



**Zorra Caledonian Society  
General Meeting – March 25, 2019  
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”

**Welcome & Introductions**

President Gord MacKay called the meeting to order at 7:05 p.m.

**Confirmation all present are paid members** (guests excluded)

**Directors:** Gord MacKay, Kevin Fraser, Helen Dowd, Geoff Innes, Peter Fleming, Alan Normand, Angus Thomson, Jack Matheson, Jennifer Moodie, Keith Matheson, Laura Green, Paul MacLeod

**Coordinator:** Holly MacDonald

**Regrets:** Ron Marshall

**Sponsorship Coordinator:** Patti Henhoeffler

**Members:** Diane Normand, Doug Ferguson, Janice Ferguson, Wally Matheson, Katherine Grieve

**Membership Roll Call - “What are you looking forward to most in our return to Embro?”**

The roll call was answered by 18 people in attendance, highlights included: close to Embro, looks busy at Community Centre on July 1<sup>st</sup>, running into people we know, pipes in Embro, back in Embro as it was missed, Scottish atmosphere, washrooms, air conditioning, new eyes, one gate familiarity, new look, world record dance, back where we started, the move out to wake people up, community service.

**Approval of the Agenda M/S Carried**

**Approval of the Minutes from Previous Meetings**

**General Jan 22, 2019 Board Feb 25, 2019 M/S Carried.**

**Road Race Feb 5, 2019** Received as information only. Note: Any committee meeting outside of the Board, need to provide a copy of the committee minutes to secretary Geoff Innes so they can be included in the monthly Board packages.

**Treasurer’s Report – Peter Fleming**

Presentation of the 2019 ZCS Budget

Peter reviewed the 2019 ZCS Budget reflecting on the 2018 net income, 2019 budgeted income and expenses. It is very detailed.

**Motion: That the ZCS 2019 preliminary draft budget be accepted as received and reviewed. M/S. Carried**



## **ZCS Coordinator Report from Holly MacDonald**

**Month:** January

**Accomplished:**

- Social Media - Instagram Posts/Networking
- Membership emails – Newsletters, Minutes, Agendas
- info@embrohighlandgames responses

**Work-in-Progress:**

- Social Media
- info@embrohighlandgames responses
- Updating Membership database with 2019 new members and renewals

**Hours: 5**

| <b>Date</b> | <b># of Hours</b> | <b>Work Performed</b>   |
|-------------|-------------------|-------------------------|
| January     | 1.0               | Info@embrohighlandgames |
|             | 1.0               | Membership Emails       |
|             | 0.5               | Social Media            |
|             | 0.5               | Membership Update       |
|             | 2.0               | Meeting Agenda          |

## **ZCS Coordinator Report from Holly MacDonald**

**Month:** February

**Accomplished:**

- Social Media - Instagram Posts/Networking
- Membership emails – Newsletters, Minutes, Agendas
- info@embrohighlandgames responses

**Work-in-Progress:**

- Social Media
- info@embrohighlandgames responses
- Updating Membership database with 2019 new members and renewals
- Pitch Page Summary Document
- Dance Registration Form

**Hours: 6**

| <b>Date</b> | <b># of Hours</b> | <b>Work Performed</b>   |
|-------------|-------------------|-------------------------|
| February    | 1.5               | Info@embrohighlandgames |
|             | 1.5               | Membership Emails       |
|             | 0.5               | Social Media            |
|             | 1.5               | Membership Update       |
|             | 0.5               | AGM Tickets             |
|             | 0.5               | Pitch Page Summary      |



Jan & Feb 2019 report was reviewed by Holly. **M/S Carried**

## **ZCS Sponsorship Coordinator Report from Patti Henhoffer**

Patti Henhoffer was introduced by President Gord as the Zorra Caledonian Sponsorship Co-Ordinator. The committee is Gord MacKay, Kevin Fraser and Steve MacDonald.

Patti has gathered all the information (donors, emails, ads, etc....) from Jim and Katherine Grieve and has inserted it into a spreadsheet format. This document is up to date (as of March 25, 2019). Please let Patti and Peter know of any changes/updates as we move through the year. This is a living document.

There are 100 businesses listed for sponsorship.

A new email address was created for sponsorship. [embrohighland@gmail.com](mailto:embrohighland@gmail.com) This email will be used as a test email for 1 year.

