



**Zorra Caledonian Society**  
**Minutes**  
**Board Meeting – April 17, 2017**  
**Knox United Church, Embro**  
**7 – 8:30 pm**

“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 Attending;** President - Helen Dowd, Vice President - Brian McMaster, Secretary – Jennifer Moodie, Treasurer – Peter Fleming, Kevin Fraser, Laura Green, Jim Knudsen, Steve MacDonald, Alan Normand, Jim Grieve and Jim Walton

**Regrets** - Ron Marshall

**Guests;** Holly MacDonald, Doug Fyfe, Dave Knox

**Call to Order & Confirmation of Quorum –**

The president welcomed everyone and quorum was met with 8/12 directors present at 7 pm. She then introduced Guest Speaker, Dave Knox who is owner of 5 Point Design that has donated his time to manage our website since 2012.

**Website Updates/Enhancements for 2017**

Dave went through some proposed changes and improvements that he is suggesting for our ZCS website. There was a re-occurring theme of needing to keep our pages up-to-date, adding more pictures and less text. The idea is to clean up the site right now as it is too close to the Games. Then after the Games we can refresh and perhaps chose a different platform (currently we use Word Press but they have been slow on doing updates/keeping current). The goal is for visitors to get general information quickly and with very few clicks. Our Shopping Cart (for Dance & Road Race registrations) is working well. Statistically people only spend on average 30 seconds on a site and therefore our home page will need some very pertinent information, accessible by fewer clicks. We feel that the most important info for the home page will be the site map and the schedule of events. We would also like to scatter photos throughout the pages. Dave also spoke to us about accessibility and the recent standards that need to be respected. Link targets need to be larger, labels need to be properly done, and text needs to be compatible with text-to-talk technology. We would like to take advantage of the social media that is free and travels quickly and he will administer our Facebook page this year. Asking people to share the items that we post on our Facebook site, for example, can multiply our advertising exponentially. Pictures and videos will be highly coveted to use on our site in the coming years. Doug Ferguson has offered to take to Dave his 500 photos and the videos that he has in his possession from past Games. As well Dave requested a picture of the famous Tug-of-War photo and the names of the men. Helen thanked Dave for his 30 mins presentation and he left the meeting.



**Roll Call**

The Directors answered the question, “What year did you start with the ZCS?” for the new Ontario Volunteer Service Award tracking sheet the secretary is creating.

**Approval of the Agenda**

**M/S - Carried**

**Approval of Minutes from the March 20, 2017 Board Meeting**

**M/S Carried**

**Old Business**

Finalizing the 80<sup>th</sup> Embro Highland Games

**2017 EHG Site Plan** - Jim Walton

Jim Walton circulated copies of the latest site plan. We are adding agility dogs to the sheep herding area at 11:00 am and 1:00 pm. One thing that has been left off of the map *on purpose* is the location of the porta-potties as we are waiting to see the best locations available when all is said and done. The corner by the cattle shed has been designated now for concession booths. The Clan Tents are not on the map but they are going to be inside on the ice surface (north end). This site plan is *very close* to the becoming finalized. The one concern will be the open dirt areas left behind after the construction. Construction at this time has not even been started. There will still be a Spring Walk-around. Date to be determined by the grounds committee. Peter will look after the finalization of the contract with the EZCC. The Site plan is still a work in progress so no motion to approve was called.

**Grounds Committee report**

Jim has received many Grounds Request Forms and at the very least has received the “important” ones. We will only require two tents this year (V & V and the Band). Since we do not need the huge tent, our charge structure changes, so two tents will cost \$500 each.

