



**Zorra Caledonian Society
Board Meeting – Feb 12, 2018
MINUTES
7:00 pm @ 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”

Attendance: Jim Walton, Laura Green, Peter Fleming, Jim Grieve, Kevin Fraser, Alan Normand, Ron Marshall, Jim Knudsen, Steve MacDonald, Holly MacDonald, Jennifer Moodie, Helen Dowd
Guest: Gord MacKay

Welcome: Helen welcomed everyone to our last Board meeting for 2017-18.

Roll Call “Enlighten Us - What was your “take away” from 2017?”

“When you think things are bad, they can always get worse”, “When faced with adversity we seem to be able to rise to the challenge.” “We should always plan for rain is has happened twice in the last three years” “We’ve been making things work” “We did it! - we pulled it off” “We have good momentum and like the direction in which we are going” “Big learning curve dealing with new responsibilities” Making positive changes for improvements” “Our events were successful and well received” “Transition – we seem to be in a time of Transition” “We’re all working together” “We are spreading our wings” “We are really poised to fulfil our vision of promoting Scottish heritage in our community” “We should be doing something more for our community with our profits” “When you have a plan and stick to it, it works!” “We had a great team – any issues were external not internal”.

Approval of the Agenda: Agenda approved as read. **M/S Carried**

Approval of the Minutes from the Previous Meeting – January 15, 2018

It was noted that the word “audit” should only be used when referring to an official review of our financial records by a certified accountant paid to do a proper audit. The term we need to use is “examined” which is referenced in our Constitution. The minutes will be amended to reflect this. Set up time for the AGM on Feb 26th is 1:00 pm. **Amended Minutes approved. M/S Carried**

Treasurer’s Report – Peter Fleming

Other than a few small amounts, there has been no marked change. Our assets right now are sitting in GICs at about \$65K. Peter concurred with the concern of Jim Grieve, that we should just have the equivalent to one year’s operating funds in our reserves. We will have to be thinking of a project to support in 2018 to spend some of our surplus.

Coordinator’s Report – Holly MacDonald (January 2018 time sheet)



Holly is going to start submitting a monthly coordinator's report. She is also going to be keeping track of our Membership. She is submitting a time sheet each month to Peter and will put a cumulative one in each Board package. Holly will also compare pricing for admission and vendors of other Highland Games. Helen explained that there is a lot of work that needs to be done in January (pitch pages, OVSA & AGM prep) and February (review of pitch pages & AGM) and that the contract should be extended until Feb 25, 2019 (our AGM) for Holly. Holly was ok with this. **Motion to hire Holly from Jan 15, 2018 to Feb 25, 2019 M/S Carried.**
Helen and Peter will complete her contract by the AGM.

Old Business

2017 Hang-over

- History write ups: Ron is making every effort to finish up his write up by the AGM and the Grieves will make contact with Jamie.
- History to the Archives – Oxford Genealogy Society is where Marlene Matheson bundled up ZCS previous history and dropped it off (but made a complete copy for the Embro Library). Holly and Steve are going to delve into their stash and take what they have in their house to the Oxford County Archives. Helen has requested that it be photographed and cataloged so we know what they took for safe keeping. Moving forward we will make all efforts to keep accurate records and the online “back office” is a helpful piece of the puzzle.
- Jennifer Moodie confirmed that Brian McMaster is not coming back in role of Director at this time.

2018 Ontario Volunteer Service Award submitted by Jan 25th deadline

- Helen thanked Jennifer for spending a whole day on this and getting it submitted! The project was preempted with a letter to Warren McKay asking for 15 years of secretary books be returned for a factual submission (copy of letter in agenda package). The letter was not acknowledged.

Discussion re: 2018 -19 Board of Directors (Board sits as nominating committee)

Remaining on the Board:

1. Ron Marshall, 2. Jim Grieve, 3. Laura Green, 4. Kevin Fraser, 5. Alan Normand, 6. Helen Dowd, 7. Steve MacDonald, 8. Secretary Jennifer Moodie, 9. Treasurer Peter Fleming (both will let their names stand for re-appointment.)

Outgoing Directors – Brian McMaster, Jim Walton, Jim Knudsen

Willing to let their names stand for election (three year term) 10. Geoff Innes, 11. Gord MacKay.

