



Collegiate Alumni Association Board Meeting

Thursday, July 13, 2023

Start: 5:30 p.m. CDT

In-Person and Zoom

Board Members in Attendance:

Bob Stuebing (Chair); Kevin Clace; Stacey Katz; Javier Schwersensky; Sarah Seniuk; Dev Sharma; Fatima Sherefa

Regrets:

Alison August; Joshua Hood; Jennifer Janzen

Foundation Staff:

Elena Anciro (recorder)

AGENDA

Call to Order:

The Chair called the meeting to order at 5:30 p.m. CDT / 6:30 p.m. EDT

1. Procedural - B. Stuebing

- a. Notice and Quorum
- b. Notice given and quorum present.
- c. Agenda accepted as drafted.

2. Approval of May 8 Minutes

Amendment required - add that Sarah attended.

MOTION: Approval of the May 8 minutes as amended.

Moved – D. Sharma / Seconded – S. Katz

VOTE / ALL IN FAVOUR / CARRIED

3. Financial Statements

- a. Statements for the Period Ended March 31, 2023 (Resolution) - B. Stuebing
The balance is zero because as long as the Foundation is providing support, we will never have a surplus or deficit. Statements are prepared by the Foundation and are part of their overall financial statements, which are audited by [MNP](#).

Our Bylaw requires that the statements be audited, which may cost \$2,500 or more. We will bring a resolution forward at the AGM to retroactively waive the current year's audit, but we also need to recommend that membership waive the audit for 2023 / 2024.

The note on incorporation clearly states that the Association is a corporation without shared capital and surplus funds will be used to expand the endowment fund or for Collegiate scholarships.

MOTION: Approval of the statements for the period ended March 31, 2023 as drafted for presentation to the members at the 2024 Annual General Meeting.
Moved – S. Katz / Seconded – D. Sharma
VOTE / ALL IN FAVOUR / CARRIED

- b. Waiver of audit for Period ended March 31, 2023 and the Year Ending March 31, 2024 (Resolution) - B. Stuebing

MOTION: Approval of waiving the audit for period ended March 31, 2023 and the year ending March 31, 2024 for confirmation by the members at the 2024 Annual General Meeting.
Moved – D. Sharma / Seconded – S. Katz
VOTE / ALL IN FAVOUR / CARRIED

- c. Financial update year to date - J. Schwersensky
To date, there are no expenditures to report. Current funds available: \$5,000.

4. **Amendment to Bylaw No. 1 (Resolution)** - B. Stuebing

Section 6.d. proposed amendments:

- Changed the wording from “may provide notice” to the Association “must provide notice.”
- Added a pre-notice for members that will give them a period of time to submit director nominations.

Bob Stuebing advised that Neil Duboff is in agreement with these changes. Further amendments such as typos were also made to the overall document.

MOTION: Approval of the amendment to Bylaw No. 1 as drafted for final approval by the members at the 2024 Annual General Meeting.
Moved – S. Katz / Seconded – D. Sharma

VOTE / ALL IN FAVOUR / CARRIED

5. Nominations for the Voting Directors - E. Anciro

Josh and Dev will be standing for re-election, but Alison will not, so we need to fill one voting director seat.

Background to candidate list: Bob asked Rob Bend to provide a list of alumni recommendations from 2000 – 2010. The list of individuals in the document consists of his recommendations, as well as some faculty / administration and Foundation recommendations.

The board identified the experience, expertise or attributes needed at this time:

- Living in Winnipeg or ability to travel to Winnipeg for events
- Marketing / Communications
- Board Governance
- Legal Background
- Financial Background

The board will submit their preferred top three candidates via an anonymous form that will be sent by Elena, along with a skills matrix on Friday, July 14. Submissions will be due Monday, July 17. If a candidate does not end up in our top three, the board can still choose to engage them in a different capacity. For example, subcommittees, reunion reps, as featured notable alumni, etc.

6. Annual General Meeting

- a. Approval of Notice (by email prior to delivery) - B. Stuebing

The AGM is scheduled for Sept 11, 2023. Draft isn't quite final because we need to fill in the third voting director nomination. Approval will be made by email prior to delivery.

7. Endowment Fund Update - B. Stuebing

Currently, we have raised \$205,458 of our \$300,000 goal. Eight out of nine donors are alumni. Because of Bob's matching funds, we have \$47,271 left to raise.

Bob asked the board to put forward the names of potential alumni donors.

8. Quarterly Communications

- a. June Newsletter Analytics & Feedback Report - E. Anciro

The most recent newsletter was sent on June 29, 2023 to 2094 alumni, including the 123 new 2023 graduates. The open rate was 46.42% (972 alumni). The links that were clicked the most was the contact form and the life update PDF.

