



**Zorra Caledonian Society**  
**MINUTES**  
**Board Meeting – March 20, 2017**  
**10:30 pm at the Embro Legion**

“The Zorra Caledonian Society is a volunteer community organization formed in 1937 to recognize the Scottish heritage of the Village of Embro and the Township of Zorra”

**Board Members to Attend;** President - Helen Dowd, Vice President - Brian McMaster, Secretary – Jennifer Moodie, Kevin Fraser, Laura Green, Jim Grieve, Jim Knudsen, Steve MacDonald, Ron Marshall, Alan Normand and Jim Walton.

**Regrets;** Treasurer – Peter Fleming

**Call to Order & Approval of the Agenda as Circulated**

M/S/Carried

**The Board Minutes from the March 13 Meeting were approved with this amendment;**

Jim Walton noted there that under the History section it should read as follows; There is a project pending with Johnathon Hook about the Rev. Dr. Geo Leslie MacKay homestead and Jon will keep us apprised. Steve MacDonald to take on this project. Jim will give contact information for Jonathan Hook, current owner of property.

**Minutes Moved as amended**

M/S/Carried

**Status Updates from the Action Items in the Board Meeting Minutes (All)**

Archival Update

The president contacted the Oxford County Archives and spoke with the head archivist. They would gladly take all our documentation with the caveat that they would loan it back to us for special events – like our 100<sup>th</sup> in 2037. The president suggested then we put out a “history call” to the membership and that all records that are sitting in people’s basements, be brought to the April meeting. Steve MacDonald, past president will then take everything to the Archives office on Light Street in Woodstock.

**Motion to send the all of our ZCS History to the Oxford County Archives.**

M/S/Carried

Lanyards

Laura is looking into prices for commemorative lanyards for all medals in the 2017 EHG. As well she is looking into pricing lanyards for the Society for our volunteers. Jennifer will send over some pricing they have used recently at the Board of Education.

Contract with the Township.

Steve got a copy of a contract but it requires many corrections/updates before it can be signed. Steve to revisit with the TWP as we would prefer a specific contract sent to us for our event and not a generic one that refers only to renting the hall.

## **2017 EHG Site Plan**

The document is still very fluid and will continue to undergo changes and alterations. There are questions around the entrances and size of the alley ways for vehicle mobility. A question arose about the cattle (and potentially horses) being too close to the sound of the bag pipes and may be disturbed and/or agitated by the noise. Jim is still very worried about the condition of the ground after all of the construction is complete. The most recent version of the site plan will be presented again at the April meeting until we feel it has come to the stage it can be granted final approval.

**DEFERRED – 2017 EHG Budget Considerations** (Treasurer, Peter Fleming was unable to stay for the Board of Directors meeting)

## **Board 2017 Housekeeping Items**

### Advertising

The president took the 19 pages of information that Doug Ferguson submitted as part of his 2017 pitch pages and put it on one page so we know where our advertising dollars are going at a glance. We decided not to put on Celebrate Canada Day on the bill boards as that is self-explanatory which will save \$ 300.

Doug Ferguson sent the president an email with what he will still look after since resigning as chairperson. He will look after the four bill boards, gardening in the bed south of Embro, arranging for the banner across County Road 6 and setting up his Embro Highland Games display. The flag project in downtown Embro was something that Warren McKay looked after in the past. Jim Walton will check with Warren on the status of that.

The president has asked Doug Ferguson to forward the e-file of the Society's Letterhead so we can be sending letters electronically this year.

Alan Normand has agreed to take on the radio campaign (which will be cost neutral) and Helen Dowd will oversee all print materials.

### Website & Social Media

The president explained she spent some time looking carefully at each page of the Embro Highland Games website and comparing it to other websites of Highland Games in Ontario. She is concerned that on March 20<sup>th</sup> updates she sent in March 8<sup>th</sup> were still not done and outdated information looks bad on a website. As well, the pictures are old (5+ years and have never been changed) and there is a Facebook message that is from November SANB, that is slow to load and pops up on every single page! She asked for direction from the Board and received it – we will target 40 years olds and under, with children that are on social media. Helen to talk to Jamie and find out the contact for our web designer and come back with a price for the April meeting. She would like to see less on it, one tab across the top breaks down into 9 separate ones – too much detail. Since the website enhancements would last for a couple years, she suggested that this could possibly come out of our savings and not the 2017 budget year but will look into what has to be done. Holly MacDonald will assist us with social media in a capacity that she is comfortable with.

**Motion was made that Helen will investigate into social media and website improvement and report back at the April meeting.**

**M/S/Carried**

## **2017 EHG Schedule of Events**

Still a work in progress – the most recent is as follows....

