



**Zorra Caledonian Society  
April 23, 2018 Meeting  
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”

**Board Members Present:** Gord MacKay (President), Kevin Fraser (Vice President), Helen Dowd (Past President), Peter Fleming (Treasurer), Jennifer Moodie (Secretary), Laura Green, Jim Grieve, Geoff Innes, Steve MacDonald, Jack Matheson, Ron Marshall, Alan Normand, Angus Thomson, Holly MacDonald (Coordinator)

**Members Present:** Sandra Alyea, Grant Innes, Jim Knudsen, Jim Walton

**Welcome**

President Gord MacKay called the meeting to order at 7:10 pm.

**Roll call – “Your Impression of our April 6<sup>th</sup> National Tartan day event?”**

Eighteen members answered the roll call. Everyone was pleased with the night (despite the bad weather). We had great comments about the crowd, the company, the band, the dancers, the décor, the food and the comedy number. Improvements for next time would be to get more people out, set up the tables so we could interact more with the band and have the dancers perform earlier due to their driving times.

**Motion to Approve the Agenda - M/S Carried.**

**Motion to Approve the Minutes from the March 19, 2018 Meeting - M/S Carried.**

**Motion to Approve the Coordinator’s Report for March - M/S Carried.**

**Correspondence**

**The Infantry School Corps, London** contacted the president to request setting up an infantry display July 1, complete with shooting demonstrations. Discussions began with the question “is it Scottish?” which members felt it was not. **Motion to inform the Infantry School Corps that we will not be requiring their participation this year. Gord welcome to offer them two complimentary passes. M/S Carried.**

**Complimentary Passes**

Marketing committee has allocated ten complimentary passes to the EHG should non-profit groups request them for their silent auction tables. This provides a good outreach opportunity, supports other non-profit groups and attracts new visitors to the Games.



Two passes each have gone each to: Milverton Women's Initiative Committee "An Evening to Celebrate International Women's Day April 7 (thank you received), London Special Olympics Annual Fundraiser – Theme "Calling London" (British), Oxford District Women's Institute - Garden Party for a Cause – Embro (May 6). If you know of any upcoming silent auction in the region get ahold of the president.

## **Old Business**

### **2012 ZCS Strategic Planning Summary**

The final 2012 report was in the agenda package. At the conclusion of the report was the overall guiding statement that we were to follow. It was...**"The Embro Highland Games will focus on the four cornerstones (Highland Dancing, Tug-of-War, Pipe Bands and the Heavy Events), while supplementing the event with new, unique and interactive events that will generate excitement and increase opportunities for education and participation for families. The July 1<sup>st</sup> event will be marketed using increased and improved online communication"**.

Six years later we felt the Society has done exactly what we set out to do! Updating the strategic plan will be completed in the Fall of 2018.

### **Medals & Trophies Image**

Monica Phelan, Dragonfly Ink had created four designs for us to review. Sandra Alyea showed a recent medal that her daughter had won that had tartan on it and discussion began that we could be doing the same with our ZCS tartan. Alan Normand offered up Diane's services to continue with some options as she has the necessary software (Coral Draw). We will review her options at the May meeting. No medals are required for 2018, as we are using up existing stock, so this is for 2019.

### **Thistle Theatre Ushering & Snacks**

Katherine submitted the report that showed donations netted \$338.70. It was thought the audience supported generously the refreshments due to the announcement that the proceeds were going to the restoration of the MacKay farm gates. This project will be tackled after the Games and Steve MacDonald noted there would be several organizations/levels of government that we could approach to coordinate efforts and funds.

### **Report on National Tartan Day**

The event was deemed a successful event as it provided approx. 50 people with a nice social night despite the terrible weather (falling snow and icy roads). Income \$ 720, Expenses \$ 745 + donation to SSHD.