This year the list is the same request as previous year. Sponsors need to have a mail address, email address (if applicable) and update any changes on their sponsorship form.

Patti asked that you approach all the people on our list but do not approach them 2 -3 times. There are letters to hand deliver to save postage. Please distribute by hand in person as this is more effective.

The letters were distributed to members present.

Geoff will mail sponsorship letters that members have no connection with at this time. Helen recorded who has each sponsorship letter.

There will be 100 email letters.

Allan is looking after radio sponsors separately.

The deadline for sponsorship received is May 24<sup>th</sup>. Please respond to Patti/Peter with messages and any changes noted. Money will be sent to Peter.

### **1.0 Old Business**

#### **1.1 Review of 2018 Director Surveys (Gord MacKay)**

### **Zorra Caledonian Society - Director /Chairperson Report Form**

**Name of Contact: Gord MacKay**

**Area of Responsibility: 2018 Director Survey Results**

#### **Background Information:**

-Before becoming incorporated there was no channel for (Board) members to vent their concerns in either an anonymous or named fashion. Boards that are effective look for opportunities for improvement and advancement.



- the 2018 Board survey response rate was 75% which is better than 2017 (50%).
- again, no serious concerns were reported.
- it was suggested that meetings be curfewed at 2 hours or 9 pm max.

**Key Information to Share that impacts others:**

-it would be better to separate the Treasurer and Secretary on the evaluation form as they are two different people who are appointed for two very different roles.

-the constitution will need a major overhaul in Fall 2019 to better reflect how we are truly operating our Society since incorporating three years ago.

**Financial Implications:** none

**Motion(s) to make (if any):**

-we will continue to survey the current Board members each January in order to keep on top of any concerns that could become issues

**1.2 Update on the request a Lawyer's Letter accompany EHG contracts (Gord MacKay)**

Gord received the lawyer's letter March 25<sup>th</sup>. It is a legal letter.

Re: illegal activities (smoking, drinking outside designated area(s) on the Grounds)

Discussion:

- do we withhold prize money, failure to comply (compliant with Ontario Laws) will forfeit prize money?
- who polices it and deals with the awkward conversations (President, Zorra Township By-Law Officer), Subject to disqualification will be there removal from the grounds?
- Should letter state Ontario laws, Zorra Township bylaws (20 meters from perimeter of buildings), naming laws, deterring person and or group from participation the following year
- Letter will be going with invitation to the pipe bands and tug-o-war teams

**Report received. M/S. Carried.**

**1.3 Comments/Review re: 2019 AGM (All)**

The AGM was a nice lovely evening. People were appreciated of the AGM being over in good time.

**1.4 2019 Ontario Volunteer Service Award Announcement (Gord MacKay)**

As directed by the Board at the January 22, 2019 meeting, the President, Past President and secretary selected Jim Walton



Thank you, past secretary, Jennifer Moodie for filing the paperwork by the deadline of January 25, 2019.

Gord is to find out how long Jim Walton has been volunteering at the Zorra Caledonian Society. He will let Helen know so she can finish the history update.

### **1.5 Report on Medal Procurement (Laura Green)**

As directed by the Board at the January 22, 2019 meeting, the medal selection committee (Laura, Gord M, Peter, Helen) with input from the designer, Diane Normand, price compared from three different suppliers, three different sizes of medals. The decision was made to go with the 1.75" size medal at Korner Shoppe in Stratford and order 100 gold, 100 silver and 300 bronze medals in the matte finish. Price is \$ 2.45 each + \$ .75 for the ribbon.

Laura will order black ribbon bands. We use 500-600 per year.

### **1.6 Report on Scottish Day at Zorra's March Break Camp (Laura Green & Helen Dowd)**

We were the only community group who asked to participate in this second year of the camp. There were 19 children who attended. Three of them had been in the camp last year. Laura put together a great day of speakers and activities. We had Ainsley Alyea and Alex Bish assist us for volunteer hours.

Theme: Loch Ness Monster

Here was the schedule for Friday March 15, 2019:

10 am Intro to Scotland

10:15 Brenda Krantz with Polly a Sheltie, a certified St. John Ambulance therapy dog

10:45 Ainsley reads the story about Loch Ness Monster

11:00 Half the group makes scones (Scottish Oatmeal) while half make their Loch Ness monsters from molding clay

11:30 Ron Marshall will talk about his set of bag pipes - play a tune or two and have the kids march to the beat. LUNCH BREAK

1:00 pm Half the group makes scones while half make their Loch Ness monsters from molding clay.