For opt-outs, Elena will include the year those alumni graduated in the next analytic report.

b. Newsletter Name - E. Anciro

Received one suggestion submitted by Brett Buckingham (1965) – “The Wesley Times,” which was the name of the Collegiate’s newsletter in the 1960s. “The Wesley Times” could be a nice progression from “The Collegiate Times,” which is the newsletter that is sent to students during their studies. Other name suggestions submitted by the board are The Wesley Tribune and The Wesley Haller. Elena will send out a poll with a list of potential newsletter names.

c. Test Postal Mail Out Update - E. Anciro / J. Schwersensky

There are 3,138 records of alumni with a mailing address, but no email. We will send out a meaningful piece of communication (ie. Newsletter or magazine), a letter from the Association Chair, and an ask for their email address with a QR code linked to the online contact form. The Foundation will pay for the mail out aside from the \$5,000 budget provided to the Association.

d. Fall Digital Magazine - E. Anciro

Elena offered a list of magazine content ideas for the board to consider that mirrors our newsletter sections, but will include special additions and opportunities for more visual content. We will aim for an end of September send date.

e. Feedback and Questions

- Josh sent in his comments via email and has offered his help with interviews. He thinks it may be interesting to do a piece on what it is about the Collegiate environment that keeps so many faculty there long-term and he also wonders if there is a way to incorporate video into the magazine.
- Add a “giving back” section and feature alumni like Jim MacDonald, and the impact his fundraising has had on the Collegiate community.
- Add the list of endowment campaign donor names (“thank you to the friends of the Association”)
- Add a donate button that goes directly to Collegiate funds.

Next step: Elena will draft a template to send to Relish, the Foundation's graphic design company, so we can get a quote.

9. Events

a. Annual calendar of events - B. Stuebing

i. Seasonal Reception Event - E. Anciro

Elena offered seasonal reception ideas for the board to consider, including a festive / winter theme that also acknowledges The Collegiate's 150th Anniversary.

Feedback:

- Tuesday, December 5, 2023 does not conflict with any holidays or Jets games
- Keep it an in-person event only, film the entertainment portion of the event and link it into the newsletter for those who are not able to attend
- Send alumni who can't attend in-person a cocktail recipe and ask them to share photos
- Provide an incentive that alumni feel they cannot miss
- Invite alumni and their families

Elena will draft an event plan for the board to review at the next meeting.

ii. Reunions May 2024

Collegiate Convocation is on Thursday, May 16, 2024.

The board will need to think about the event date and recruiting class liaisons. There has been no response to the call for class liaisons in the June newsletter.

iii. Special events

No discussion.

b. Collegiate 150 Update - K. Clace

The Collegiate 150 Celebration is on Sept 21, 2023 and starts at 11:00 a.m. The program includes an opening ceremony, indigenous reconciliation (honour song or blessing into the future), complimentary light lunch, alumni performances, and tours. Special guest invitations include the minister of education, the mayor, Union Station MLA Uzoma Asagwara, Dr. Mondor, an Association representative, and the Manitoba Federation of Independent Schools.

Bob is unable to attend, so Stacey as Vice-Chair will speak on behalf of the Association.

10. Targeted Alumni and Board Committees

a. Model School Update - S. Katz / E. Anciro

Elena emailed Robyn Boulanger to ask if she would be interested in joining the committee. Elena followed up again with Siwaye and Taylor as well. Stacey has also followed up with Siwaye and Taylor to confirm they are still interested, but has not heard back.

There have been no responses to the call for submissions of interest that was included in the June newsletter.

11. Alumni Web Pages

a. Alumni Web Page Update - E. Anciro

Next round of web page edits are in process, including an events page, a separate update your contact info button, newsletter links, and memories / life update area.

b. Notable Alumni Update - E. Anciro

Elena would like to start developing a web page for notable alumni. What are our goals for the list – aim for a certain number per decade?

Feedback:

- Start with the names on the list that was previously online.
- Send a letter to those alumni (Bob will write a first draft)

12. Alumni Pin Design Contest - E. Anciro

Requires approval by the President after consultation with the Director of Communications. We will be setting up a meeting with Caleb to determine next steps in terms of design parameters.

Feedback:

- Can we add the graduation year to the pins? This would drive up the costs, but would be a nice, personalized touch.
- Will the board choose the pin or will membership also get a chance to weigh in?

13. Signing Indemnity Agreement - E. Anciro

Elena will circulate the agreement for signing.

14. Other Business

No business

15. Termination - B. Stuebing

Meeting Adjourned: 7:45 p.m. CDT

Submitted by:

A handwritten signature in cursive script, appearing to read "Q. Cove".

Quinn Cove (Secretary)