**Motion to donate \$ 100 to the Sim School of Dance (SSHD) – M/S Carried.**

**Motion to book "Shepherds Knot" again for Saturday April 6, 2019 (location TBD) – M/S Carried.**



### **Caledonian Scottish Open**

This is the official messaging we have been using in the Village Voice, Crier Flyer and on our website to promote the event as per the motion to host it.

Invite your friends and/or family to join you at the Stonehaven Golf Course (415935 41<sup>st</sup> Line) for a 3 pm start. Cost is \$ 50 per person (taxes in) which includes 9 holes of golf, power cart, followed by a catered meal (steak or chicken) at 5:30 pm and awesome prizes! Golfers of all “abilities” encouraged to attend! Best ball and shot gun start. We are looking for a minimum of 40 guests so don't be shy! NEW for 2018 there is a “dinner only” option at \$ 25. Contact Stonehaven at 519-475-4321 to register as a single or as a group. **Cut-off date to participate is May 26<sup>th</sup>.**

Update since the March meeting - the golf course is back open and have confirmed OUR cost is \$ 47 for the full package and \$ 19 for dinner only. Jennifer will organize some fun prizes and games to make it a fun-filled afternoon and evening.

### **COP Agreement**

The final 2018 agreement was in the agenda package. Jim W was talking to a Fire Chief (Scott Alexander) in EZT who told him that the requirements would cost over \$1000. COP has set us up with a retired fire fighter (Bruce Holst) who will be on site that day for \$200.

### **2018 EHG Schedule of Events**

The EGH schedule of events continues to be updated as information becomes available. The schedule is kept current on the website and will be printed the last week of June for the gate program. Helen is waiting on: Tug of War times, Rugby times and the Heavy Events detailed schedule. Changes since the last meeting: Jason Bellchamber has withdrawn (going to Ottawa for Canada Day) and Rowena Ridder cannot look after Children's outdoor games so Jennifer Moodie will be combining that with her area so all children's activities are under one umbrella.

### **Scottish Horses & Cattle**

Jim G. reported that he has secured five breeds of cattle, two breeds of sheep and two breeds of horses. He still would like to check out the pens and enclosures. Animals will have to be at the Games at 7:00 am in order to for them to get settled before many spectators are around. Trucking for Highland cattle & Blackface sheep - \$150, no charge for Clydesdale trucking, North Country Cheviot trucking for Shorthorn, Galloway, Ayrshire, Angus, max. \$400, sheep herding \$800 and dog agility \$400.

### **2018 COP Site Plan**

Gord presented the site plan as of April 23, 2018. It is coming together nicely. In the past month the committee chairpersons all met at the Grounds which was extremely helpful. Next step is to get it in a format that is shareable and professional for the website and the printed program.



## **New Business**

### **Road Race**

Grant requested Holly use social media to get the word out about the road race. The registration forms are available on the website as well they have been distributed along with posters all across the region. In order to avoid confusion and overlap, it was suggested that the road race volunteers meet separately on a different night as the EHG COP volunteers are scheduled for Monday June 18<sup>th</sup> 7 pm at the new location. The question of running for free in a kilt came up again. The general feeling is that runners need to be wearing a kilt to register for free as that is what is advertised. Grant will tell runners (on race day) that they will be granted free admission to the Games by handing in their numbered bib at the COP gates. Grant noted a couple times he is struggling to get volunteers this year. One OPP officer has been booked for four hours and will hopefully bring along some auxiliary officers. Grant was asking about high school students as volunteers and we were reminded Graham Hart was organizing this on our behalf.

### **Clans & Concessions**

Jim W. has revised the fees due to the power requirements at the COP grounds.

Vendors who need to have 220 Amp power will pay \$350 (2017 = \$225).

Vendors who need to have 110 Amp power will pay \$200 (2017 = \$160)

An unserviced booth space will cost \$150. (2017 = \$130)

So far Jim has five food vendors, three general concessions and four clans booked.

Jim has had a request from a vendor who would like to bring axe throwing and charge patrons to participate. Jim is going to ask for more details and Peter agreed to look into what that would do to our insurance premium. All EHG vendors are to carry \$ 2,000,000 and have ZCS named "additional insured".