1:30 Games with Ainsley out in the big hall.

2:00 Learn to Scottish Country Dance with Diane and Helen

2:30 Snack time – enjoy our fresh scones with strawberries.

### **1.7 Report on National Tartan Day (Helen) including sign up for late lunch**

#### **Zorra Caledonian Society - Director /Chairperson Report Form**

"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"

**Name of Contact: Helen Dowd**

**Area of Responsibility: National Tartan Day**

**Background:**

Last year we started this new event. It is to mark the occasion of National Tartan Day. It is a fun casual, social evening so members can invite friends and family to join us! This is a great way to get new people out so we can show them what we do!

**Key Information to Share since the last update on the Topic:**

The Band - Shepherd's Knot is booked and 10 Scottish Dancers from Stratford.  
Tickets are \$ 20 @ and 70 have been printed. New the evening is now 7 pm to 11 pm.  
Tickets left as of March 15, 2019 are 58.

**Comments:**

The Board is to provide the Scottish lunch (like what we did for the June EHG information night).

**National Tartan Day – Saturday, April 6, 2019****Food Sign Up Sheet**

1. Helen Dowd from Jane Adams – Dundee Cake
2. Alan Normand – Millionaire Shortbread
3. Angus Thomson – Kettle Chips for the tables
4. Geoff Innes – Shortbread cookies
5. Ron Marshall – Scottish protein (meatballs in whiskey)
6. Jack Matheson – Fruit tray
7. Laura Green – Scottish Cheddar Arrangement
8. Steve MacDonald – Sandwiches
9. Kevin/Kathy Fraser – TBD
10. Gord MacKay – Scottish Protein
11. Keith Matheson – not attending
12. Paul MacLeod – Oatmeal cookies
13. Jennifer Moodie – Scottish Toffee
14. Peter Fleming – not attending

**Financial Implications:** If all 70 tickets are sold, the budget shows a small profit.

**Motion(s) to make (if any):** None currently.

**2.0 New Business****2.1 2019 Director Handbook (changes, omissions, questions?) (Helen Dowd)**

Directors reported that the Director Handbook is very beneficial.

**Motion: 2019 Director Handbook be accepted as the official book for 2019. M/S. Carried**

**2.2 2019 EHG Summary of Pitch Pages (Gord MacKay)**



- 1) Advertising Radio – Allan Normand – working on radio script, professional voice over – contacting Easy 101.3 Tillsonburg
- 2) Bar – Wally Matheson - Helen has forwarded all files and emails from 2017 & 2018 to him so his team can come up with the best way to handle the bar for 2019. Wally needs fencing and bar layout area (basic grounds layout), SOP details.  
Junction 56 and Upper Thames Brewing will be serving. Junction 56 is good with \$5.00 tickets. He is still waiting to hear from Upper Thames.  
Do we want Scotch to be available?  
Do we want cans or draft beer? It was agreed upon that we want to be free from cans. Upper Thames will be offering local ciders and beer.  
Vendor Fees will be \$300.00 plus 5% of sales. **Motion: M/S. Carried.** Wally will negotiate.  
Security Costs – who covers the security costs? (inside township) Gord and Kevin are going to meet with Township Recreation Director Matt Brown. Peter needs to know for insurance purposes.
- 3) Clans and Concessions – Jim Walton – Questions: Where will the clans be located? Will there be a clan parade, and will it be included in the program timing?
- 4) Social Media – Holly MacDonald – promote returning to Embro, World Record for the Dashing White Sergeant dance. YouTube videos are on hold currently, there is no cost available. Snapchat still waiting for Geo Filter. Please provide Holly with content to put out on our feeds  
Entertainment – Helen Dowd - Allison Lupton, Ian Bell and James Stephens are booked.
- 5) Gates – Angus Thomson – we will be putting programs on top of the car dash as people have paid for our money collectors to recognize those.
- 6) Grounds – Kevin Fraser – see notes under **2.3 2019 DRAFT Site Plan Preview** --- Jean Caddy is not eager for extra gates – fence line needs to be tidied up
- 7) World Record Event – Diane Normand – application has been made to the Guinness Book of Records – it will take 12 weeks for application approval (April 16<sup>th</sup>) We will need 40 specific volunteers that are not affiliated with ZCS. We will teach the Dashing White Sergeant to 2000 people. We will get Embro people involved in the event. Question: Do we wait until April 16<sup>th</sup> for the Guinness decision or move ahead? **After further discussion the Executive has decided to wait until 2020 to hold this event.**

