

## Vic High Alumni

### Board Meeting – April 10, 2024

4:30 PM | 1260 Grant St. | Library or via Zoom

#### MINUTES

*We acknowledge and respect the lək'wəŋən 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:**

Linda, Nita, Roger, Keith, Ian, Helen, Tara, Ed

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

*- adoption of Agenda. Moved, Adopted*

#### **1. Minutes**

*\*adoption of March 2024 Minutes will be done @ May Board meeting w/April Minutes\**

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

*- none.*

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

- Thrilled to talk to students as they came through, and get folks signed up and interested in the newsletter/alumni in general.
- Praise for the opening of the school, and the words of the Ministries, Public Bodies, etc. Alumni Association thanked, which was wonderful.
- Specific tours for heritage groups (to-do)

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

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

*- no treasurer, see finance report.*

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

*- Aaron not present (school opening duties)*

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

## a. Archives & Museum

Vic High Alumni

Archives & Museum Report

April 10, 2024

Annie Boldt, Archives Manager

### Re-establishing the Archives & Museum

Shelving has been installed (new units, cut-down existing units) in the first floor Archives & Museum rooms, and purchased/set up (3 units of industrial chrome shelving, totalling 72' of 36" wide shelves) in the portion of a basement storage room allocated to the Archives. Alumni volunteers have helped unpack 350+ boxes of Archives collections and put things away. Storage space allocated to the Archives is quite full already so we'll be looking at how to consolidate and store things and allow room for future growth of the collections. To date, approximately 200 volunteer hours have been worked, and more are needed.

We've had the help of the retired head of SD 61 woodworking shop who also worked for DurWest at Vic High after he retired. His work installing shelf units, etc., was excellent, and cost us much less than the original quote of \$9000 obtained last year for the same work. The 1914 classroom storage base/hutch has been re-assembled (retired employee) and installed for storage and display purposes, and a 9' marble work counter is installed in the front office, fabricated from former washroom stall walls by Pacific Island Marble recommended by SD 61.

Two sturdy industrial trolleys are now in use and have proven their worth already. We have an additional stepstool and a new rolling steno chair. The previous Alan Perry-donated Archives desktop computer and large format scanner are no longer viable, the small laptop he donated several years back is still fine. We have purchased a new printer/scanner (recommended by Alan), and a high quality refurbished Lenovo work station.

We have installed descriptive plaques on items in the Archives & Museum: 1914 boiler room desk, 1914 classroom storage hutch, work counter of repurposed marble from 1914 washroom stall walls. We've created displays in the Archives & Museum to show it off for any and all tours of the school this spring.

I have hip surgery April 3, the day Linda and various volunteers resume to Vic High to continue sorting, organizing, and setting up the Archives & Museum.

### Grad Class Photos

Most of the grad class photos (all have been accessioned) are now hung in the Main (formerly 1<sup>st</sup>) floor south hallway. There was room there for photos from 1943 to 2015, 2016 onwards are hung in the 3<sup>rd</sup> floor south hallway. Eric Earl, VHS 1969, generously created a collage of grad photo head shots for the Class of 1966, which is being printed and framed to be hung in its rightful place – finally! The 1961 Grad Class photo appeared on its own in the Archives, so apparently the frame/glass was damaged at some point. Both the 1966 collage and the 1961 matted photo are being framed.

### Cleaning War Memorials

Pam Madoff came and inspected the World War 1 bronze memorial and found it had already been cleaned (we're not sure when or by whom) and was in excellent condition. At the time, the World War 2 brass memorial had not been located and installed. I hope to be back by the May board meeting.

- *Marble countertop in place (from old washrooms).*
- *Focus on displays, history of the school alive.*

- *Some refreshing still needs to be done for the grad photos, all up for time being.*
- *Camosun's for sale by donation (\$20) – logistics to be worked out.*

## **b. Black & Gold**

### **Vic High Alumni**

### **Black & Gold Inductee Plaques**

**April 10/24**

Discussions with Vic High within the past year or so have led to the conclusion that there will be individual plaques created for each Black & Gold inductee. We've suggested the school hang them in groups around the school, not all in one place.

