interest rates to fund core operational costs. Finance Team estimates potential investment income of around \$5000 for 2024.

h. Fundraising Task Force

Vic High Alumni

Fundraising Team Report

November 15/23

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

Donation

We propose the Vic High Alumni donate \$2000 to Vic High Athletics to help purchase Senior Girls' Basketball uniforms. (this will come out of the general operating budget). **Moved, seconded, carried.**

The Alumni donated \$2000 towards Senior Boys' Basketball Uniforms in the past and we feel this is fair.

Thank You Event

Leigh Large has agreed to host one of his 'dinner and a show' events exclusively for Vic High guests sometime in the new year. We are drafting an invite list to include donors, volunteers, and possibly some staff. If necessary, a second dinner can be scheduled.

We plan to add some value to the event – possibly door prizes, small take-aways – and will develop a budget for Board approval.

We are fortunate to have Leigh's support, and feel the timing is right as we contemplate moving forward with expanded fundraising initiatives.

Future Fundraising & Alumni Awareness-Building

We have asked Helen Edwards, part owner of the Victoria HarbourCats, to reserve one 2024 game night for the Alumni to raise funds via the 50/50 draw. The winner gets half and the non-profit running the draw gets half. We believe this is a good awareness-building strategy, and depending on the night we get, may invite Leadership students to participate. More details will be shared as they're worked out.

Fundraising Messaging

We want to ensure that future fundraising delivers an important value message about the Alumni, its volunteers, and the need to support the organization's operation financially.

Fundraising Plan

We've had many discussions, identified opportunities, generated ideas, and spent time reviewing information on donations received since 2020. A key part of any fundraising initiative is how well we engage with existing alumni, and what we need to do to engage with a new decade of alumni. We now need some professional fundraising help to develop a plan to take us through the next 3-5 years, starting with where we're at and building to where we want to be.

We are therefore searching for that help and will bring a proposal forward as soon as possible.

8. New Business

- Christmas Social
- Legal update on FOVH.
- Report on discussions with the District Staff and Ministers about the progress on the stadium renewal program
 - Working hard to figure out (especially Rob Flemming) what this will look like, and what things can be provided and/or added within the budget.
 - Thanking folks re: stadium renewal and seismic (Alumni will thank folks) – wrap up things. Not super high profile, but a thank you to folks.

9. Adjournment

ACTION ITEMS

- None outside of the regular notes included in minutes, and general business above.