

Parksville & District Historical Society Annual General Meeting

November 26, 2016

The Annual General Meeting of the PDHS was held in the Tryon Room at Parksville Museum with 31 members present.

- 1. Call to Order:** David Haynes, Acting President, called the meeting to order at 2:05 p.m.
- 2. Filing of proof of meeting notice:** Liz Campbell provided the proof of meeting notice.
- 3. Approval of the Minutes from the 2015 AGM:**

MOTION: Liz Campbell/Peter Kawerau THAT the Minutes of the 2015 Annual General Meeting of the Parksville & District Historical Society be accepted as presented. Carried.

- 4. President's Report 2016 - "A Year in Review"**

Departure

As you all know, for personal reasons, I stepped down from the role of President 2 months ago. David stepped into the gap and has provided the leadership necessary to complete our operations for this year. Thank you David, you did a terrific job.

Activity

- **Name Change**
At our last AGM the membership approved a name change to rename the Museum to "Parksville Museum." Temporary signs have been made and installed and all of the old signs removed. Unfortunately the change in signage took a long time and was not completed until September.

Interestingly I met with the students last summer and they told me that they did not like the name – dull and boring. They thought that a name such as "**Parksville Heritage Village**" would be more interesting, a better fit and more enticing for visitors.

Given that we do not have permanent final signs installed, an opportunity still exists to rename the museum and tie that into the installation of new signage.

- **Meeting with Council – January 9th**
Council has no funds to support the Museum at present, but if we can show that the community sees us as a valuable service this situation could change.

- **Branding**

On March 15th the Branding process was completed with the adoption by the Board of our:

- Vision
- Mission
- Values

This was a lengthy project – it took 2 years, involved a lot of meeting time, considerable debate and discussion before it was adopted.

A new logo was designed to complement this work which included the fonts of Gill and Garamond. A colour palate was also approved by the Board (which works for printed material, but something more striking is still needed for our website).

So far the Vision, Mission and Values statement have not been published to our website or displayed in or around the Museum. This was a mistake and this task should have been completed before the start of our Summer Season. I am hopeful that this can be addressed in the New Year. The logo has been incorporated enthusiastically on our stationary, web site and Facebook, but without the association of our Vision, Mission and Values it is just a pretty picture. We need to make our purpose visible and clear to all.

- **Urban Farm School (UFS)** ran every Friday from May 23 – November 4 (23x) during which students studied a wide variety of elements of gardening. Thank you to Connie Kuramoto.
- **The Canadian Organic Growers Association** sponsored the Master Organic Gardener certificate classes (14 in all) which had 16 students. They met this summer and fall on Wednesday & Saturday afternoons. Thank you again to Connie Kuramoto.
- **An organic demonstration garden** was put in on either side of the entry to the McMillan House, and it will continue to enrich the museum. With the liberal application of vast amounts of chicken manure the set-up was quite aromatic, but the productivity of the garden was phenomenal. Jason Whitta made a significant contribution, thank you.
- **The blacksmith shop** was re roofed and expanded so as to include 4 stations, though at this point we usually run with one blacksmith and a helper. We will be setting up a traditional Japanese area within this and have a Traditional Japanese smith who will be working at the museum next year. Thanks to Dave Kasprick for all your hard work and guidance – fabulous effort.
- We raffled off a blacksmith-made birdhouse which covered all of the costs for the expansion to the smithy. Thanks to Dave Kasprick.

- We opened a **ceramics area** and had demonstrations and sales there, on the side of the Craig Cabin. Thanks to Larry Aguilar.
- We raffled off a **Raku Lamp**. Thanks to Larry Aguilar.
- **Grounds cleaning** in spring brought out about 15 people, thank you.
- **Grounds cleaning** in mid-summer brought out about 8 people, thank you.
- **Reprinting of “Parksville & Then Some” by Marjorie Leffler** is now under way. It was nice to see most of the 250 first run copies sold in only 2 years. Thank you Liz Campbell for your untiring efforts. Sadly we must report that Marjorie Leffler died this month and her obituary was in the paper last Tuesday.
- The **2017 Historical Calendar Fundraiser** was initiated and should raise about \$3,500. Calendars sell for \$15 retail and can be bought in bulk sales for \$10 each. The benefits of the Calendar fundraiser are to:
 - ❖ Promote the Museum & local history
 - ❖ Engage local businesses through their sponsorship
 - ❖ Increase Museum membership (31 so far)
 - ❖ Can be an ongoing fundraiser

Now looking to sell customized calendars to businesses, i.e. – realtors. Thank you Leona Matte and Nikki for your efforts in making this happen. Hopefully this will become an annual fundraiser.