### **Parking**

Geoff Innes is going to start calling parking volunteers from the past. Geoff will go about collecting up safety vests (six to eight). Last year we had extras on hand from the Fairboard. The parking sticks with the red flags are in the shed. The committee was assured that there are enough signs to designate various parking areas (Accessible Parking, Highland Dance and General). Vehicles allowed in the accessible parking lot will need to be compliant and have Ontario's accessible sticker in view.

### **Gate Plan**

Angus is looking for aprons that the gate volunteers can wear to collect money. The cars will come in one by hind each other, then split into two lines at the top of the Grounds by the blue Harvestore silo. We need parking volunteers that are alert and decisive in order to enforce the "cash or pass" policy that we adopted in 2017. We should also have a sign as people enter the Grounds with the prices posted so there is no confusion. Kevin suggested that we have a camper at the front gate to serve a variety of requirements (shade, washroom, shelter,



refrigerator etc.) Gates will open at approximately at 6:30am. We will also require EXIT signs to help people when leaving.

### **Media Plan**

Helen had updated the media plan in the past month to show we will be taking out an ad in the WOW – What’s ON Woodstock magazine that goes to 19,000 households. New for 2018 Helen placed ads locally, in the “Bare Bear Bones and in the “Kai the Barbarian” printed programs. She added a second ad in “Celtic Life” with their BOGO (buy one, get one) offer for \$ 100 so that we would be in March/April and May/June issues. At the meeting she distributed 100 posters for the Games and asked that the members put them up on community bulletin boards in and around the region. We are in the Festival and Events Guide that is at all the ONRoute Stations. She has ordered 500 rack cards to be distributed through Tourism Oxford outlets and at MacLeod’s Scottish Shop in Stratford. A new press release to bring awareness to the actual events at the EHG will be ready three weeks ahead of July 1. She circulated examples of media we have been featured in already for 2018.

### **Sponsorship Letter and Database**

Jim Grieve gave everyone a copy of the sponsorship database with those noted as radio shown with an “R” and those who donated in 2017. Members, who would like to contact someone not on the list, are to contact Jim or Katherine Grieve to avoid duplication. There are four levels this year: Platinum \$900+, Gold \$600 - \$899, Silver \$300 - \$599 and Bronze \$299. The deadline for sponsorship is Friday, May 25<sup>th</sup> (next meeting is May 28<sup>th</sup>). The majority of package will be emailed out, those without email, will be mailed. The full sponsorship package for 2018 was in the agenda package. Contact needs to be made with Bill Fleming over the \$ 5,000 sponsorship he secures each year.

### **Radio Advertising**

Alan gave the highlights of the 2018 radio advertising plan. He has the same four radio stations participating - BX93 (London), Heart FM (Woodstock), FM 107.7 (Stratford) and Easy 101 (Tillsonburg). His goal is to have none of the billing go through our books. He needs to get Heart FM onside with this. NEW, he has three sponsors for the Stratford radio station. Like last year, Alan and Diane will be writing and recording the radio advertisement for the 2018 EHG. The most important piece of info will be the new location and a few of the new events.

### **Grounds Committee**

#### **A reminder that the Grounds committee need your Work Order Forms ASAP.**

Permanent signage that is on site will be under the Grounds budget. The budget for the public address (PA) system has been increased to \$2,000. First aid will be provided by Fanshawe College graduates. The \$200 for the Fireman will be added to the budget. There is \$ 800 budgeted for the tents (purchase or rental) and Mr. Pinch will provide the Porta-Potties budgeted at \$2500. This year we would like to have one crew to staff the garbage and re-stock the porta-



potties. Jim has asked the 4H crew. Kevin also suggested asking the firemen. We have removed over-night security as Gord and Kevin are going to stay overnight at the Grounds. The EMP (emergency management plan) has been revised and added to – Gord will review it one final time for errors. Anyone identified in the EHP will have a radio. We realized that we do need to provide an ATM machine as the majority of concessions will just take cash. It costs us nothing if we can provide a hydro source. COP has an ATM contact.