**2017 EHG Budget** -Peter Fleming

A few changes to note; 5.15007(s)-0.958395(14807(j)-11.0316(o)-16.0315(p)-9.589586(r)-33.1616(s)-10.589586(t)-5.15147(u)-10.589586(v)-10.589586(w)-10.589586(x)-10.589586(y)-10.589586(z)-10.589586(aa)-10.589586(ab)-10.589586(ac)-10.589586(ad)-10.589586(af)-10.589586(ag)-10.589586(ah)-10.589586(ai)-10.589586(aj)-10.589586(ak)-10.589586(al)-10.589586(am)-10.589586(an)-10.589586(ao)-10.589586(ap)-10.589586(aq)-10.589586(ar)-10.589586(as)-10.589586(at)-10.589586(au)-10.589586(av)-10.589586(aw)-10.589586(ax)-10.589586(ay)-10.589586(az)-10.589586(ba)-10.589586(bb)-10.589586(bc)-10.589586(bd)-10.589586(be)-10.589586(bf)-10.589586(bg)-10.589586(bh)-10.589586(bi)-10.589586(bj)-10.589586(bk)-10.589586(bl)-10.589586(bm)-10.589586(bn)-10.589586(bo)-10.589586(bp)-10.589586(bq)-10.589586(br)-10.589586(bs)-10.589586(bt)-10.589586(bu)-10.589586(bv)-10.589586(bw)-10.589586(bx)-10.589586(by)-10.589586(bz)-10.589586(ca)-10.589586(cb)-10.589586(cc)-10.589586(cd)-10.589586(ce)-10.589586(cf)-10.589586(cg)-10.589586(ch)-10.589586(ci)-10.589586(cj)-10.589586(ck)-10.589586(cl)-10.589586(cm)-10.589586(cn)-10.589586(co)-10.589586(cp)-10.589586(cq)-10.589586(cr)-10.589586(cs)-10.589586(ct)-10.589586(cu)-10.589586(cv)-10.589586(cw)-10.589586(cx)-10.589586(cy)-10.589586(cz)-10.589586(da)-10.589586(db)-10.589586(dc)-10.589586(dd)-10.589586(de)-10.589586(df)-10.589586(dg)-10.589586(dh)-10.589586(di)-10.589586(dj)-10.589586(dk)-10.589586(dl)-10.589586(dm)-10.589586(dn)-10.589586(do)-10.589586(dp)-10.589586(dq)-10.589586(dr)-10.589586(ds)-10.589586(dt)-10.589586(du)-10.589586(dv)-10.589586(dw)-10.589586(dx)-10.589586(dy)-10.589586(dz)-10.589586(ea)-10.589586(eb)-10.589586(ec)-10.589586(ed)-10.589586(ee)-10.589586(ef)-10.589586(eg)-10.589586(ek)-10.589586(el)-10.589586(em)-10.589586(en)-10.589586(eo)-10.589586(ep)-10.589586(eq)-10.589586(er)-10.589586(es)-10.589586(et)-10.589586(eu)-10.589586(ev)-10.589586(ew)-10.589586(ex)-10.589586(ey)-10.589586(ez)-10.589586(fa)-10.589586(fb)-10.589586(fc)-10.589586(fd)-10.589586(fe)-10.589586(ff)-10.589586(fg)-10.589586(fh)-10.589586(fi)-10.589586(fj)-10.589586(fk)-10.589586(fl)-10.589586(fm)-10.589586(fn)-10.589586(fo)-10.589586(fp)-10.589586(fq)-10.589586(fr)-10.589586(fs)-10.589586(ft)-10.589586(fu)-10.589586(fv)-10.589586(fw)-10.589586(fx)-10.589586(fy)-10.589586(fz)-10.589586(ga)-10.589586(gb)-10.589586(gc)-10.589586(gd)-10.589586(ge)-10.589586(gf)-10.589586(gg)-10.589586(gh)-10.589586(gi)-10.589586(gj)-10.589586(gk)-10.589586(gl)-10.589586(gm)-10.589586(gn)-10.589586(fo)-10.589586(gp)-10.589586(gq)-10.589586(gr)-10.589586(gs)-10.589586(gt)-10.589586(gu)-10.589586(gv)-10.589586(gw)-10.589586(gx)-10.589586(gy)-10.589586(gz)-10.589586(ha)-10.589586(hb)-10.589586(hc)-10.589586(hd)-10.589586(he)-10.589586(hf)-10.589586(hg)-10.589586(hh)-10.589586(hi)-10.589586(hj)-10.589586(hk)-10.589586(hl)-10.589586(hm)-10.589586(hn)-10.589586(ho)-10.589586(hp)-10.589586(hq)-10.589586(hr)-10.589586(hs)-10.589586(ht)-10.589586(hu)-10.589586(hv)-10.589586(hw)-10.589586(hx)-10.589586(hy)-10.589586(hz)-10.589586(ia)-10.589586(ib)-10.589586(ic)-10.589586(id)-10.589586(ie)-10.589586(if)-10.589