At present, we have 24 inductees, and the Black & Gold team has identified a potential additional 75 honourees to be recognized over the next year or so. We have yet to finalize the various ways these inductees could be recognized – with full videos, with simple verbal presentations, attached to another even (school event or Alumni event or reunion), etc.

The School District has kept all the marble walls that separated toilet stalls in the original 1914 washrooms, and we have looked into using this marble as backings for laser-printed plates for each inductee. Vic High and the SD are very much in favour of this re-purposing of the marble panels.

We have consulted with Showcase Trophies (the local business we and the school deal with), and they recommended 7" x 9" marble backing with 5" x 7" laser printed plate. Initial costing indicates the cost for plaques like this would be roughly the same as purchasing a more standard plaque of decent quality with laser printed plate. (approximately \$50 per plaque)

This approach adds noticeable heritage value to the school, particularly if each grouping includes a simple plate with wording like Vic High Distinguished Alumni

Marble from 1914 washroom stall walls

**Motion:** to approve the cost to develop a prototype for a distinguished alumni plaque, complete with costing, for review by Vic High and the Alumni. Moved, Seconded, Carried.

**c. Seat Plaque Report (special report)**

**Vic High Alumni**

**Seat Plaque Report**

**April 10/24**

We have 141 seat plaque donations/orders placed since summer 2020, 36 of these received since the mid-February newsletter. Those 36 represent about half of our annual operating budget, by the way.

We've had these plates supplied/printed by a local trophy supplier (approximately \$14/plate), however they are unable to complete this order for us until the summer. We've therefore obtained quotes from several different businesses in Victoria, Duncan, and Port Coquitlam, providing them with precise information and samples of what we need.

The most favourable quote is from Coronation Recognition in Port Coquitlam

- \$6.72/plate, inclusive of taxes, free shipping
- 8-10 day turn-around

The next closest quote is from a local business, 33% higher than the first quote

- \$8.92/plate, inclusive of taxes, order pick-up
- One week turn-around

Our order has been placed with Coronation Recognition and we will install the plaques as soon as we receive them. Each plaque will be photographed in place and the photo emailed to the donor.

There are approximately 149 seats available on the Main floor, 25% of the available seats there. There's approximately 123 available in the balcony, 88% of the available seats there. At this time, it looks like the SD has managed to repair seats without having to use up balcony seats to replace any others.

- Get your seats now, price goes up to \$300 in September. **Motion** to increase price from \$250 - \$300. Moved, Seconded, Approved.

**d. Communications**

- i. *No written report.*

**e. Scholarships & Bursaries**

- i. *No written report.*

## f. Website

### VICHIGH.COM MARCH 2024 WEB REPORT

#### Stats











Summary					
<b>Reported period</b>	Month Mar 2024				
<b>First visit</b>	01 Mar 2024 - 00:02				
<b>Last visit</b>	31 Mar 2024 - 23:59				
	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Viewed traffic *	<b>7,551</b>	<b>12,855</b> (1.7 visits/visitor)	<b>65,878</b> (5.12 Pages/Visit)	<b>527,327</b> (41.02 Hits/Visit)	<b>100.69 GB</b> (8213.25 KB/Visit)

Visitors: **+13.5%** yr/yr

Visits: **+42%** yr/yr

Page views: **-13%** yr/yr

*Top line user/usage metrics show healthy growth in terms of visits and visitors, but a drop in content viewed. In March 2023, visitors looked at more than 8 pages per visit, while in March 2024 they looked at 5 pages per visit. Likely cause: increased familiarity among majority of users, and direct links to content from search engines, newsletters, etc.*