### **Outdoor Signage Update**

This budget for outside signage falls under “advertising” Gord met with Doug Ferguson to discuss moving and using some of our existing signs. It was suggested that we use our existing banner and put it at the corner of the 11th and Tollgate side road. We could put it on the fence. We would like to add a little extra piece on top of the sign to say that we are at a new location to show that we have moved. It was discussed that we need to add supplementary signs to advertise that we have moved. A portable sign might be a good solution.

### **Website**

A concern is that 67 attempts were made in one week to “hack” into our back office. There will be a new password and it will be shared with the Board. The new website went live last Friday. We are encouraged to check it out. Helen reported she still have to review it for accuracy.

### **Bar**

Helen submitted the Special Occasion Permit (SOP) to the AGCO (Alcohol and Gaming Commission of Ontario) by April 1 as the fee was still \$ 75. On that date, AGCO changes came into effect and the price would now be \$150. She is expecting a meeting to be organized with all involved agencies. We need to find out about security requirements, if children will be allowed in the area and what ID checking our volunteers have to be doing. Unless required, we will not hire security, as it will be a contained area this year and liquor/beer establishments are responsible for serving the alcohol and not our volunteers.

### **Press Release “2018 EHG On the Move”**

Helen gave credit to the team who had helped create (with several revisions) the press release entitled “Embroid Highland Games On The Move After 80 Years” that received wide distribution. The following papers picked it up (almost word for word): *Ingersoll times*, *Oxford Review*, *Sentinel Review*, *Beacon Harold* and *Tavistock Gazette*. Gord was contacted by Heart FM for a radio interview. The press release appeared in the agenda package and is on our website.

### **Reduction in Waste at EHG**

Jessica Stacey wants to put a trailer out at the site. There needs to be more follow up with her. At this point they are not very supportive for actually helping us to implement a reduced waste initiative for our Games.



### **Gates Passes & Shirts**

Helen requested that all chairpersons see her to pick up their gate passes. Gate passes are only for competitors and not for spouses, parents or children. Every chairperson giving out a pass must sign the back of it and indicate what department they are for (Example - HD Laura Green). Helen ordered 1,000 as we will need them for Tug and Rugby this year but not Road Race. The three directors' shirts were delivered. Holly will follow up with the grant she wrote to purchase volunteer shirts.

### **Treasurer Report**

#### **Insurance**

Peter indicated that because of the new location this year, he told our insurance provider that we need to have our insurance quote earlier. There may be some implications of having the road race at a second location. He will have documentation back to us in a few weeks and we will be able to provide proof of policy to COP mid-June as required by our agreement. We will have \$5,000,000 coverage for the third year in a row.

#### **Budget**

There is a \$1K special events line this year to cover such things as March Break Camp, NTD and the golf tournament. The insurance cost is subject to change after we get the accurate quote. Some of the vendors and sponsorship numbers are educated estimates at this time. Concessions have been made for additional cost for tents and perhaps some signage. The only change to come of tonight's meeting might be a "donation" for the Fanshawe first aid students and the \$200 to the volunteer Fireman. The two categories "garbage and toilets" will be combined and the donation will be made to one group. The \$1,000 zoning application fee to move to the COP grounds was already paid in last year's budget. Many of the predictions for 2018 are based off of last year's numbers. A \$3000 contingency has been added for last minute incidentals such as increased signage etc. This is to ensure we are compliant with our bylaws and to avoid calling an emergency Board meeting to gain approvals. Peter is proposing a "break-even" budget at this point in time. **Motion to approve the financial report as presented, M/S Carried.**

**Next Meeting – Monday May 28, 2018 7 pm at the Embro Legion**

**Motion to Adjourn made at 9:25 pm Carried.**