



**Zorra Caledonian Society  
Annual General Meeting – Feb 26, 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”

**In Attendance:** Helen Dowd (president), Peter Fleming (treasurer), Jen Moodie (secretary), Sharon Fraser, Gord Green, Laura Green, Katherine Grieve, Jim Grieve, Geoff Innes, Margaret Innes, John Innes, Vida Mae Innes, Jim Knudsen, Lydia Knudsen, Gord MacKay, Wendy Marshall, Steve MacDonald (past president), Holly MacDonald (coordinator), Keith Matheson, Joan Matheson, Jack Matheson, Sherry Matheson, Wally Matheson, Wayne Moodie, Alan Normand, Diane Normand, Dale Ross, Ruth Ross, Angus Thomson, Tom Thomson, Margaret Thomson, Maddy Van Egdome, Jim Walton, Henry Weber, Paul Weber.

**Directors absent:** Kevin Fraser, Ron Marshall

**Invited Guests:** Doug Bell (our insurance agent), his wife Patti and Dave Knox (website).

**Welcome –** President Helen Dowd welcomed everyone and called the AGM to order. She introduced our invited guests. Jim Walton confirmed 21 members were present so quorum was met. All guests were given a copy of the 50<sup>th</sup> anniversary booklet (1937 – 1987) as a table favour. These were found at the Embro Library/Thistle Theatre during the recent construction project of the new elevator.

**Roll Call –** Everyone announced what tartan they were wearing and what significance it has for them.

**Approval of the 2018 AGM Agenda – M/S Carried.**

**Approval of the Minutes from the 2017 AGM (February 27, 2017) – M/S Carried.**

**Treasurer’s Report –** Peter Fleming presented the 2017 financial report (attached). We are registered “non-profit” organization and will be looking at projects to donate funds to over the next few years as we have more cash in reserves than we need.

**Examiners Report –** The examiners were not present but written communication had been sent to the president that all of our 2017 financial affairs were in order.

**Approval of the Treasurer’s Report – M/S Carried.**

**Appointment of the Examiners For 2018 – Ron Marshall and Rick Innes will continue as our examiners M/S Carried.**

**Presentation of Past Presidents’ Pins –** Ron Marshall will deliver the last four to their respective recipients.



**ZCS Constitution** – No changes were recommended to the Constitution, so the one approved at the 2017 AGM remains in effect and will be followed.

### **Remarks from Outgoing President – Helen Dowd**

Rather than read her 2017 Year in Review report (attached), Helen gave a history of the ZCS since it was founded in 1937 and even some lead-up history to that date. Since Oct 2016, the Society has been incorporated, updated, implement and followed a new Constitution, created and followed a budget based on pitch pages, trimmed expenses and redefined the purposes and viability of our Games. We added a pre-Games volunteer information night to facilitate the success of how we deliver the Games. We sent directors/members to seven other Highland games in Ontario to check out the competition. We increased our social media platforms and Dave Knox will be launching a new website very shortly! We have hired a coordinator Holly MacDonald, to help deal with the day to day administration details. We have become what all volunteer organizations should strive to be; transparent, accountable and communicative.

The Board agreed that all the expense control/cost cutting has been done, so now it is time to focus on the income side. The 2018 gate admission has been set a \$ 20. In the last week Helen realized we have lost 50% of the names on the 2012 contact page. It has become evident to her that we need to focus on recruitment for 2018. She feels we need to educate the next generation on the Scottish history or it will be lost. Sponsorship is very important to the success of our Games and needs to come through one point of contact. Sponsorship forms were circulated for anyone to use if they know of a viable sponsor. Helen believes that we can be the best one-day Highland games in Ontario.

Helen then highlighted the reasons why we have applied to move the Games to Canada's Outdoor Park. Having a larger, more accessible area will solve a lot of our issues. We can stream line admissions by having ONE gate, covered pavilions are there for us to use, access to water and hydro, a fenced perimeter and livestock fencing. In the end it will mean reduced set-up and tear down times.

**She sees our next steps as:** Recruit engaged and involved volunteers, tap on shoulders of "founding families (2<sup>nd</sup> and 3<sup>rd</sup> generation) to get their kids involved, have targeted recruitment (educated 20 something who moved back to Zorra and baby boomers who are retired, have skills, energy and time). She would like us to rely more on clans for leadership to get families involved as an entire group. She feels we can continue on the right path if we make good business decisions and use event and marketing savvy. She said all members have a responsibility to reach out if they notice the Society is falling off the rails – missed newsletters, minutes etc. are a sign we are in trouble.

Helen is off to Hamilton to the Festival and Events Conference on March 2<sup>nd</sup> as we were selected to present our story of the 80<sup>th</sup> Embro Highland Games and what it took to pull it off.



**Recognition of Outgoing Board Members** – Helen recognized Jim Walton, Jim Knudsen and Brian McMaster providing them a hand written note of the Board's appreciation.

**Nominating Committee Report.** – Jim Walton announced the members who were contacted prior to the AGM and who agreed to let their names stand for election. They were: Geoff Innes, Gord MacKay and Angus Thomson.

**Election** - Jim Knudsen then came forward to oversee the election for the 2018 Board of Directors. Adding to the seven (7) directors already elected to the Board, nominations were received and four new directors were elected: **Geoff Innes, Gord MacKay, Angus Thomson and Jack Matheson** join Helen Dowd, Kevin Fraser, Laura Green, Jim Grieve, Steve MacDonald, Ron Marshall and Alan Normand.

Treasurer – Peter Fleming (will let his name stand for re-appointment)

Secretary – Jennifer Moodie (will let her name stand for re-appointment)

**NEXT AGM – Monday February 25, 2019 at the Embro Legion.**

Helen thanked everyone for attending and wished them a safe trip home.

**Adjournment @ at 8:15 pm M/S Carried.**