- Collections information continues to be loaded into our data base program “**Past Perfect**” by staff and volunteers. This is a significant ongoing activity and the results can be explored by anyone through our website. On the website go to **About** and then click **Research**. Thanks here go to Nikki Gervais and Jane Marshall. We need to find a way to make this component of our website easier and more obvious to find.
- From May 13 – September 23 **Farmers’ Markets** were operated. Attendance was **10,816** and the Museum had an additional **2,663** visitors on non-Market days for a grand total of **13,479**. This is a substantial change from 2011 when attendance for the entire year was recorded at **1,815**.
- **Full page articles in P/Q News** by Jill Davies covered a broad range of topics of local historical interest in 2016. Thank you Jill and Nikki for assisting Jill with the research.
- Through **Facebook** and **David Haynes’** untiring research “**Remembering WW1 Project**” continued to prompt our collective understandings of the events of that era and

their impact on the local community.

- Maintenance - As noted earlier work was completed on the **blacksmith shop**, Repointing the **MacMillan House** has been delayed and work on **Ramps** should be completed 2017.

Financial Instability

When we compare our cash assets we note that at September 30, 2016 our assets are recorded at **\$743,337**. In 2013 this was **\$1,029,442** which is a decline of \$286,105 over three years.

Our Budget for 2017 calls for a deficit of **\$78,792** which will in turn bring down our cash reserves to **\$663,545**.

Obviously, this cannot continue unchecked for much longer and we have set aside some time on our agenda this afternoon to address this **Inconvenient Truth**.

Success Indicators

Our measurable success indicators are:

- Attendance (physical count)
- Financial Stability (financial statements)
- Community Awareness (anecdotal)

Our challenge is with financial stability:

	2015	2016	2017 Budget
Revenue	53,300	73,223	84,000
Expenditure	143,271	151,285	162,792
Deficit	-89,971	-78,062	- 78,792
	-90,000	-78,000	-79000

Most of our costs are fixed costs. Insurance, utilities, supplies, repairs etc., have to be paid. The single cost that directly impacts our deficit is the cost of staffing. Eliminate staffing and our deficit is reduced to zero – but then who would do the work? We are budgeting for 2 staff that will cost \$76,000. The problem – we really need 3 full time staff positions.

Goals and Challenges for 2017

- **Increase Membership** – it grew again this year. Last year our Membership was 156. This year it is 181 which includes 9 life members. 84 individuals became members to participate in the Farmers Market and others took out membership in order to participate in the Urban Farm School. To support ongoing activities at the Museum we need to see this continue to grow.

- **We need to find ways to attract and retain Volunteers**
- **We need to engage in Fundraising** and build programs around Corporate Sponsorship, Legacy Giving and repeatable fundraising activities like Calendar sales
- **We need direct financial support from the City/Province**
- **We need to be very scrupulous with our spending and be prepared to challenge/justify the necessity for everything we do and acquire but at the same time we need to be realistic in terms of what we can and cannot do.**

To do these things we need folk to step up to the plate, become Members, become active Volunteers and help make these things happen. Members and Volunteers are the backbone of every non-profit organization. Without a healthy membership basic functioning is very difficult and community relevance is diminished.

When we seek financial assistance from the City we need to show that we are responsible money managers and that we take our fiscal responsibility very seriously.

On a lighter Note...