### **2.3 2019 DRAFT Site Plan Preview**

A Grounds committee meeting was called by Kevin Fraser and held on March 4, 2019 - 7 pm at the Embro Legion. Present were: Gord MacKay, Kevin Fraser, Paul MacLeod, Geoff Innes, Carol Turvey, Laura Green, Keith Matheson, Gord Green, Jack Matheson, Katherine Grieve, Angus Thomson

- North Caddy field is 5 acres
  - Minor Soccer has a 20-year lease on the field
  - Rugby could be held on this field
- Road Race



- kids race is 2 km. – Grade 8 and under
- future years look at running the 35<sup>th</sup> Line North to Road 84 (Russell Young's corner)
- Gate & Parking
  - South Caddy Field is 7 acres - entrance off Road 78
  - Dance, Road Race and Pipers could park in North Caddy Field
  - Accessible – arena paved lot
  - stakes, caution tape, signs for parking
  - North Gate is only for Road Race participants and EMS vehicles
  - drop off point for dancers – front lawn
- Township Staff
  - township washrooms are in the cost of the facilities – township staff to look after
  - look after moving soccer nets and garbage dumpsters
  - fence cleaning between Minor Soccer field and cattle shed
- Grounds / Garbage Clean -up
  - Port o Potties, garbage, recycling - Oxford 4-H Exchange Group (Jane Danen is the contact)
- Tent Supplies
  - Drumbo, Raymond Bros. London
  - Pop-up tents – Egg Producers – 4 tents – Jim Walton
  - needed for Dance, Pipers, V&V, Road Race
- Facilities - Rent is \$1745.00 for the whole facility and grounds
- Grants - Township approved grant of \$1700.00
- Fencing
  - Heavy Events, Tug-o-War - rope, caution tape, construction fence

## 2.4 Supplies requested from Grounds - order sheet deadline April 29<sup>th</sup>

### **Request to the Grounds Committee for July 1, 2019**

Location of Games – Embro Zorra Community Centre (EZCC)

Name of Requesting Committee: \_\_\_\_\_

Chairperson: \_\_\_\_\_ Contact (Home or Cell) \_\_\_\_\_

Email Address: \_\_\_\_\_

Set-up is \_\_\_\_\_ at the EZCC \_\_\_\_\_ COMPLETELY OUTDOORS (please circle)

I require by 8 am July 1<sup>st</sup> or \_\_\_\_\_ (give exact time and date)

Tent(s)/Shelter(s) \_\_\_\_\_ Approximate Size(s) \_\_\_\_\_

Chairs \_\_\_\_\_ How Many? \_\_\_\_\_

Tables \_\_\_\_\_ How Many? \_\_\_\_\_

PA System \_\_\_\_\_ Details? \_\_\_\_\_





Hydro\_\_\_\_\_ Details? \_\_\_\_\_

Bleachers\_\_\_\_\_

Picnic Tables\_\_\_\_\_ How many? \_\_\_\_\_

Port-o-lets\_\_\_\_\_ How many? \_\_\_\_\_

Extension Cords\_\_\_\_\_ How many? \_\_\_\_\_

Other? \_\_\_\_\_

Questions or Answers I need from the Grounds Committee:

**Please submit this form by April 29, 2019 to [gordmackay4@gmail.com](mailto:gordmackay4@gmail.com)**

### **2.5 Signs**

Doug Ferguson has requested that if committees need signs that they contact him by April 29<sup>th</sup>. Doug will also be doing a restoration on the EHG sign at the south end of the grounds.

### **2.6 First Aid (Kevin Fraser)**

Kevin will contact EMS Woodstock and the Fanshawe First Aid group we used last year.

### **2.7 Caledonian Scottish Open (Jennifer Moodie)**

#### **“CALEDONIAN SCOTTISH OPEN”**

Join the Zorra Caledonian Society as we host our 2<sup>nd</sup> annual GOLF DAY!

SATURDAY, JUNE 1, 2019

STONEHAVEN GOLF COURSE north of EMBRO

415935 41<sup>st</sup> Line, Zorra Twp.

