

**Zorra Caledonian Society**  
**MINUTES**  
**General Meeting – March 20, 2017**  
**7:30 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”

**Invited – All ZCS members were encouraged to attend this important meeting as plans are being finalized for the 2017 Embro Highland Games (EHG)**

**2017 Board Members:** President, Helen Dowd, Vice President – Brian McMaster, Past President – Steve MacDonald, Treasurer – Peter Fleming, Secretary – Jennifer Moodie, Kevin Fraser, Laura Green, Jim Grieve, Jim Knudsen, Ron Marshall, Alan Normand and Jim Walton

**Members in Attendance:** Doug Fyfe, Ken Ulch, Jamie McPherson, Angus Thomson, Katherine Grieve, Doug Ferguson, Sandra Alyea, Darcy Alyea, Keith Matheson, Anne Innes and Gord MacKay.

**Guest:** Doug Bell (McFarlan-Rowland Insurance)

**7:30 pm Call to Order** by Vice President Brian McMaster (23 members, quorum was reached).

**Approval of the Agenda** (as circulated)  
M/S Carried

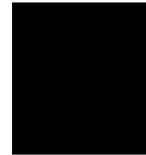
**Approval of January 30, 2017 Minutes** (as circulated)  
M/S/Carried

**Comments on Feb 27, 2017 AGM Minutes** (will be approved at the 2018 AGM)  
No concerns were noted.

**New Business**

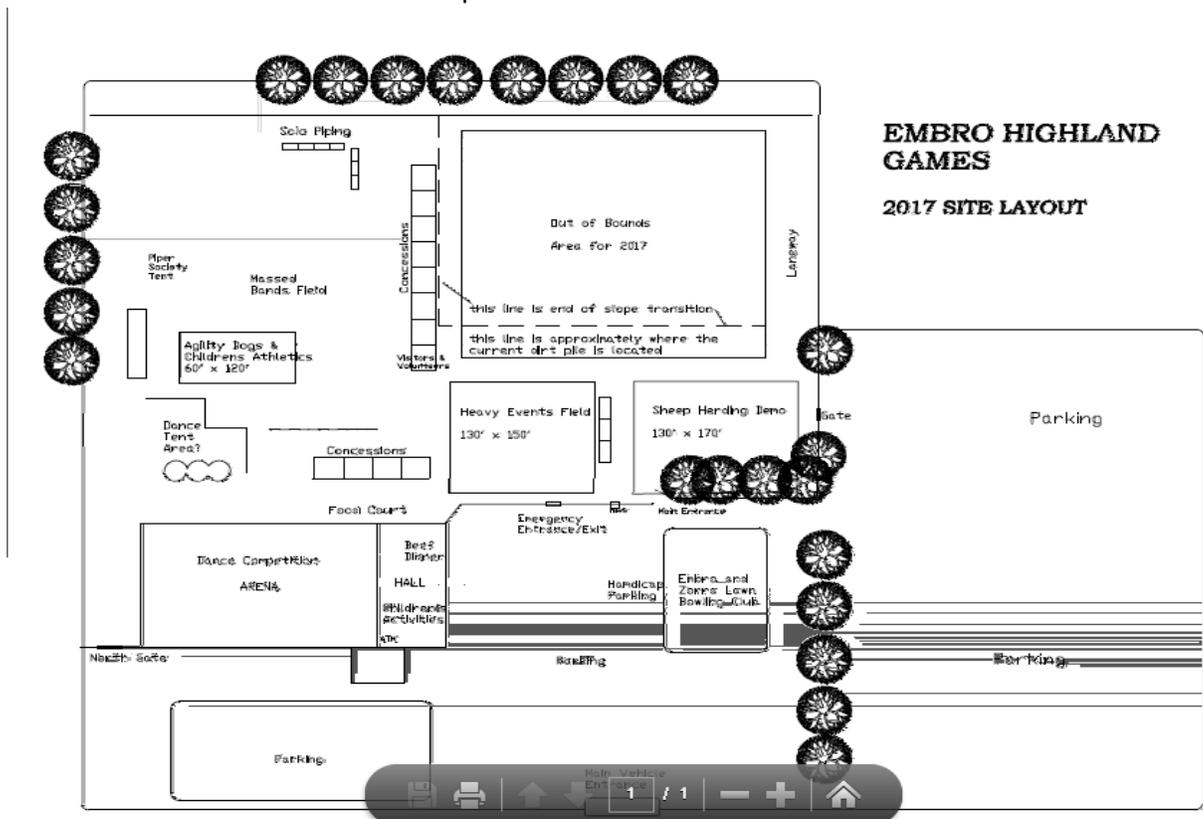
**80<sup>th</sup> Embro Highland Games**

