

## Vic High Alumni Board Meeting – February 21, 2024

### 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, Nita Loudon, Roger Skillings & Ian McKinnon

#### **Call to Order – Helen Edwards**

- adoption of Agenda. **Moved, Seconded, Adopted.**

#### **1. Minutes**

- adoption of January 2024 Minutes. **Minor spelling updates applied. Moved, Seconded, Adopted.**

#### **2. Business Arising from Minutes**

- none.

#### **3. Chair's Report – Helen Edwards**

- Meeting with other Alumni Boards, and it really puts into perspective how great Vic High, and the work we do is.
- Committee Meetings should be confidential, the only thing that isn't confidential is the formal reports.
- Finance/ financial reports go through Aaron and Finance Committee.

#### **4. Secretary's Report – Tara Laughlin**

- Notes/one-pager re: security of information and how to protect your data and information (will be sent with the March meeting agenda for review, questions, and any discussion).

#### **5. Treasurer's Report**

- no treasurer, **see finance report.**

#### **6. Vic High Principal's Report – Aaron Parker**

- Wrapped up basketball seasons.
- One of our wrestlers has qualified for the provincials.
- Spring sport season is coming up.
- April 5, 2024 – Student Orientation Day @ Fernwood Campus, 6 stations, 11 different locations for orientation. The students have never been in the building, so the orientation is for the layout and the values of the school. Looking for 11 alumni and community members.
  - o Helen will be the point of contact for this initiative.

## 7. Standing Committees, Ad Hoc Committees & Task Forces

### a. Archives & Museum

Vic High Alumni

Archives & Museum

Feb 14/24

#### Move-In

The current plan (hope?) is that new shelves are delivered Feb. 28, installation of them TBC with installer for ASAP afterwards. Installer (retired head of SD 61 Woodwork Shop, working for reno contractor) will liaise with F/Tech head regarding use of their shop to cut down the existing shelf units for installation.

In the meantime, the plan is for Leadership students to move items out of Fairey Tech storage into a sorting area to be determined by Aaron. This involves moving grad class photos, which were not boxed up or protected, simply placed in the temporary storage. We hope this can happen before March 18 (spring break), otherwise we may need to hire help to move heavy boxes, etc.

Once we know when we can access the building, we will book the check measure for the 9' work counter to be installed in the office area.

We are sourcing sturdy carts, and sturdy shelving for the Archives basement storage area. These will accommodate the Alumni Merchandise Inventory as well, so volunteers can finally get things out of their living rooms.

#### Refurbish of Grad Class Photos

As the temporary storage is emptied, we want to send to the framer's, the photos that need new glass, mattes, etc., to avoid unnecessary handling and protect them as much as possible. We will also order the head shot collage Eric Earl, VHS 1969, has prepared for us of the class of 1966, who have been without a grad class photo for 57 years!

Of the \$3500 - \$4000 estimated for the work needed, \$355 has been raised in the last 3+ years. We ask that the Fundraising Team continue to attempt to raise the remaining funds, and they consider.

- Phone calls/appeals to reunion organizers for the years so far unfunded
- Larger story / appeal in the newsletter at some point

In the meantime, the donor of funds designated for Heritage Projects has agreed refurbishing grad class photos is an acceptable use of part of the donation, but expects continued attempts to fundraise.

**Proposed Motion:** The Board approves the use of funds designated for Heritage Projects to pay for refurbishing grad class photos. **Moved, Seconded, Approved.**

#### Cleaning War Memorials

Stu McDonald, VHS 1962, volunteered a few years ago to clean the two war memorials. He is a retired Artillery Officer, living on the Sunshine Coast, who volunteers at the Victoria and Vancouver artillery museums, and has access through those institutions to advice/expertise as needed. We will send him detailed photos as soon as we have access to the school, so he can determine what's needed. We will prepare for Aaron/SD 61 Mora Cunningham, the proposed protocols and once approved, he can proceed with the work. So far, it's believed he'll donate his time, but of course we would cover materials' costs, etc. He's available the first week of spring break, then beginning in May.

These costs would be covered by the Heritage Projects fund.

**Proposed Motion:** The Board approves the use of funds designated for Heritage Projects to pay for cleaning the two war memorials outside the auditorium. **Moved, Seconded, Approved.**

### **Other Work**

We continue to accession any items forwarded to us.