586(ig)-10.589586(ih)-10.589586(ii)-10.589586(ij)-10.589586(ik)-10.589586(il)-10.589586(im)-10.589586(in)-10.589586(io)-10.589586(ip)-10.589586(iq)-10.589586(ir)-10.589586(is)-10.589586(it)-10.589586(iu)-10.589586(iv)-10.589586(iw)-10.589586(ix)-10.589586(iy)-10.589586(iz)-10.589586(ja)-10.589586(jb)-10.589586(jc)-10.589586(jd)-10.589586(je)-10.589586(jf)-10.589586(jg)-10.589586(jh)-10.589586(ji)-10.589586(jj)-10.589586(jk)-10.589586(jl)-10.589586(jm)-10.589586(jn)-10.589586(jo)-10.589586(jp)-10.589586(jq)-10.589586(jr)-10.589586(js)-10.589586(jt)-10.589586(ju)-10.589586(jv)-10.589586(jw)-10.589586(jx)-10.589586(jy)-10.589586(jz)-10.589586(ka)-10.589586(kb)-10.589586(kc)-10.589586(kd)-10.589586(ke)-10.589586(kf)-10.589586(kg)-10.589586(kh)-10.589586(ki)-10.589586(kj)-10.589586(kk)-10.589586(kl)-10.589586(km)-10.589586(kn)-10.589586(ka)-10.589586(ko)-10.589586(kp)-10.589586(kq)-10.589586(kr)-10.589586(ks)-10.589586(kt)-10.589586(ku)-10.589586(kv)-10.589586(kw)-10.589586(kx)-10.589586(ky)-10.589586(kz)-10.589586(la)-10.589586(lb)-10.589586(lc)-10.589586(ld)-10.589586(le)-10.589586(lf)-10.589586(lg)-10.589586(lh)-10.589586(li)-10.589586(lj)-10.589586(lk)-10.589586(lm)-10.589586(ln)-10.589586(lo)-10.589586(lp)-10.589586(lq)-10.589586(lr)-10.589586(ls)-10.589586(lt)-10.589586(lu)-10.589586(lv)-10.589586(lw)-10.589586(lx)-10.589586(ly)-10.589586(lz)-10.589586(ma)-10.589586(mb)-10.589586(mc)-10.589586(md)-10.589586(me)-10.589586(mf)-10.589586(mg)-10.589586(mh)-10.589586(mi)-10.589586(mj)-10.589586(mk)-10.589586(ml)-10.589586(mm)-10.589586(mn)-10.589586(mo)-10.589586(mp)-10.589586(mq)-10.589586(mr)-10.589586(ms)-10.589586(mt)-10.589586(mu)-10.589586(mv)-10.589586(mw)-10.589586(mx)-10.589586(my)-10.589586(mz)-10.589586(na)-10.589586(nb)-10.589586(nc)-10.589586(nd)-10.589586(ne)-10.589586(nf)-10.589586/ng)-10.589586(nh)-10.589586(ni)-10.589586(nj)-10.589586(nk)-10.589586(nl)-10.589586(nm)-10.589586(nn)-10.589586(no)-10.589586(np)-10.589586(nq)-10.589586(nr)-10.589586(ns)-10.589586(nt)-10.589586(nu)-10.589586(nv)-10.589586(nw)-10.589586(nx)-10.589586(ny)-10.589586(nz)-10.589586(oa)-10.589586(ob)-10.589586(oc)-10.589586(od)-10.589586(oe)-10.589586(of)-10.589586(og)-10.589586(oh)-10.589586(oi)-10.589586(oj)-10.589586(ok)-10.589586(ol)-10.589586(om)-10.589586(on)-10.589586(oo)-10.589586(op)-10.589586(oq)-10.589586(or)-10.589586(os)-10.589586(ot)-10.589586(ou)-10.589586(ov)-10.589586(ow)-10.589586(ox)-10.589586(oy)-10.589586(oz)-10.589586(pa)-10.589586(pb)-10.589586(pc)-10.589586(pd)-10.589586(pe)-10.589586(pf)-10.589586(pg)-10.589586(ph)-10.589586(pi)-10.589586(pj)-10.589586(pk)-10.589586(pl)-10.589586(pm)-10.589586(pn)-10.589586(po)-10.589586(pp)-10.589586(pq)-10.589586(pr)-10.589586(ps)-10.589586(pt)-10.589586(pu)-10.589586(pv)-10.589586(pw)-10.589586(px)-10.589586(py)-10.589586(pz)-10.589586(qa)-10.589586(qb)-10.589586(qc)-10.589586(qd)-10.589586(qe)-10.589586(qf)-10.589586(qg)-10.589586(qh)-10.589586(qi)-10.589586(qj)-10.589586(qk)-10.589586(ql)-10.589586(qm)-10.589586(qn)-10.589586(qo)-10.589586(qp)-10.589586(qq)-10.589586(qr)-10.589586(qs)-10.589586/qt)-10.589586(qu)-10.589586(qv)-10.589586(qw)-10.589586(qx)-10.589586