**Presentation of the Site Plan:** Jim Walton presented the Draft 2017 EHG Site Plan which was copied and distributed to all present. Jim explained that the Highland dance competition and the clans will be inside the arena. The historical display will be in the foyer of the Community Centre and the small hall will remain the designated area for the Children’s crafts. After the crafts, our guest speaker, Jason Bellchamber will speak to the history of the Celtic Ring. The beef dinner will remain in the large hall and share the space with Allison Lupton who beings at 2 pm. The bar this year will be “the bar in the hall” and will open at 11 am until close. The tug-o-war pitch will be gone along with the baseball diamond and many of the spots where our concessions previously were, due to the soccer field construction happening at the Community Centre. The heavy events will be

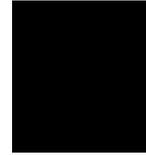


pushed to the west as much as possible and it is still being sorted out if Tug-of-War will have to share with the Heavy Events or have their own space? The sheep herding demo will be south of that. The dog agility show (if it happens) will share an area in the “old” dance area with the Scottish children’s outdoor games. The massed bands will remain on the large field and the piping competition will be held along the tree line. The Highland cattle will be in the cattle shed however there are noise concerns that were expressed by the Road Race committee so the Grieve’s will have to check how skittish the cattle are. GATES: There will be no paid entrance at the North of the arena, rather it will be a “staffed” service entrance for the cattle. The front doors of the arena will be a paid gate. The gate to the east of the lawn bowling green will be a paid entrance. The south gate will be for service only for sheep, heavy events and pipebands to get their cars in under the trees.

\*\*Please see attached DRAFT site plan



Discussion: The Middlesex Dog Agility club chose to attend another Canada 150 event this year and Jenelle Miller, from Clifford and a previous exhibitor, is also booked that day at a Canada 150 event. Jamie will look at contacting a third option for the dog agility as we have used a third group before. There was a concern that the dog agility was booked to close in time to the Children’s Outdoor Games so we will wait to see if a third option can even be found.



### **Budget:**

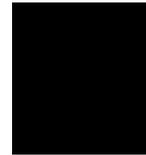
Treasurer, Peter Fleming presented the Draft Budget for 2017. We are obliged as per our recently updated constitution to have a budget approved each year. This budget is a DRAFT to present to the membership but will be approved by the Board once we feel it is complete. Peter explained some of the particulars of the budget.

- The 2016 numbers were “Net” amount and simply shown as a profit or loss.
- 2017 has been broken down into Income and Expenses.
- The SANB runs at a small loss every year. We have discussed raising the cost of the dinner tickets \$5 in order to address this loss.
- There was a ONE time donation to the library of ZHPPS of \$2500. but there is no plan to make any donations in 2017.
- We are being quite conservative with the admissions projection for the 2017 EHG due to the fact that there are many other Canada Day events going on that day.
- We won't have any expense for rented bleachers this year due to our reduced space. We can also save on the rental of tents since many of our events are moving inside this year. We are also cutting down the number of outdoor toilets.
- Advertisement budget will be taking more of a Social Media angle this year and therefore there are fewer costs for advertisements and print material.
- Our goal is to have 10 Pipe Bands in the competition. If we have fewer than 10 then the cost will decrease.
- The road race predicts a small profit this year. Tug-of-War is facing the difficulty that there are fewer Tug-of-War teams in existence. Therefore our Tug Competition is just going to have three teams.
- Our beer tent has turned into an indoor beer garden. This is a change from previous years and therefore the \$200 profit is an estimate.
- We hope that the draw for our Entertainer will support our increased entertainment expense over 2016.