#### **Details**

**Date:** Saturday, June 1, 2019

**Time:** 3 pm Tee Off

5:30 pm Steak or Chicken BBQ

Prizes

**Course:** Stonehaven Golf Club

**Format:** 9-Hole/Shot Gun Start

Teams will play Best Ball

**Cost:** \$50. per person

**Cost Includes:** Golfing, Motorized Cart, BBQ Dinner & Prizes

**\*Dinner Only:** \$25. per person

#### **HOW TO REGISTER**

Please call John Hicknell at **Stonehaven** Golf Club to Register as a player, or a team. Registration and Pre-payment must be made by credit card, cheque or in person Please let John know your meal preference. **BEFORE MAY 25<sup>th</sup>**

Phone: 519-475-4321



### **2.8 Trip to Taiwan – WCI Students (Jennifer Moodie)**

Jennifer reported that the students had a good trip and time in Taiwan. Jennifer will ask the students when they will do a presentation to the ZCS at either the April, May or June meetings.

### **2.9 EHG Passes and McKay Stamp (Helen Dowd)**

Helen reminded directors that it is time to order your passes for your volunteers/workers. Please let Helen know how many passes you require. Gord will send out the order form to all 2019 EHG Chairpersons.

McKay Stamp – Helen to investigate as the Ferguson's were explaining there is interest in having a Rev. Dr. George Leslie MacKay Canada post stamp created.

**Next Meeting** – April 29, 2019 - 7 pm @ the Embro Legion – Refreshments – Steve MacDonald

**Adjournment** – 9:50 p.m.

**Refreshments** – provided by Laura Green

**NEW Action Items Listing for April 2019 below...**



### NEW Action Items Listing for April 2019

| <b>Action Required</b>   | <b>Action by:</b>    | <b>Deadline</b> | <b>Status</b> |
|--|----------------------|-----------------|---------------|
| Sponsorship cheques to Peter and Address updates/info to Patti                         | Board Members        | May 24          |               |
| Lawyer's Letter  | Gord                 | April 29        |               |
| Lawyer's Letter & Invitation to Bands & Tug-of-War teams                               | Gord/Ron/Jack        | April 29        |               |
| OVSA – find out years of service for Jim Walton  | Gord                 | ASAP            |               |
| Medal Procurement & Ribbons  | Laura                | April 29        |               |
| NTD Food Sign up   | Members              | April 6         |               |
| Bar – Apply for SOP, Negotiate Vendor Fees with Junction 56 & Upper Thames Brewing Co. | Wally Matheson       | April 29        |               |
| Grounds Committee Request Forms  | All EHG chair people | April 29        |               |
| Clan location/Clan parade  | Jim Walton           | April 29        |               |
| First Aid – EMS Woodstock, Fanshawe First Aiders                                       | Kevin Fraser         | ASAP            |               |
| Caledonian Scottish Open – Registration @ Stonehaven Golf                              | All                  | May 25          |               |
| Select date for presentation on the Taiwan exchange by WCI students                    | Jennifer             | ASAP            |               |
| Gate Pass Orders to Helen  | All EHG chair people | April 22        |               |
| April Meeting Snacks   | Steve MacDonald      | April 29        |               |



| <b>Action Required</b>  | <b>Action by:</b> | <b>Deadline</b> | <b>Status</b> |
|---|-------------------|-----------------|---------------|
| April 1 Newsletter  | Gord/Helen        | April 1         | Done          |
| Set up an email folder for all 2019 EHG Chair people              | Gord              | ASAP            |               |
| Meet with Matt Brown at EZCC to discuss Grounds                   | Gord et al        | ASAP            |               |
| Work on Agenda for April 29 meeting                               | Gord              | April 15        |               |
| PDF 2019 Board Handbook so Gord can send around the final version | Helen             | ASAP            |               |
| Order my address labels and ZCS notecards                         | Helen             | April 29        |               |
| Order passes and bring to April 29 meeting for distribution       | Helen             | April 22        |               |
| Sign Contract and return to Executive                             | Holly             | ASAP            |               |
| Complete Dance registration and send out                          | Holly/Laura       | April 1         |               |
| Finalize 2019 budget  | Peter             | April 18        |               |
| Complete March Coordinator report                                 | Holly             | April 18        |               |
| Finalize NTD plans  | Helen             | April 5         |               |
| Update ZCS History 1937-2018 and PDF for back office              | Helen             | April 29        |               |