We have accumulated a list of volunteers who responded to last month's newsletter, willing to volunteer to help set up the new Archives and Museum.

#### **b. Black & Gold**

- i. No written report.
- ii. Continuing to work on identifying illustrious alumni.

#### **c. Communications**

- i. No report

## d. Scholarships & Bursaries

### February Scholarship Report-2024

1. Rod McCrimmon Music Bursary

a. The TOR have been approved by Rod- Linda and I formatted Rod's own TOR to match alumni style.

The TOR are attached.

Related motion- That the Terms of Reference of the Rod McCrimmon Music Bursary be approved by the alumni executive.

b. Rod has said he would be happy to present the award if the awards night date works with his schedule.

2. Helen Maxwell memorial bursary

Linda says cheque from Helen Maxwell's daughter, Nicole Seminiuk, for \$4698.60 has been received.

I have sent Kirsty Maxwell an email notifying her that a balance of \$1134.40 is required to make the total endowment value \$25 000.

(\$19 167 already on hand + Nicole's \$4698.60 + \$1134.40 = \$25, 500) **\*\*have to sort out/resolve what to do with the additional \$500\*\***

\$750 to be disbursed in 2023 and 2024 until maturity in 12 quarters.

3. Linda Shioya - donor, potentially to a dance bursary, has found she cannot work out a deal that will allow her to use her RRSPs after death to fund a few awards now while alive. She wants the experience of presenting them herself.

I'm trying to work out something that will work with her so that she can make the school awards for dance may be accompanied by some \$ from her. Hopefully she will be given the chance to do that.

Yet to be arranged.

Don

*\*See attached for Rod McCrimmon Music Bursary Award Updated Terms of Reference for Board Approval\* **Moved, Seconded, Approved.***

e. Website

VICHIGH.COM JANUARY 2024 WEB REPORT

Stats




Summary				
<b>Reported period</b>	Month Jan 2024			
<b>First visit</b>	01 Jan 2024 - 00:00			
<b>Last visit</b>	31 Jan 2024 - 23:58			
	Unique visitors	Number of visits	Pages	Hits
Viewed traffic *	<b>4,550</b>	<b>7,806</b> (1.71 visits/visitor)	<b>99,136</b> (12.69 Pages/Visit)	<b>457,429</b> (58.59 Hits/Visit)

Visitors: **+29%** yr/yr

Visits: **+30%** yr/yr

Page views: **+57.5%** yr/yr

*Top line user/usage metrics show healthy growth compared to January 2023.*

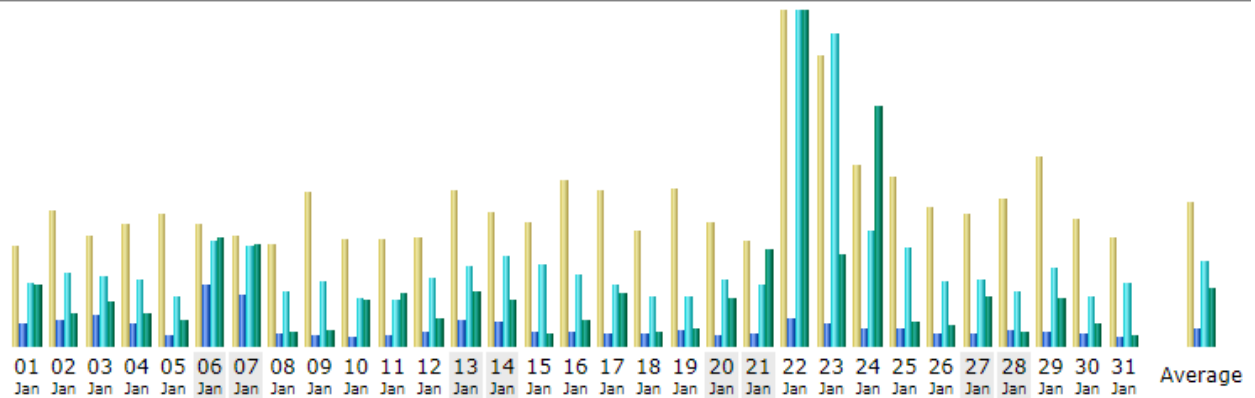
Downloads (Top 10) - Full list		
Downloads: 1096		Hits
	/wp-content/uploads/2024/01/2023-Donor-List-by-Grad-year.pdf	367
	/wp-content/uploads/2022/11/ComeGiveACheer.pdf	164
	/wp-content/uploads/2022/02/Sharon-Cipp-Nat-Daggett-1972-Article...	119
	/wp-content/uploads/2021/06/Larger-Than-Life-V2.pdf	41
	/wp-content/uploads/2023/05/2022-Donor-List-by-year-Rev-April-26...	27
	/wp-content/uploads/2022/03/BARNES-Robin-1959.pdf	25
	/wp-content/uploads/2023/02/Sidney-Arnold-Barron-1935.pdf	24
	/pdfs/camosuns/VHS_Camosun_1990.pdf	23
	/wp-content/uploads/2021/04/2021-April-Wakeham-Story.pdf	22
	/wp-content/uploads/2021/11/2021-10-13-Board-Minutes-Financials-...	22