Have space for 10-14 on the Board so have room for 3 more. After going through our list of members, it was decided that we need to ask for some new members. Members have offered to contact the following people for recruitment:

(Kevin) Scott and Ian Matheson

(Gord) Randy Reed, Dave and Deb Harris,

(Ron Marshall) Angus Thomson, Gord Marshall



(Peter) Sharon Fraser

(Helen) Don McKay, Wayne Matheson

(Jen) Terry and Lynne Ross, Greg and Jewel Ross, Dean and Julie Matheson, Wally and Sherry Matheson

(Jim K) Brian McRowan, Terry and Roger Murray, Dave Murray

(Steve) Scott Murray, Collin McLeod

(Holly) Mel Harris, Maddie van Egdome

Acknowledgement for Outgoing Directors (Ideas/Suggestions/Discussion)

- The outgoing members indicated that they did not need any recognition. Helen suggested then a ZCS note card and verbal recognition can be expected at the AGM.

Final 2018 AGM Preparations

- Set up will be at 1:00 pm. Tables, table cloths, runners, candles.
- Number of tickets sold at present is 17 – Jen will send out a reminder!
- Ron will give away 50th anniversary ZCS history books
- Holly will take and renew memberships at the door
- Jim or Peter will sit with her and collect the \$ 20 dinner fee.
- Holly will also be the photographer for the evening.

Decision on Image for Medals & Trophies

- We have enough old medals to get through this year
- Discussion to be deferred to March 2018 meeting regarding perpetual trophies, location to store, name on the medals and possible changes to the design.

Thamesford Lions Club – Report from Volunteer Recruitment Workshop Feb 4/18

- Helen gave her report on the Workshop and listed tips and suggestion for recruiting volunteers

National Tartan Day – Poster was approved with addition of Angus, our tartan, contact information for tickets (Holly's cell #, Gord's phone # and info@embrohighlandgames.ca, change of adult dancers to "Sterling Thistles Dancers"

- Tickets for the event will be reserved by phone or email
- Helen will take care of advertising the poster with local Media
- For tickets and information we will transfer Jim Walton's contact information over to a new contact number to Gord MacKay. His number is 519-475-4424. Since Jim W. said calls are limited on advertised phone numbers, Holly offered up to use her cell phone 289-501-4411. If she starts getting a high volume of calls, the Society will look at a "pay-as-you-go" phone for Holly to use.
- Celebrate National Tartan Day in Embro @ the Legion
 - Live Celtic Music by Shepherd's Knot (\$600)



- Sterling Thistles Dancers perform from Sim School of Highland Dance
- Authentic Scottish Appetizers & Desserts (Board will sign up at March meeting)
- Tickets \$ 15.00 (Legion will donate hall and charge us \$ 25 to clean)
- Time - 8 pm to Midnight
- Posters & Tickets (max seated at tables and chairs = 70)

St. Andrew's Night Banquet

- SANB Handbook - no changes/additions were brought forward so that document is final – Helen will make into a PDF and it will go in the “backoffice” for all to access.
- Embro Dinner Theatre ticket prices are \$ 40 and Janice Mitchell caters, so it was decided that our ticket price will be raised to \$40 for 2018 **M/S Carried**
- Motion to hire Dan Needles as our Guest Speaker for 1,500+ HST. **M/S Carried**

New Business

2018 Director's Handbook (DRAFT for comment)

- Kevin suggested that we include phone numbers (and cell) and Helen will add emails.
- Jennifer will bring the data projector each meeting, if she cannot Helen will bring hers from home.
- Holly will run the AV system as Jennifer uses her laptop to take minutes on the agenda package.
- As decisions at the AGM are made, we will make updates to the document.

2018 EHG Organization Chart (DRAFT for comment)

- Very well done however Jennifer suggested it be made into a flow chart which is exactly what needs to be done. Jennifer will tackle this for the March meeting.
- Grounds would like a site map “sooner than later” so Holly has offered to help the guys create a Map of the Grounds of the COP

2018 EGH Summary of Pitch Pages

- Helen said was disappointed at the number of people that came out in January (15th) to present/listen to the 2018 EHG Pitch Pages. Other than the Board members, only four members showed up! We talked about why this is and she will address it at the AGM.
- Road race did not even plan to hold their start-up meeting until Jan 17th
- The point of the pitch pages is to make sure the event is something we want to feature and more specifically it is to help the treasurer put together the 2018 ZCS budget for the March meeting.
- Next year we will re-work the Pitch Pages with more of a focus on the planning, budgeting and responsibilities.
- Responses to the Pitch Pages:



- Tug Request – Ken Ulch as requested \$ 5,000 for the competition this year. Before we would agree to that we want to know how many teams are guaranteed to compete, what teams are they, from how far away are they coming, what is the breakout (prize money vs. mileage). Some teams are unreliable and the TOW Association is not what it was when Ron Totten was in it.
- Dance is waiting to book hotels for the judges until the location is confirmed
- Heavy events has increased their “Ask” by \$ 500 to ensure that the female competitors receive the same mileage payouts as the male competitors. No one had a problem with this as we strive to treat everyone fairly at the ZCS.
- The Road Race is still in Embro. Brochure needs some tweaking in order to deliver consistent messaging. And if they want to run and then attend the games in Woodstock, how will they prove that they ran. It was decided that a runner will need to hand their bib number in at the gate for admission to the games
- Entertainment is mostly free or at very low cost.
- Rugby players will be sent passes and have been asked to give a donation to the Games to offset the cost of the land rent and the advertising we will be doing.
- Rev Bill White will host a 10 am church service. He requires some bagpipe music for the processional and recessional. Ron Marshall will make it happen.
- Children’s Scottish crafts – Jennifer agreed to extend the time by one hour so it is 11 am to 3 pm. Helen will work with Rowena to better coordinate the physical gross motor activities. Jennifer asked that they be side by each and this can happen if we move to COP!
- Alison Lupton, Ian Bell & Dan MacDonald are \$ 1,200 (no HST) + \$ 50 each for mileage
- Plaid for DAD is a Prostate Cancer Canada initiative. Helen has seen Steed Standard Transport have a nice tractor trailer all “tartaned” up. She has encouraged PCC to set up shop to take donations and give out information about prostate cancer.
- Bar – we will be having craft beer this year. Maybe have some pre-recorded music. We will use the OPP for security after they are finished with the road race
- Jim has offered to help the chairperson for the gates but not in fact be it.
- Steve MacDonald has offered to be chairperson for the parking
- Vendors and Concessions – Holly found one comparison online in regards to Cobourg Games. She will see what else she can find. Jim is still working on the final prices so her research is timely. We will revisit at the March meeting.
- Clans – if at COP, we have no limit so whatever Jim W. can attract.
- Zero waste for vendors is something Jim is thinking towards.
- Amateur Heavy events – Kevin listed off a long list of events that we could hold and Helen suggested it be called Scottish Farmers Olympics. What will this do to our insurance? and who will lead it? are two big questions.



- Opening Ceremonies. Can we push them back to 12:30? (dancers went out at 12:20). Doug Turvey, the town Crier has been asked to kick things off at 9 am. Helen would recommend Philip Kerr as the singer again!
- COP – how do we announce the move and make sure that everyone knows about the new location is a question Helen is pondering.
- Helen also wonders about smoking on the COP property – the rules and regs?.
- Busing was discussed but it was felt for 2018 we would not take a gamble.
- EHG admission prices. When comparing gates at HG in Ontario, the prices ranged from \$ 15 (us to \$ 30 Fergus). The majority are \$ 20 and two were \$ 17 (Cambridge & North Lanark). Most of these places also charge for parking in addition to the entry fee.
- **Motion we raise our admission to \$20 adults, \$10 youth 913-17), and 12 & under free and we will advertise FREE parking. M/S Carried.**
- Volunteer shirts? How do we identify ourselves on the Grounds? Katherine Grieve came into the meeting and suggested we apply to Heartland Mutual Insurance to see if they would fund it. Holly will write by the deadline Feb 14. It would certainly be a more professional image for the 4,000 guests.

March Break - Scottish Day for Kids @ EZCC Friday March 15

- Zorra TWP is running a March Break camp at the EZCC and asked community groups to partner. Jennifer and Helen thought this would be a great starter option and signed up for Friday March 15. We will help advertise it so it gets full (15 spots). We will have story-telling, dance lessons, playing the recorders, crafts and TOW. Helen has requested Jennifer teach the kids some Gaelic since Jennifer is a language specialist.

Golf Day & Whiskey Tasting

- We are proposing to try this again at Stonehaven Golf Course, but instead of September, John has set aside Saturday, June 2 or Saturday, June 9. He is willing to work with us with the different combinations of ticket sales (Golf and Dinner and Whiskey, Golf and Dinner, Golf, Just dinner). We can run this with as few as 20 people but 40 allows us to close the course to outsiders. His meal would be chicken and steak with baked potato and salad. We would add Scottish flare with kilts and pipes. We need to advertise this OUTSIDE of our general membership with the flyers, social media and on our website etc. The whiskey added \$ 45 to the cost so it was deemed too expensive.
- **Motion to go with June 2nd \$ 50 golf, cart & meal, \$ 25 meal only M/S Carried**

ZCS Board Year-End Self-Evaluation

- Six of possible 11 board members came with them completed. Helen will review with the incoming president. There is always room for improvement and it certainly was a “learning year”. Helen thanked everyone for being a wonderful Board to work with!



**Next Board Meeting – Feb 26, 2018 directly after the AGM at Embro Legion
Adjournment @ 11 pm M/S Carried.**