Discussion: How do we decide how many toilets are required for this event? How will we handle the beer tent inside? The proposal is that that the entire site be licensed. Question regarding the sponsorship of Federal White (FW) now that the Tug-of-War is being downsized. Kevin Fraser assured us that FW is still, and always will be, a Sponsor of the EHG.

### **Q & A by our Insurance Provider:**

In 2016, the Society increased our coverage from \$2 million to \$ 5 million and were surprised to find out that our premiums more than doubled. In the hopes of answering some of our questions, our insurance agent, Doug Bell from McFarlan-Rowland was invited to come and speak to us. He spoke of the fact that we brought the beer tent back under the ZCS Umbrella in 2016. He feels like the \$5 million coverage is the appropriate amount as that is what the TWP requires us to carry. Each of the Vendors is also responsible to carry their own insurance. When Insurance looks at our event, there is



no ONE particular aspect that contributes to the overall assessment. They look at the amount of people who attend our event. Then they look at the events themselves to calculate the risk factor of the event. The liquor is the final line. The bigger the facility and the more alcohol that is served the higher the risk. The Insurance Company would send a questionnaire to assess our event. Doug Bell says they would need about a month lead time prior to the games in order to give us an accurate quote. Our coverage would be yearlong. What we have is General Commercial Liability. Anyone who makes decisions, and or volunteers at our events are covered under our insurance plan.

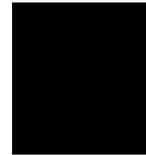
Discussion: It was pointed out that is we break away from CATOWA, the Tug-of-War teams are no longer covered under their group plan. They would need to fall under ours. Doug Fyfe asked about the bar and was told that our liability insurance would cover anyone who had drunk alcohol at our event. Helen mentioned that liability insurance for the Milverton Western Weekend, also a licensed event, carried \$5 million and their premium was \$1,250. The question was why ours event cost us almost \$5,000. for the day? The Membership felt that we are being overcharged and that our event is relatively low-risk. Helen thanked Mr. Bell and they will be in touch about the insurance for the EHG. It will be left to the Board to secure.

**Schedule of Events:**

Helen presented the Draft Schedule and added that the schedule is a “living” document and changes almost daily. She is trying to balance the day so that both the AM crowd and the PM crowd get the opportunity to see everything. Ken Ulch was looking for direction on which teams to invite to pull. He suggested 3 teams who could pull in a round robin tournament. This way we could still call ourselves a “competition” and make it more exciting for our spectators. The members were in agreement with Ken’s 3-team proposal. The doves will be released after the massed bands in the middle of the field. Jim Grieve offered to try to add to our Scottish Cattle display by including Clydesdale horses and Shetland ponies. Jim is going to look into this.

**July 1, 2017**  
**80<sup>th</sup> Embro Highland Games**  
**Schedule of Events (last updated March 28, 2017)**

<b>Time</b>	<b>Event</b>
<b>7:00 am</b>	<b>Gates Open</b>
<b>8:00</b>	<b>Highland Dancing Registration Opens (in arena)</b>
<b>8:00</b>	<b>Road Race Registration Opens (arena front entrance)</b>
<b>8:30</b>	<b>Solo Piping &amp; Solo Drumming competitions begin (main field)</b>
<b>9:00</b>	<b>O Canada &amp; God Save the Queen (dance stage in arena)</b>
<b>9:00</b>	<b>Road Race Begins (2, 5 &amp; 10 km) (centre of main field)</b>
<b>9:05</b>	<b>Highland Dance competition begins (dance stage in arena)</b>
<b>10:30</b>	<b>Sheep Herding Demonstration (south field)</b>
<b>10:30</b>	<b>Ontario Heavy Event Championships Begin (heavy events field)</b>



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)
100	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)

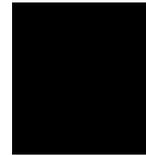
Stop in the **Visitor & Volunteer Services** tent near the Main (Outdoor) Gate and get a selfie holding the bagpipes!