On December 8th the entire Board will be undertaking a field trip to **Burnaby Village Museum** to obtain direct information and first hand impressions on their operations. We will be going behind the scenes, learning how they grew their facility to attract 300,000 visitors a year. New Board members elected today will be most welcome to participate. This trip will be educational, a team building opportunity and a Board Meeting will take place on the ferry – should be interesting! Everybody planning to attend must confirm their attendance with Leona right away – this is an all day trip.

Finally

Thank you all for participating, for listening and being a part of his unique facility.

I want to thank all Board Members and staff for their time, help, encouragement and support in growing our Museum and developing a Vision of what is possible over the last 3 years. You have all been a pleasure to work with. Thank You.

5. Financial Statements to September 30 2016 were presented.

Belinda noted that revenue was more than anticipated. Lynn reminded her that if Gaming Revenue is to be reapplied for, the amount remaining of \$285 should be spent/moved. Larry Fogg noted that revenue does not cover payroll, therefore decisions need to be made. Nikki explained the need for two staff members. Discussion re the bequest and need for support from the City. Also, statistics from the Farmers' Market (see President's Report) and Gift Shop. Nikki noted that the Square system allows for tracking and data collection. Discussion of Urban Farm School (pilot project) financials. There is an urgent need to raise money by means of: corporate sponsorships, fundraising events, and recruitment of volunteers for these purposes year-round.

Reinstate monthly general meetings to keep members informed/engaged. Liz provided a sign-up sheet for volunteers. Two people signed up.

MOTION: Peter Kucey/Lynn Brown THAT financial statements to September 30, 2016 be accepted as presented. Carried.

6. Presentation of the 2017 budget forecast:

MOTION: Peter Kawerau/Larry Fogg THAT the budget for 2017 be approved. 16 in favour; 4 opposed; 3 abstentions. Carried.

7. Appointment of Accountant:

MOTION: Belinda Davies/Leslie Haynes THAT an external accountant be appointed to prepare the annual filing for submission to CRA for 2016. Carried.

8. MOTIONS:

a. Farmers' Market for 2017:

MOTION: John Banks/Belinda Davies THAT the Parksville & District Historical Society request approval from the City of Parksville to hold a Farmers' Market at Craig Heritage Park from May 26 to September 15, 2017 (16 Fridays). Carried.

b. Memberships:

MOTION: Meryl Olivier/Peter Kucey THAT Society membership is valid from January 1-December 31 of each year. Memberships may be taken out at any time during the year. Memberships purchased after September 1st shall be valid until the end of the following calendar year. To be eligible to vote at the Annual General Meeting, held in November of each year, or at any Special Meeting of the Society, membership must be paid up by the start of the meeting. Voting shall be by a show of hands or by ballots upon request. 17 in favour; 5 opposed; 2 abstentions. Carried.

Amendment: Lynn Brown/Mary Smith THAT members must have joined before September 1st in order to be eligible to vote at the Annual General Meeting. 8 in favour; 13 opposed; 2 abstentions. Defeated.

9. Financial Future Scenarios (need for ongoing financial stability)

MOTION: Peter Kawerau THAT \$600,000 (and the interest thereof) be set aside and invested in a long-term growth Trust Account. The purpose of this fund is to: 1) Establish a long-term endowment fund for the Museum that can attract future

legacy donors; 2) Grow capital for the long-term growth of the Museum; and 3) Stabilize and demonstrate sound fiscal practices.

Discussion followed. The above motion was tabled to the Board of Directors. A Special Meeting will then be called to present options to the membership.

10. Election of Officers:

The Board stepped down. David Haynes conducted the Election of Officers, as follows:

President	David Haynes	by acclamation
Vice-President	Leona Matte	
2nd Vice-President	Meryl Olivier	
Secretary	Elizabeth (Liz) Campbell	by acclamation
Treasurer	Elizabeth (Betty) Petrie	by acclamation
Trustee 1 Year	Jessica Aebig	
Trustee 1 Year	Margot Banks	
Trustee 2 Years	Elizabeth (Liz) Holme (2nd year of 2 years)	
Trustee 2 Years	Anna Lawrence	

Past President **Peter Kawerau**

11. Termination of Meeting: Leona Matte at 4:30 p.m.

Submitted by Elizabeth Campbell _____