*Interesting mix of popular downloads. Of note, the donor list for previous year (first spot above) was also one of the most popular downloads in January 2023.*

<b>Pages-URL (Top 25) - Full list - Entry - Exit</b>				
12,567 different pages-url	Viewed	Average size	Entry	Exit
/wp-cron.php	37,443		29	31
/	10,890	100.61 KB	2,121	1,475
/wp-admin/admin-ajax.php	10,091	20.89 KB	9	53
/wp-login.php	4,468	8.57 KB	2,244	2,273
/wp-content/themes/enfold/config-templatebuilder/avia-template-b...	1,804	19.25 KB	73	992
/alumni-register/	1,634	116.16 KB	348	234
/login/	1,518	86.22 KB	188	410
/contact/	1,165	99.52 KB	97	507
//wp-login.php	840	8.68 KB		2
/xmlrpc.php	619	403 Bytes	155	156
/alumni-directory/	569	104.87 KB	123	37
/photo-gallery/	461	153.14 KB	170	118
/2010-grad-scholarships/	384	104.15 KB	375	9
/wp-admin/admin.php	376	225.88 KB		13
/wp-admin/edit.php	357	488.24 KB		
/wp-admin/post.php	304	909.83 KB		
/memories/	299	205.21 KB	187	91
/wp-json/oembed/1.0/embed	264	2.16 KB	11	18
/wp-admin/async-upload.php	262	2.79 KB		
/we-remember-them/	260	92.12 KB	8	17
/update-your-profile/	258	105.08 KB		4
/about-us/	250	121.53 KB	91	75
/product-category/casual-wear/	241	102.90 KB	1	
/news-campaigns-projects/	235	128.20 KB	18	22
/archives-museum/	212	100.21 KB	25	52
Others	23,932	112.56 KB	1,533	1,217

*Top five pages aside from login, directory, admin and utility downloads are **home, Photo Gallery, 2010 Scholarships, Memories, We Remember Them and About Us.***

## Days of month



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

### January 2024 Online Sales

**GROSS \$90.27**

**NET \$75.00**

**Orders 3**

**Product Photobooks (x3)**

**Underperforming**

### f. Finance Committee

Vic High Alumni

Finance Committee Report

February 21, 2024

- **Finance team responsibilities update:**
  - Received and discussed status update on 2023 year end results. Target to complete initial year end cut-off by end of February for preliminary report out at March meeting.
  - Stadium Fund GIC's have been rolled into high interest savings account.
  - Endowment fund reports as of December 31, 2023, pending. Board summary of endowments and 2024 available to grant to be presented at March meeting.
  - 2024 options for bookkeeping services and GL system under review. Team to explore viability of Quick Books as a potential option. For Q1, existing excel based accounting file used in 2023 will continue to be maintained pending possible future transition.
  - 2024 insurance has been paid.
  - Draft Treasurer position description reviewed.
  - Signing authorities for merchandise bank account to be updated.

- **Merchandise Bank Account Signing Authorities**

- **BOARD MOTION** > Finance Committee recommends that merchandise bank account signing authorities be updated to include Shannon Edgar, Mary Anne Skill, and Helen Edwards, with EFT limit for inventory purchases and expenses set at \$1,000 maximum per transaction. **Moved, Seconded, Approved.**
- No longer issuing electronic receipts for PayPal/the website, manual receipts will be issued.