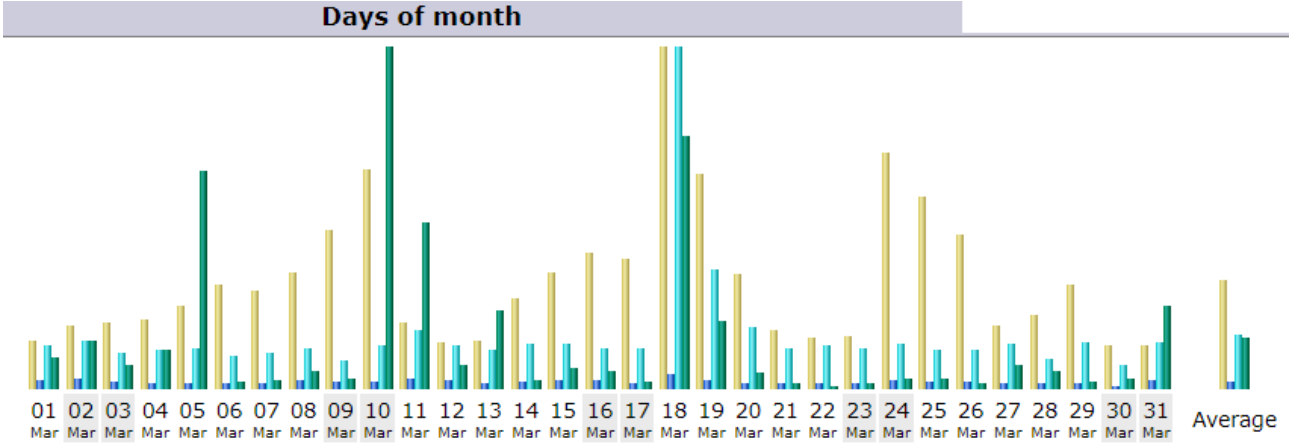
Downloads (Top 10) - Full list						
Downloads: 1090			Hits	206 Hits	Bandwidth	Average size
	/pdfs/camosuns/VHS_Camosun_1974.pdf		177	0	11.22 GB	64.91 MB
	/pdfs/camosuns/VHS_Camosun_1967.pdf		173	0	7.07 GB	41.83 MB
	/pdfs/camosuns/VHS_Camosun_1963.pdf		169	0	12.92 GB	78.29 MB
	/pdfs/camosuns/VHS_Camosun_1968.pdf		155	0	6.92 GB	45.71 MB
	/pdfs/camosuns/VHS_Camosun_1966.pdf		149	0	8.13 GB	55.85 MB
	/pdfs/camosuns/VHS_Camosun_2015.pdf		133	0	13.95 GB	107.41 MB
	/wp-content/uploads/2023/03/Hosie-Bill-1960.pdf		132	0	26.95 MB	209.08 KB
	/wp-content/uploads/2024/03/20240317-map-seats-sold-update-final...		122	0	28.86 MB	242.23 KB
	/pdfs/camosuns/VHS_Camosun_1970.pdf		91	0	4.05 GB	45.58 MB
	/wp-content/uploads/2015/04/AJ-Stewart-Smith-VHS55.pdf		41	0	15.92 MB	397.60 KB

*Camosun downloads dominate the Top 10 this time around.*

*Of note, lots of seat plaque map downloads this month too.*

Pages-URL (Top 25) - Full list - Entry - Exit		
4,721 different pages-url	Viewed	Average size
/wp-cron.php	24,502	
/wp-admin/admin-ajax.php	8,182	21.31 KB
/	2,967	130.14 KB
/wp-content/themes/enfold/config-templatebuilder/avia-template-b...	2,189	16.92 KB
/calendar/category/board-meetings/list/	2,076	109.91 KB
/calendar/list/	1,371	145.47 KB
/alumni-register/	1,300	141.00 KB
/wp-login.php	1,220	8.58 KB
/contact/	1,170	123.05 KB
/login/	1,130	103.91 KB
/alumni-directory/	614	126.59 KB
/vic-high-details-honour-its-history/	606	132.03 KB
/wp-admin/edit.php	528	484.90 KB
/feed/	428	123.32 KB
/wp-admin/post.php	426	919.15 KB
/alumni-store/	369	153.79 KB
/xmlrpc.php	362	430 Bytes
/wp-json/oembed/1.0/embed	362	2.16 KB
/update-your-profile/	356	127.96 KB
/memories/	351	229.42 KB
/new-cheer-squad-debuts-at-vic-high/	348	124.72 KB
/we-remember-them/	318	113.26 KB
/wp-json/wc-admin/options	279	58 Bytes
/about-us/	238	141.47 KB
/news-campaigns-projects/	236	140.76 KB
Others	13,950	152.14 KB

