

## **BCHF Board Meeting**

24 January 2022

7:00pm — 8:30pm

Via web conference

**Attendees:** Callie Anderson, Shannon Bettles, Doug Brigham, Rosa Flinton-Brown, Mark Forsythe, Anna Irwin, Refano Lumempouw, Greg Nesteroff, K. Jane Watt, Kira Westby, Elwin Xie

**Regrets:** Gary Mitchell, Emma Quan

### **The President called the meeting to order at 7:00 PM**

1. Review and adoption of previous meeting minutes: November 22, 2021
  - a. MOVED (Callie, Kira) to adopt the minutes with changes. CARRIED
2. Adoption of agenda
  - a. MOVED (Mark, Anna) to adopt the agenda. CARRIED

### **Share and Tell**

Shannon led a short discussion on a presentation delivered by the CMA about Digital Engagement: <https://www.museums.ca/site/conferencesevents/digitalengagement>.

Next time: Jane will lead the discussion.

### **Reports**

1. President
  - a. Shannon is slowly getting back into the swing of things, dealing with the omicron variant a lot in her sports activities.
  - b. We have had some great committee meetings, for which she thanks everyone.
  - c. Spring tends to be a busier time for us, with conference, our awards awards, etc.
2. Financial report
  - a. The balance sheet has not changed a lot. We are in a healthy cash position compared to last year.
  - b. Advertising revenue is way up. Direct sales of *BC History* are slightly down. Our funding from the Candian Periodical Fund is slightly down.
  - c. The 2021 Conference cost us about \$1,000 in total.
  - d. Donations are steady versus last year.
  - e. A lot of memberships are coming through our online payment system.
  - f. We received an \$8,000 grant for a digital magazine strategy, which we're going to use to develop a new strategic plan for the website.
  - g. Income from Johnson Insurance is down, but they gave us quite a bit extra last year.
3. Governance & Policy Committee
  - a. Kira has taken on the role of Chair. Thank you, Callie, for your hard work as the previous Chair!

- b. We can use our centenary as a way to make sure we're going in the right direction: reviewing membership categories, etc.
  - c. Kira will bring this to the Board for the next meeting.
4. Membership
- a. Proposed new members: Vancouver Chinatown Foundation. Proposed new affiliate members: Marikit Brunger, Patricia Carr, Jeanette Galavan, Douglas Haynes, Gary Inkman, Anthony and Kathryn Jenkins, Margaret Johnston, Petronella Kettering, Faythe Lou, Alan Robb, John Sehmer, Terry Tjorhom, Sharon Tward, James Wall.
    - i. MOTION (Callie, Rosa): To approve the new members put forward by the Membership Coordinator. Carried.
    - ii. ACTION: The Membership Coordinator will confirm the appropriate membership category for the Chilliwack Museum and Archives.
  - b. As of 21 January, about one third of the societies have not renewed their memberships, which is an improvement over last year at this time when nearly one half had not renewed.
  - c. There are 29 societies that have not renewed as of Friday. Last year, Callie phoned over 45 to become acquainted with them, check on their COVID-19 status and to encourage payment. What should she do about the 29 societies this year? Is this a sign of something bigger, such as a reflection of the status of not-for-profits? Should this be part of a larger discussion relating to the vision for the next 100 years?
5. Communications Committee
- a. Greg is busy with his new job and other BCHF work on the magazine and newsletter and is stepping back from website editing.
  - b. We're looking for another person interested in helping write stories and blogs for our website. For now, Shannon and Mark will help create and share content for the website.
  - c. Emma is taking some time off and Shannon will take on posting to Instagram and Twitter.
  - d. The Board discussed priorities for promotion, including announcing the new awards.
  - e. Mark created a press release, which Greg circulated to Black Press. Shannon circulated it to the BCMA listserv.
  - f. Greg noted that the newsletter is low on content this month. Shannon wrote a piece about our 100th anniversary year and we advertised our membership, new awards and save-the-date for the conference.
  - g. Elwin is ready for his next video project. Perhaps we can feature the new Museum of North Vancouver (MONOVA).
  - h. Mark is interested in speaking to the Nikkei Museum.
  - i. Buzz Stats
    - i. November Buzz
      - 1. Delivered: 429 / Opened: 285 (66%). Top links:
        - a. Lost Kootenays interview = 22
        - b. Salmo Hotel sale = 17
        - c. Archived newsletter = 12
    - ii. December Buzz
      - 1. Delivered: 426 / Opened: 305 (72%). Top links:

- a. Powell River considers name change = 20
  - b. Winter issue of BC History = 14
  - c. Ron Welwood obit = 11
  - d. Crawford Bay church sold = 11
  - e. Lost Kootenays Part 2 = 10
1. Magazine Committee
    - a. The winter issue has gone out. There has been a large time gap between print and electronic release dates due to shortages of supplies, deliveries, etc.
    - b. Spring 2022 issue: We will be talking about the big picture issues in history for our birthday issue.
  2. Awards & CLF Committee
    - a. We are starting to see submissions trickle in. Thanks to the Communications Committee for help getting the message out. We saw an immediate up-tick.
    - b. The Committee will break into smaller groups to review submissions.
  3. Conference Committee
    - a. The dates for the conference are June 2-5, 2022.
    - b. Anna is working on a poster for the conference.
    - c. The theme is 'Memory' and conference organizers are compiling a list of potential speakers right now. Board members with ideas for speakers are encouraged to let the committee know (Shannon, Maurice, Doug, Anna).
    - d. The committee meets next Monday and will pick up the pace. Our next steps are to confirm speakers, set up registration, and to promote the event.

### **Correspondence Received**

Shannon and Anna recused themselves from the discussion. Rosa assumed the chair.

Board members discussed correspondence received from John Lutz and Gary Mitchell.

### **New Business**

Shannon resumed the chair.

1. Strategy / Needs for Digital Innovation funding of new website
  - a. Thinking about the website and the magazine within the same grant funding.
  - b. How do we understand the value of our products?
  - c. Can we support and enhance the entire network?
2. Trends for Gathering and New Learning / Thinking
  - a. Jane will share the 22 Trends from a recent Personify webinar.
3. UBC students
  - a. We will find out next week how many students we have.
  - b. Board members are encouraged to volunteer to work with our students.
4. Upcoming board vacancies
  - a. Board members are encouraged to think about continuing after the AGM.
  - b. Please let Jane and Shannon know what your plans are and whether you know someone who could join.
5. 100th anniversary logo

- a. There is great importance in marking our centenary visually.
- b. The Communications Committee can work with the designer before bringing it to the Board.
- c. MOTION (Shannon, Greg): That we spend up to \$700 on our 100<sup>th</sup> anniversary logo.

**The meeting adjourned at 8:40 PM.**

**Next meeting 21 February 2022 at 7:00 PM.**