

BCHF Council Meeting

July 22, 2020

7:00pm — 8:30pm

Via web conference

Attendees: Shannon Bettles, Doug Brigham, Rosa Flinton-Brown, Aimee Greenaway, Maurice Guibord, Andrea Lister, Greg Nesteroff, K. Jane Watt

Regrets: Mark Forsythe

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

1. Review and adoption of previous meeting minutes: May 20.
 - a. MOVED (Greg Nesteroff, Maurice Guibord) to adopt the minutes. CARRIED.
2. Adoption of agenda
 - a. MOVED (Aimee Greenaway, Doug Brigham) to adopt the agenda. CARRIED.

Roundtable

3. President (Shannon, previously circulated)
 - a. We have had many committee meetings, even though we did not hold our annual conference: Magazine team, Conference 2021 team, Wild Apricot team, Communications team.
 - b. Our recent fundraising campaign through Canada Helps was a big success. Many thanks to Rosa for cheerleading it. We should consider running another campaign next June.
 - c. We will hold a Council planning meeting in the fall, to coincide with AGM.
 - d. We have reached new audiences with our interview videos this summer:
 - i. Wendy Wickwire (10k reaches), Kyle Kusch (5.6k) and The Voice (6k) were the top 3 videos by reach and times watched.
 - e. Advocacy
 - i. Met with the Friends of BC Archives and the BC Museums Association to discuss the re-opening of the BC Archives. BC Archives has changed its decision about remaining closed, which is a great outcome.
 - ii. The Magazine team is looking for voices to speak about topics that are often under-represented.
4. Treasurer (Rosa)
 - a. Rosa provided a financial update for the first quarter of the year.
5. Membership (Shannon)
 - a. We need someone to volunteer for Membership. Caroline would like to step away from Membership and remain on Council in a different role.
6. Newsletter & Social Media (Greg)
 - a. June issue
 - i. Delivered to 593 addresses; opened by 364 (61%).
 - ii. Most popular links:

1. BCHF open letter to the Premier and the CEO of the Royal BC Museum (43 clicks)
 2. BCHF Historical Writing Awards participant list (23 clicks)
 3. Q&A with *Kissing Fence* author B.A. Thomas-Peter (15 clicks)
 4. Interview with Jennifer Ashton (13 clicks)
 5. BCHF scholarship recipients announced (12 clicks)
- b. July issue
- i. Delivered to 583 addresses; opened by 329 (56%)
 - ii. Most popular links
 1. Andrea Lister says goodbye (52 clicks)
 2. Hastings Mill Museum saved (18 clicks)
 3. Funding announced for Chinese Canadian Museum (12 clicks)
 4. BC Archives reference room to reopen (11 clicks)
 5. Cianci House video (11 clicks)
7. Awards (Aimee Greenway)
- a. Aimee will ensure that Shannon has all of the files by end of summer, for transition.
 - b. We need a volunteer to take on the Recognition portfolio.
8. Magazine (Jane & Andrea, previously circulated)
- a. Andrea has been doing a great job. She will meet with Jane to wrap things up.
 - b. Satwinder Bains will be the guest editor for the Winter issues. We already have a full complement of articles.
 - c. "Give Local / Buy Local" campaign for Fall: Working with Andy of Epic Design. The insert will encourage people to Eat / Buy / Read / Go / Give from their local areas.
9. Communications, social media, projects (Mark)
- a. The team meets bi-weekly. Their priority is communications for the upcoming AGM.
 - b. Mark is working on setting up an interview with Michael Kluckner.
10. Conference 2021 (Michael)
- a. Shannon and Doug have met with the planning committee from the Surrey Historical Society. Next year's conference promises to be a great event!

New business

11. Council roles / positions
- a. The Nominations committee is working on soliciting new Council members. In particular, we need people for:
 - i. Recognition
 - ii. Membership
 - iii. Vice-President
12. Updates from committee meetings
- i. Our AGM will be held on 12 September at 7:00 PM. The AGM will be followed by the BCHF Kitchen Party. We plan to have a keynote speaker for the Party.

- ii. Council will hold a dress rehearsal for the AGM and Kitchen Party on 26 August.
- iii. Andrea is finalizing the communications plan and tutorial for how voting will work at the AGM.
- iv. Shannon and Jane are leading the planning for the Kitchen Party.

Andrea Lister left the meeting at 7:45 and the meeting continued in camera.

The meeting adjourned at 8:15 PM