(qy)-10.589586(qz)-10.589586(ra)-10.589586(rb)-10.589586(rc)-10.589586(rd)-10.589586(re)-10.589586(rf)-10.589586(rg)-10.589586(rh)-10.589586(ri)-10.589586(rj)-10.589586(rk)-10.589586(rl)-10.589586(rm)-10.589586(rn)-10.589586(ro)-10.589586(rp)-10.589586(rq)-10.589586(rr)-10.589586(rs)-10.589586(rt)-10.589586(ru)-10.589586(rv)-10.589586(rw)-10.589586(rx)-10.589586(ry)-10.589586(rz)-10.589586(sa)-10.589586(sb)-10.589586(sc)-10.589586(sd)-10.589586(se)-10.589586(sf)-10.589586(sg)-10.589586(sh)-10.589586(si)-10.589586(sj)-10.589586(sk)-10.589586(sl)-10.589586(sm)-10.589586(sn)-10.589586(so)-10.589586(sp)-10.589586(sq)-10.589586(sr)-10.589586(ss)-10.589586(st)-10.589586(su)-10.589586(sv)-10.589586(sw)-10.589586(sx)-10.589586(sy)-10.589586(sz)-10.589586(ta)-10.589586(tb)-10.589586(tc)-10.589586(td)-10.589586(te)-10.589586(tf)-10.589586(tg)-10.589586(th)-10.589586(ti)-10.589586(tj)-10.589586(tk)-10.589586(tl)-10.589586(tm)-10.589586(tn)-10.589586(to)-10.589586(tp)-10.589586(tq)-10.589586(tr)-10.589586(ts)-10.589586(tu)-10.589586(tv)-10.589586(tw)-10.589586(tx)-10.589586(ty)-10.589586(tz)-10.589586(ua)-10.589586(ub)-10.589586(uc)-10.589586(ud)-10.589586(ue)-10.589586(uf)-10.589586(ug)-10.589586(uh)-10.589586(ui)-10.589586(uj)-10.589586(uk)-10.589586(ul)-10.589586(um)-10.589586(un)-10.589586(ua)-10.589586(uo)-10.589586(up)-10.589586(uq)-10.589586(ur)-10.589586(us)-10.589586(ut)-10.589586(uy)-10.589586(uz)-10.589586(va)-10.589586(vb)-10.589586(vc)-10.589586(vd)-10.589586(ve)-10.589586(vf)-10.589586(vg)-10.589586(vh)-10.589586(vi)-10.589586(vj)-10.589586(vk)-10.589586(vl)-10.589586(vm)-10.589586(vn)-10.589586(vo)-10.589586(vp)-10.589586(vq)-10.589586(vr)-10.589586(vs)-10.589586(vt)-10.589586(vu)-10.589586(vv)-10.589586(vw)-10.589586(vx)-10.589586(vy)-10.589586(vz)-10.589586(wa)-10.589586(wb)-10.589586(wc)-10.589586(wd)-10.589586(we)-10.589586(wf)-10.589586(wo)-10.589586(wp)-10.589586(wq)-10.589586(wr)-10.589586(ws)-10.589586(wo)-10.589586(wt)-10.589586(wu)-10.589586(wv)-10.589586(wo)-10.589586(wx)-10.589586(wo)-10.589586(wy)-10.589586(wo)-10.589586(wz)-10.589586(xa)-10.589586(xb)-10.589586(xc)-10.589586(xd)-10.589586(xe)-10.589586(xf)-10.589586(xg)-10.589586(xh)-10.589586(xi)-10.589586(xj)-10.589586(xk)-10.589586(xl)-10.589586(xm)-10.589586(xn)-10.589586(xo)-10.589586(xp)-10.589586(xq)-10.589586(xr)-10.589586(xs)-10.589586(xt)-10.589586(xu)-10.589586(xv)-10.589586(xw)-10.589586(xx)-10.589586(xy)-10.589586(xz)-10.589586(ya)-10.589586(yb)-10.589586(yc)-10.589586(yd)-10.589586(ye)-10.589586(yf)-10.589586(yg)-10.589586(yh)-10.589586(yi)-10.589586(yj)-10.589586(yk)-10.589586(yl)-10.589586(ym)-10.589586(yn)-10.589586(yo)-10.589586(yp)-10.589586(yq)-10.589586(yr)-10.589586(ys)-10.589586(yt)-10.589586(yu)-10.589586(yv)-10.589586(yw)-10.589586(yx)-10.589586(yz)-10.589586(za)-10.589586(zb)-10.589586(zc)-10.589586(zd)-10.589586(ze)-10.589586(zf)-10.589586(zg)-10.589586(zh)-10.589586(zi)-10.589586(zj)-10.589586(zk)-10.589586(zl)-10.589586(zm)-10.589586(zn)-10.589586(zo)-10.589586(zp)-10.589586(zq)-10.589586(zr)-10.589586(zs)-10.589586(zt)-10.589586(zu)-10.589586(zv)-10.589586(zw)-10.589586(zx)-10.589586(zy)-10.589586(zz)-10.589586