*Top pages aside from login, directory, admin and utility downloads are **home, Contact, Honour its History, Alumni Store, Memories, New Cheer Squad, We Remember Them, About Us, and News.***



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

**MARCH 2024 ONLINE SALES**

**GROSS \$114.08**

**NET \$90.00**

**Orders 2**

**Products** Photobooks (x1), Men's Fleece Jacket (x1)

**Underperforming**



**g. Merchandising**

- i. *No written report.*

**h. Finance Committee**

**Vic High Alumni**

**Finance Committee Report**

**April 10, 2024**

Members: Helen Edwards (absent), Nita Loudon, Rick Crosby, Shannon Edgar

The Committee met April 4 by zoom and addressed the following issues:

- **Review of current issues:**

Rick provided status update on 2023 year-end financial close and discussions with accountant around completion timeline in May for 2023 financial statements relative to potential June AGM date.

Discussion of potential lead on a bookkeeping service provider.

Discussion of 2024 budget prep for April Board meeting.

- **Board motions:**

Finance Committee recommends Board approval of proposed 2024 operating budget.

***Postponed to May Meeting.***

- *Financial Records to be stored in a shared and save location, pursuant to applicable legislation. Logistics to be worked out.*
- *Questions re: budget should be sent to finance committee, to be reviewed by committee and recommendations will be put forth.*

## **i. Fundraising Task Force**

### **Vic High Alumni**

### **Report on March 24/24 Alumni Appreciation Event**

#### Fundraising Team

Thirty alumni or donor friends attended our first Alumni Appreciation Dinner, including 4 Fundraising Team members/1 partner. Total attendance was approximately 43. Twenty-five alumni/donor friends received a small take-home gift from the Alumni of a Vic High pen, pin and bookmark, and chocolate heart from Rock Coast Confections, and a copy of 1955 alumnus Earl Large's book, Living Large.

Based on the initial RSVP responses, we expanded the guest list, and our host also invited some Vic High alumni to the dinner. Those invitees unable to attend this time have been added to an ongoing list of potential invitees for future events.

Vic High vocalists were invited to perform with Ken Lavigne and three responded. They were very appreciative of the opportunity, and their performances were excellent. Our host had also invited a pair of young dancers from Ballet Victoria to perform – also an excellent performance.

We sang the school song at least three times, and the three students began to learn the song themselves.

Seven door prizes were given out in a random draw. Volunteers ended up not having enough time to solicit additional donations for door prizes.

- Three prizes included wine (Vessel Liquor), a book donated by an alumni author, and a Vic High merchandise item
- Four prizes included a bottle of wine (Vessel Liquor)

A \$600 budget for supplies/gifts was approved. It looks like we spent \$460.67.

The evening was a great success, we've received several thank yous from guests, and we have some ideas to enhance the next ones.

- *Reached out to Adrian Nolan, Global Philanthropic, looking for a professional fundraiser, funded by our benefactor. Waiting to hear more.*

## 8. **New Business**

### a. **AGM** (Tara)

- i. **AGM High Level Overview** (Hybrid Meeting, Tara to moderate)
- ii. **Finalized date** (June 12, 2024 @ 5:30 PM)
- iii. **Director Terms** are up for ~~Roger~~, Ian, Don, Tara, ~~Paul~~ (**need to elect two people**)  
Ed, Linda, Helen, Nita were elected for 2-year term (until 2025). Do we need to reach out for nominations? (**this will be done in May Meeting, and Helen will be the contact for this**)

### Admin:

- iv. Helen to be contact for inquiries.
- v. Voting via ZOOM (in person and via simply voting, Tara to sort this out w/ Linda)
- vi. 5 additional people to bring to meeting (Alumni)
- vii. 5:30 PM meeting June 12, 2024

### b. **Extra-Curricular Funds**

- i. Got in touch with the committee, this is getting going.
- ii. Matt Phillips willing to come to meeting in May.
- iii. Extra-curricular includes all activities, not just sports.

## 9. **Adjournment. Moved, Seconded, Carried.**