**July 1, 2017**  
**80<sup>th</sup> Embro Highland Games**  
**DRAFT Schedule of Events (as of March 21, 2017)**

Time	Event
7:00 am	Gates Open
8:00	Highland Dancing Registration Opens (in arena)
8:00	Road Race Registration Opens (arena front entrance)
8:30	Solo Piping & Solo Drumming competitions begin (main field)
9:00	O Canada & God Save the Queen (dance stage in arena)
9:00	Road Race Begins (2, 5 & 10 km) (centre of main field)
9:05	Highland Dance competition begins (dance stage in arena)
10:30	Sheep Herding Demonstration (south field)
10:30	Ontario Heavy Event Championships Begin (heavy events field)
11:00-2:00	Roast Beef Dinner (large hall)
11:00	NEW Bar Opens (large hall) Entire Grounds Licensed
11:00	Children's Scottish Crafts (small hall)
11:00-noon	Children's Scottish Outdoor Games (west side of main field)
12:00	Children's Scottish Crafts (small hall)
12:00	Highland Dance Awards (dance stage in arena)
12:20	NEW Massed Highland Fling for morning dancers (main field)
12:30	Massed Bands (main field)
12:30	Tug-of-War Competition (location TBD)
12:50	Official Welcome & Release of Doves (main field)
1:00	Children's Scottish Crafts (small hall)
1:00	Pipe Band Competitions begin (main field)
1:30	Highland Dance competition resumes (dance stage in arena)
2:00-3:00	Children's Scottish Outdoor Games (west side of main field)
2-2:45	Allison Lupton, Ian Bell & Dan MacDonald perform live Celtic & Canadian Music (large hall)
2:45-3:15	The meaning of Celtic Rings by Jason Bellchamber (small hall)
3:15-4:15	Allison Lupton, Ian Bell & Dan MacDonald perform live Celtic & Canadian Music (large hall)
4:00	Highland Dance Awards presented (dance stage in arena)
4:30	Massed Bands (main field)
5:00	Embro Highland Games conclude - thank you for attending!

**Other Attractions:**

**Highland Cattle** – in the cattle barns at the north side of the Main Field

Walking about the grounds - **Sir John A. MacDonald** – (Actor supplied by Thistle Theatre)

Stop in the **Visitor & Volunteer Services** tent near the Main (Outdoor) Gate and get a selfie holding the bagpipes!

Make sure to stop off at the Arena Lobby to see our Canada 150 Historical Display “**Spurtles and Sporrans, Plaidies and Pipes: *What the Scots Brought to Canada***”

**Need more sheep herding on the list other than 10:30 am**

**Need more about heavy events on the list other than just in the am.**

**We then focused on feedback we had from the General Meeting;**

**President's Party** - will be a BBQ at the Dowd's farm on July 9<sup>th</sup> and everyone agreed we would eat at 1 pm.

**AGM Improvements** – none of the members had any suggestion to improve the AGM and there were comments people were glad it was done by 9 pm. The president asked for any suggestions be forwarded if people thought of them. Doug Ferguson suggested that we add more Scottish history/culture a couple times a year to get more interest from new people.

**Recruitment** – The president suggested the goal is for everyone to find one new person to bring into the fold for 2017. This will be re-visited as the Board works to build the membership.

**Honourary Memberships** - we agreed was not well received so will not move forward.

**Harrington 150** – they will need to provide a written request, too many questions and not everyone has “heard” what is going on. Random details were offered by members.

**Treatment of Volunteers** – feedback was that we should treat all volunteers the same, we should not be having some pay to get in and others not, we should not feed some and not others and we should not pay anyone unless they are a professional. The Board now will draft a policy to ensure the fair treatment of all. The membership was in favour of free entry for all volunteers and no one getting fed for free. We talked about how to identify volunteers and the idea of a lanyard came up again with a plastic pouch that could have the schedule and the QSR code on it.

**Thank you BBQ** – discussion was had on having a BBQ ahead of July 1<sup>st</sup> for the volunteers and the pros and cons. Some people felt the last week of June was a busy time, others felt that it was not needed, however others thought it was a good idea. The president will put together a couple options and bring back to the April meeting. The committee chairs were asked to check with their volunteers on the idea and report back at the next meeting. Road Race and Highland Dance send thank yous to all volunteers as a follow-up.

**Insurance** - It was good to have our agent, Doug Bell present and he did stay for the entire meeting. We are still trying to get to the bottom of why the large price increased last year. Helen will forward him our latest schedule. We will look forward to hearing back from him with some answers.

**Passes** - We decided we would have the 2017 gates “CASH or PASS”. Helen will get Monica to do up a design then for email approval by those who require them. They will need to be generic as they will cover all pass people (tug of war, dance, pipeband and heavy events competitors, all radio station giveaways and all volunteers and all sponsors). Helen will bring to the April meeting so the various chairpersons can start to distribute. Jim Knudsen will inform his volunteers then it is “cash or pass”. Chairpersons will be expected to write on the back – Dancer, BX 93 radio station etc. so we can track what comes back through to us.

**Connecting to other Highland Games** - The president mentioned she would like return the favour of Cambridge Scottish Festival and invite all Highland Games to our 80<sup>th</sup>. It was a win-win as we got lots of great ideas and Ron Marshall has found their help particularly beneficial for PPBSO negotiations.

**Motion we will invite two guests to attend from each Highland Games in Ontario.**

**M/S Carried**

**Tartan Ball** - A few people have committed to going to the Tartan Ball in Innerkip hosted by Sim School of Dance. Steve MacDonald is collecting the cheques of those interested and the deadline is April 12. It is \$ 50 a person and includes a three course dinner on April 22<sup>nd</sup>.

**The meeting was adjourned at 11:30 pm.**

**Next Meeting Date - April 17, 2017 Easter Monday)**

7-8 pm - Board meeting

8-8:30 pm Social

8:30-9:30 pm – General meeting