**Motion to accept the budget as presented.**

**M/S – Carried**

**Sample Expense Form**

Pete \_\_\_\_\_ ion was made by Helen to add a signature line at the boeom of it. I(e)0.58958t is to 6e the cover page for



**Motion to accept the form**

**M/S – Carried**

**2017 EHG Schedule of Events**

Three things have been added to the schedule since the last Board meeting. The Toronto Taiwanese Community Choir will be performing (singing and a puppet show) at 1:00 pm. Agility Dogs will be at 11:00 am and 1:00 pm. Road Race wanted the 2 km run noted with a 9:08 am start time. There are a few organizations that Helen put leads out to that she has not heard from but she is happy with the schedule and is comfortable we go ahead.

**Motion to accept the 2017 EHG Schedule as presented.**

**M/S Carried**

**Old Business**

We had a quick run-through of pressing matters that will be discussed at the General Meeting at 8:30 pm. We will be approving the NEW EHG Policies, a status update on the Past President Medals Project was in the agenda package, Member = Duties (are there holes to fill before we go out to hire?), a comparison of Gate prices at the eight Highland Games across ON was highlighted noting Embro as the cheapest, Sponsorship Letter & Database are ready to go out and anyone with contacts are to let the Grieve's know, Livestock Update – we will have Highland & Ayrshire Cattle again this year, Canada 150 Historical Display is in need of items, we will present the NEW Volunteer Appreciation & Training Night as prices have been obtained, Steve gave the Zorra 150 Update and all groups, who put in a proposal got \$500.00, Insurance – no update, EZCC Contract –no update, Media Plan version 2.0 was distributed to the Board. The lanyard order will be decided by the committee after the General Meeting, Beef Dinner Hall rent and meal pricing Kevin is still working on, and the HG attendance template will be explained and the figures are due into Peter by July 10<sup>th</sup>.

**New Business**

At the General meeting we will review; Mission Statement – time to update?, order for White Collared Shirts to be placed next week, 2017 Priority Projects – are we on track? Anti-Spam Legislation (we have to have an opt out message on every email we send to the membership), 2017 SANB Budget has been prepared and shows a \$ 1K profit, Helen needs numbers for Gate Passes & Badges/Lanyards from everyone by next week so she can order, NEW Gate Pass design was suffice, Tug-of-War Letter to the Editor – Steve will prepare something for the May meeting, Criteria for Site Investigation Committee (is there anything missing people want investigated?) –nothing further was added, Question is the stage suitable at the EZCC Hall for SANB was pondered.

**Motion to raise the tickets for the St Andrew's night ticket price to \$35.00 for 2017.**

**M/S – Carried.**

**Date of Next Board Meeting – TBA**

**May 15<sup>th</sup> General Meeting at the Legion 7:30 – 9:00 pm**

**Adjournment at 8:30**