**g. Fundraising Task Force**

**Vic High Alumni**

**Fundraising Report**

**Feb 21, 2024**

We are proceeding with a Leigh Large-hosted private thank you dinner and Ken Lavigne show for alumni donors on March 23. There will be more dinners to follow. We've prepared an invite list for this first one of donors with cumulative donations over the past 4 years of \$1000 and up, and some alumni who have contributed considerable in-kind resources.

We'll keep an ongoing list of potential invitees - those who aren't able to come this time so they can be invited again, expansion of the list, etc. So if you have suggestions for invitees, please forward them to Linda.

Mary Anne is designing the invitations to be postal mailed, Mary Anne and Linda are organizing some take-home gifts for alumni attendees and table décor, etc., and Linda is recruiting items from alumni to add to door prizes.

Donated items so far include Leigh donating up to 12 bottles of wine, his brother Earl Large donating a signed copy of his book for each alumni, donated books from three alumni authors. The Merch Team will be asked about a possible branded item for each alumni (a Vic High pin on a nice presentation card?), and 1-2 merch items to add to door prize baskets.

**Offer to Pay for Professional Fundraiser**

Pursuant to our meeting with our benefactor, we are running a short ad in the February newsletter looking for interest in a fundraising position. We are also approaching the Association of Professional Fundraisers, Vancouver Island, about placing a posting on their job board, and will look into UVic's Co-op Hiring program.

**Motion for Board Approval**

Moved to allocate up to \$850 to the Fundraising Team to pay for supplies, gifts, for the March 23, 2024, Thank You dinner, and the cost of placing a posting on the job board of the Association of Professional Fundraisers, Vancouver Island. **Moved, Seconded, Approved.**

**Offline discussions needed and will take place regarding how we are tracking the finances.**

i. *See attached:*

1. 2024-Feb4 Donation Analysis 2020-2023
2. 2024 Feb3 Donor Analysis 2020-2023



## 8. New Business

### a. Upcoming Board Meetings and AGM (Roger // Tara)

- March 13, 2024 – virtual / TBD
- April 10, 2024 - Fernwood Campus (library)
- May 8, 2024 - Fernwood Campus (library)
- June 2024 – 12 June 2024 (estimated date), decide in March.

- suggestion from Roger: try and get many folks to attend the meeting, lean on our networks so that we can have lots of alumni representation.

### b. Open House Inquiry (Tara)

- i. At this point, whispers, stay tuned. Late April 2024.

### c. Update on War Memorial (Helen)

Hello, All,

*I am not able to attend the meeting on Tuesday but wanted to offer some thoughts on the cleaning of the war memorials. In particular, the large bronze plaque that was designed by Earl Clarke.*

*Some time ago, Keith McCallion called me, related to my experience with heritage projects. He was inquiring about the correct method to clean a significant piece such as the bronze plaque. I shared my understanding of the appropriate method of clearing at that time and I also consulted with professional museum conservators.*

*The patina that develops on bronze, over time, is part of its character and value. Generally speaking, the only method of cleaning that should be considered is basically dusting with a soft cloth and, perhaps, cleaning with mineral oil. The use of any sort of 'cleaner' or 'stripper' is to be avoided. Your agenda item mentioned reimbursing Mr. McDonald for materials which led to my concern that the approach might be more invasive than what is recommended. Perhaps this is not the case and Mr. McDonald is familiar with best practices involving artifacts made of bronze.*

*I would be happy to gather a further recommendation from a professional conservator, if that would be helpful.*

*As a Vic High grad the memorial designed by Earl Clarke is actually one of my strongest visual memories of my time at Vic High. It is a powerful and moving tribute to the veterans and a significant piece of art, as well, I would be so sorry to see its value being diminished by inappropriate cleaning.*

*Please let me know if I can be of any further assistance.*

### d. Extracurricular Funding (Keith)

- i. Larger discussion during March 2024 meeting – questions to think about below.
  1. Where is the money going to come from?
  2. How much money would be needed?
  3. What funds are available in the community and in the district?

\*Policies and regs re: extracurriculars are available on the school district website\*

9. Adjournment. Moved, Seconded, Approved.