

Zorra Caledonian Society
General Meeting – Sept 18, 2017
MINUTES
8:30 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”

Attending - Jim Walton, Laura Green, Angus Thomson, Alan Norman, Kevin Fraser, Jim Grieve, Keith Matheson, Geoff Innes, Ron Marshall, Jim Knudsen, Steve MacDonald, Jen Moodie, Helen Dowd, Peter Fleming

Regrets – Jamie McPherson, Brian McMaster, Ken Ulch, Grant Innes

Thank you to Jim Knudsen for the snacks prior to the meeting!

Welcome – Helen welcomed everyone and read out a quote “There are two things in life to achieve, go after what you want and enjoy it when you get it”. Tonight she said, we would be enjoying the success of our hard work!

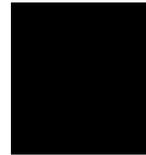
Roll Call – Name one thing you liked about the 80th Games, and one thing that could be improved upon?

Positive feedback from the group included such things as: more tech this year helped expedite much of the registration electronically; historical displays were beautiful and interesting; using arena as an entrance gate assisted with traffic flow and made collecting of entrance fees easier; the Taiwanese were a very energetic and brought diversity and energy; kids and the kids activities were very visible and were having fun; number of people was impressive and we had a very strong gate; having the travelling emcees with beautiful Scottish accents interacting with the guests added a real touch of class; shorter opening ceremonies were appreciated and the releasing of the doves was awe inspiring; having pre-determined volunteer passes clarified everything at the gates

Some Constructive Criticism: We are in need of a consistent messaging for Tug-O-war; need are in great need of more help tearing down; the parking crew worked long and hard and were understaffed; all the dirt was obviously an eyesore; more volunteers for gates and parking during heavy traffic times are needed; we should take advantage of Students needing volunteer hours by contacting local High School guidance departments; confusion with the Road race people not knowing where to pay admission fee.

Approval of the Agenda - Additions were noted, Community Announcements, Kids prices for St Andrews night, No SSHD Tartan Ball in 2018

Agenda approved with these additions. M/S - Carried



Approval of the Minutes from the Previous General Meeting (May 15, 2017)

Minutes approved as read *M/S - Carried*

Old Business

- Embro Highland Games

POSITIVES

- We had a successful Highland games. Thank you to all of us, our Board of Directors, our Committee Chairpersons and Volunteers
- We kept track of guests, better gate control, tightening things up
- Guests came from as far as Saudi Arabia, Japan, Germany, France and Alberta to name a few
- Even though there were many free Canada 150 events that day, people chose to come and pay for our Games
- People came and stayed for the whole day (which was wonderful but did put a strain on the parking)
- A large portion of our Profit comes from our huge sponsorship. Thank you to the Grieve's for working so hard in this regard

SUGGESTED IMPROVEMENTS

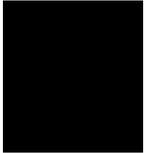
- We need more volunteers
- We need to improve communication both internally and with our volunteers

Unfortunately and out of our control...

- The weather turned but at least it was late in the day
- Overall there were a few negative comments after the games

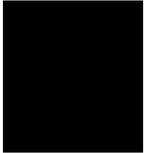
- **St. Andrew's Night Banquet**

- o Distribution of tickets (Jim Walton) and posters circulation (Helen Dowd)
- o Jim Walton has requested members to take and sell tickets. If you require tickets please contact Jim
- o Liaisons – Liquor Licence & Bar tenders (Doug Fyfe & Brian McMaster)
 - UPDATE - Brian resigned from the Society the day after this meeting!
- o Caterer, Hall & Speaker (Helen Dowd)
- o Ingersoll Pipe Band is booked. Their price for July 1 and SANB went from \$ 600 to \$700 this year. Helen wanted the group to be aware that we also feed them at no charge to them so for 10 band members that is \$ 350.
- o Sim School of Dance will be booked by Steve MacDonald.
- o Ruth will lead the singing of the two usual pieces (Jim Knudsen will contact)
- o Brian McMaster will carry the Haggis and Doug Fyfe will do the Address
- o Helen suggested we ask the newer Presbyterian minister Rev. Tom Godfrey to give the blessing.