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

**Zorra Caledonian Society – 2017~ A Year at a Glance:**

Helen recapped for the membership the goals that the board members have for the ZCS in 2017. They were to be collaborative with a shared responsibility, efficient with improved communications, profitable, successful, fun, social, inclusive and fulfilling. Overall a sense of **Rejuvenation** for the Society, with increased **Recruitment** of its membership and that “**Reunion-Feeling**” we get when we have not seen people for a while.

Helen went through the ZCS calendar for 2017 noting the closing time of the EHG is 5 pm and that there will be the President’s Party on July 9<sup>th</sup>. On her request, the consensus was we would eat at 1:00 pm. Rather than everyone bringing food, the services of a caterer will be secured and guests will pay \$ 10



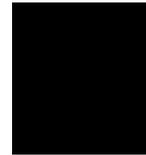
each. The Dowd's will supply the meat and the drinks. Guests will just have to bring a chair. Here is the calendar of events for 2017 as approved by the Board.

### **Zorra Caledonian Society 2017 Calendar of Events**

"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"

<b>Date</b>	<b>Event</b>	<b>Time</b>	<b>Location</b>
Monday March 20	General Meeting # 1	7:30 pm	Embro Legion
Monday April 17	General Meeting # 2	TBA	Embro Legion
Monday May 15	General Meeting # 3	TBA	Embro Legion
Thursday June 29 Raindate – June 30	SET-UP	9 am	EZCC
Saturday July 1	80 <sup>th</sup> EHG	7 am - 5 pm + clean-up	EZCC
Sunday July 9	Annual President's Party	BBQ & Social 1:00 pm EAT	Tim & Helen Dowd's
Monday Sept 18	General Meeting # 4	TBA	Embro Legion
Monday Oct 16	General Meeting # 5	TBA	Embro Legion
Monday Nov 20	General Meeting # 6	TBA	Embro Legion
Friday Nov 24	81 <sup>st</sup> SANB	6 pm doors open	EZCC

Helen then ran through the Duties of the Directors. It is important that our members and our volunteers have a sense of belonging and purpose and she will be working on that for 2017. Here is the director duties as agreed to by the Board.



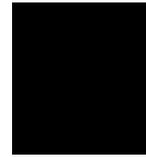
**Zorra Caledonian Society  
2017 Director Duties  
as of March 13, 2017**

“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”

<b>Name of Director</b>	<b>Meeting Duty</b>	<b>EHG Duty</b>	<b>SANB Duty</b>
Helen Dowd	Prepare Agendas, Run Meetings	V & V, Program, Entertainment	Chairperson
Brian McMaster	Assist the President	Co-chair Bar with Doug Fyfe	Carry Haggis
Jennifer Moodie	Takes Minutes, Distributes Information to Members & “Fence Sitters”	Children’s Scottish Crafts, Helps over at Highland Dance	Communicate w Membership about SANB
Peter Fleming	Prepare Financial Reports and Budgets	Treasurer	Collect \$, Pay Bills
Steve MacDonald	Snack – March	Parking	Usher
Kevin Fraser	Book Legion	Grounds	Bar
Laura Green	Snack – April	Highland Dance	Book Sherry Sim
Jim Grieve	Snack - May	Sponsorship	Usher
Jim Knudsen	Snack – Sept	Gates	Usher
Ron Marshall	Snack – Oct	Pipe Bands	Book Ingersoll Pipeband
Alan Normand	Snack - Nov	Record Radio Ads Radio Ads Emcee/Announcer	Usher
Jim Walton	Bring laptop / run IT	Grounds Committee	Memberships

**Other Business:**

The president then asked the membership to give feedback, on a variety of subjects, on which the Board needed some direction.