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- Our goal is to sell 200 tickets + complimentary tickets
 - Decorations committee will be spearheaded by Helen. A decision was made to pay the arena staff the \$100.00 fee to either clean up or tear down whatever we decide at the Oct meeting.
 - Helen would like the tables to be set in the shape of the St Andrew's Celtic Cross, clan tables can be reserved again this year for this selling 8 or more.
 - Adult price \$35 / ticket
 - Coat check – will be run by the Grade 8 for Zorra for Celtic trip (Laura Green to book)
 - Motion to have a Children's price(12 and under of \$20), ***M/S- Carried***
 - Complimentary tickets will be offered; (IPB (10), Our guest speaker Ken McGoogan (2), Sherry Sim (2), Knoops (2), Caddy's – Kevin will ask them if they want them or not) Rev Godfrey (2), Dave Knox (2)

New Business

- **Request for a speaker to come and present to us at the October meeting**
 - Helen was approached by Karen Armstrong of Toronto to speak on the John Thompson Crellin stone houses in Oxford County. She could talk for 60 mins and would like to come in October. We thought this was fortuitous as we were wanting to start educational sessions for the Fall. A suggestion to make the meeting a “Bring a Friend” night. She will speak 8-9 pm and then we will have refreshments.
- **3rd annual Volunteer Appreciation Breakfast for the TWP of Zorra**
 - Friday Oct 20 8:00 – 10:00 am at the EZCC
 - Guests are asked to Dress in red and white and bring items for the time capsule. Ideas such as the 80th EHG program, a picture of the board with names labelled and a medal were suggested (tartan would not work well for archival purposes). A few of our members are planning to attend, RSVP to the TWP Clerk in advance.
- **No Tartan Ball**
 - Sherry Sim wrote to Helen and said there would be no Tartan Ball in April 2018 planned by SSHD so Helen wondered if we should jump on the band wagon and celebrate National Tartan day April 6th (Friday night)? Would we like to host an event geared to the 30-60 crowd? Craft beer, band, tartan contest, fish and chips. More discussion to follow.
- **Zorra Master Recreation, Arts & Culture Plan – Invite to have “your say”**
 - Zorra TWP is holding an OPEN HOUSE to invite the Community to share their opinions and ideas on RECREATION in Zorra Township. They want to know what YOUR PRIORITIES are and what you think about the current facilities, programs and services and how they can be improved! Join us at the following locations:
 - The Beaty Room on SEPTEMBER 20th from 6:00pm – 8:00pm

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- The Embro Community Centre, Small Hall on SEPTEMBER 21st from 6:00pm – 8:00pm. This is an informal, drop-in open house, so come when you can, and stay as long as you like! We also have a survey available now for the community to complete!

Financial Report – Treasurer Peter Fleming

Summary

- We did a lot of pre-planning for our budget this year knowing that we would need to be diligent this year. We were very close on many of our cost predictions. People stuck to the budget, and we kept our expenses down. This year the gate did very well. We had 2,032 adults and 148 teens pay at the gates. Slightly less than 500 passes were submitted at the gates as well. It seems that our diligence at the gates has paid off. Dance registrations were down by 50, as were the alcohol sales due to weather and the bar closing at 4:45 pm. The road race was well attended. Sponsorship was excellent! With regards to expenses, we successfully managed our costs and cut back in areas where we had previously been overspending. One major area of savings was due to changing our insurance provider this year.
- So far, despite the weather, the construction going on at the community centre and competition from other Canada 150 events happening that day, we are showing approximately a PROFIT of \$13,500. in contrast to a loss of almost 8,000.00 last year, more than a \$20,000.00 swing!
- Well done everyone!!

Community Announcements:

1. Next Thistle Theatre production is in February and is about the life of “The Black Bearded Barbarian” which is what the Taiwanese referred to Reverend Dr. George Leslie MacKay
2. Dinner Theatre auditions for the production “Bear Bare Bones” were recently advertised. Check out the Town Crier or the Embro Fair website

Adjournment of the meeting at 9:45 pm M/Carried.