**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 rather than just giving everyone a job on July 1.

**Recruitment:**

As membership ages, how does the ZCS recruit new members? Would everyone be willing to recruit ONE new member this year the president asked members to give that some consideration?

**Honourary Memberships for 2017;**

Feedback was mixed on starting this program at the ZCS. Many members spoke from experience that it can lead to missing people inadvertently and the result is hurt feelings and it does more harm than good. It was felt the Ontario Volunteer Service Awards (that are done annually by the Government) is a sufficient program for the ZCS and we should continue. Also the Society has the Past presidents medals to honour all those who served in that important role.

**Request for Help Harrington Community Group:**

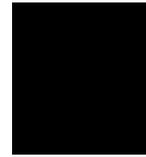
Harrington would like our help on August 12 for their Canada 150 event which received \$10K in funding. They want to represent what life was like years ago. Jamie is going to look into this a little deeper to see if this is something that we would like to do. The president asked for a request to come to the Board in writing.

**Volunteers at the EHG:**

We need to create a short, concise, and equitable policy to determine ahead of time who is or is not being paid for helping at the Games. We need to establish some rules about giving free entry into the games, who pays and who doesn't. If volunteers are giving at least three hours of their time, should they get in free? Can we possibly have standardized shifts for volunteers? And how can we identify our volunteers? We talked about the idea of a lanyard with a plastic pouch that could have the schedule and the QSR code on it. Katherine G suggested that the members of the Board and/or the committee chairs wear identifiable t-shirts so that they can be approached to answer questions. Who is getting a free beef dinner? Is everyone being treated equally? The general consensus was that only professionals should be getting paid from the budget dollars and that no volunteers need to be fed for free on July 1<sup>st</sup>. As well a vote was called and it was decided that all volunteers can enter for free. The Board now will draft a policy to ensure the fair treatment of all.

**Training Session ahead of July 1<sup>st</sup>:**

Do we want to gather our volunteers a week prior to the games to give out instructions/ explain the lanyards, celebrate them, feed them and have sort of a pep rally? Some people don't feel like they want/need a training session prior the Games. Others feel that it could be a lot of fun, show our volunteers that we value their contributions, create a social reunion type atmosphere and bring everyone up to speed so that the EHG runs smoothly on July 1<sup>st</sup>. The committee chairs will ask their volunteers to see if they



would be receptive to the idea. The president will put together a couple options and bring back to the April meeting. Road Race and Highland Dance send thank yous to all volunteers as a follow-up.

### **Grounds Committee:**

This is now a new and separate committee on its own and has clearly established job descriptions

- Create Site Map & Ensure Grounds are set up accordingly
- Decide location of bleachers
- Order and Place of Port-a-potties
- Snow Fence Placement,
- Tent Rentals and Placement
- Garbage & Recycling

Order forms for each event/area need to be filled out by each committee chairperson and submitted by April 1<sup>st</sup> to Jim Walton. Jennifer will send out the forms.

### **New committee:**

A new SITE INVESTIGATION COMMITTEE has been formed to look into options for a site that better suits our needs with regards to space limitations, parking and crowd mobility. The objective is to find three options and bring back to the membership at a Fall meeting.

### **Passes:**

We decided we would have the 2017 gates “CASH or PASS”. Helen will get a design drawn up and email those involved for approval. They will need to be generic as they will cover all pass people (tug of war, dance, pipe band 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.

### **Tartan Ball:**

Sherry Sim will be making a request to partner with her School of Dance to help host the Tartan Ball starting in 2018. This year's event is April 22<sup>nd</sup> in Innerkip and the tickets are \$50 /ticket. Steve MacDonald is organizing tables of 8. Contact Steve by April 12<sup>th</sup> as that is the deadline.

### **St Andrew's Night Banquet**

Guest Speaker for the SANB is Ken McGoogan who has written “How the Scots Invented Canada”.

### **Next General Meeting – April 17, 2017 (Easter Monday)**

**8 pm Social 8:30 pm General Meeting**

The meeting adjourned at 10:00 pm. There was a social time preceding the Directors meeting which began at 10:30 pm.