

## **BCHF Council Meeting Minutes**

27 October 2018

Olympic Oval, Richmond

### **Present**

Mark Forsythe

Jane Watt

Gary Mitchell

Maurice Guibord

Aimee Greenaway

Barry Gough

Shannon Bettles

Andrea Lister

Caroline Ross

Greg Nesteroff

### **Regrets**

Michael Gibbs

Michael Gurney

Ron Hyde

### **WELCOME**

Meeting started at 11:34 pm. Council members introduced themselves and welcomed Aimee Greenaway, Book Reviews Editor for *British Columbia History*, to the meeting.

### **PRESIDENT'S REPORT & FINANCIAL REPORT (Jane Watt)**

- Jane welcomed the group and spoke about the ongoing values and goals of the Federation. These include following best practices and believing in the capacity of our members, making it easy to support inclusion, and protecting and honouring our human resources.
- The Federation's summer workshop resulted in many good things envisioned for the year. Jane spoke of a "no buts policy" meaning that we'd like to engage with our members, without having to say "but" (ie. we'd like to do that project, but...)
- Jane announced that Sharanjit Sandhra has respectfully stepped down from council due to her other ongoing commitments and work in history and heritage.
- Michael Gurney is on leave for a few months from his work on council and will reevaluate his commitment level in early December.
- Jane gave the financial update
  - Book prize silent auction raised approx \$1400 at last conference
  - Operating funds are a little bit down as we await a GIC to mature
  - Legacy fund projects have been paid out of operating funds
  - We are slightly down on subscriptions and sales this year over last
  - Memberships are consistent with last year's numbers

- We received the Canadian Periodical Fund grant
- Members are topping their membership renewals up with donations
- Some members of the Federation are providing a monthly donation through Canada Helps
- BC History Magazine costs are down, even though we are paying more for printing
- Printing company has been changed for the magazine — quality and customer service has improved
- \$6500 was given out in prizes. Jane would like us to think about ways to solicit donations for this fund
  - Sponsorships of prizes — discussion arose as to whether we can we find corporate sponsors for our recognition prizes that would last for a period of time. Jane suggested this could be discussed at the BCHF February board meeting. Jane asked if members could think about pros and cons to going this route.
- There is approx. \$210 monthly fee for use of Wild Apricot membership software
- Our 6 month numbers are comfortable.
- We are pleased that we are able to return some money to Arrow Lakes (approx \$4000) from the conference. This, due mainly to the large donations they had received.

*Mark Forsythe made a motion to receive the financial report. Seconded by Greg Nesteroff.  
CARRIED*

## **COUNCIL MEMBER REPORTS**

### **Magazine (Andrea Lister)**

- Spring issue (52/1) has a legal theme
- Digital magazine issue is coming along. Andrea has been overseeing the production of this and the corresponding internet application
- Andrea asked the council to consider ideas on future themes and let her know
- Thoughts floated were about our natural heritage -- significant commemorative trees

### **Website (Shannon Bettles)**

- Website statistics show healthy visitor engagement with our website in last six months
- Website is attracting new viewers via article content that is being posted on the blog
- Social media efforts are helping to drive traffic to the website and distribute stories wider
- Members are submitting articles, which is very much encouraged
- Shannon is looking for more Indigenous content for the website

### **Newsletter (Greg)**

- Newsletter is now offered monthly and is called the *BC Buzz*

- *BC Buzz* is a digest of articles from the BCHF blog with some new member information and advertisements
- Greg reports there is lots of content for the newsletter
- Greg announced that Johnson Insurance is advertising in each issue of the newsletter
- Greg and Shannon will coordinate a website post about how people can advertise in our newsletter, now that it is monthly and easy to view on smart phones

### **Membership (Caroline)**

- Caroline set up an automatic renewal system reminder to members. She reports that this seems to be working well as people are renewing when they get the reminder
- Caroline has been working through the transition period with our membership database
- We have the ability to track member donations in WA, the board should consider doing this in order to issue receipts and acknowledge donors
- Honourary members – Caroline asked for council's thoughts on adding more honourary members
  - She suggested that we broaden the criteria for honourary membership
  - Barry suggested there be a standing honours committee for the identification and recommendation of honourary members
  - Gary suggested that we could easily find a maximum of 2 honourary members per year and commented that naming honourary members highlights service and promotes the goals of the Federation. We should find avenues to encourage regions to participate and find individuals who have served those regions.

### **Societies Act Update (Gary)**

- We are awaiting verification from the Societies Branch as to status of our submitted updated Societies Act transition package. Confirmation of filing was received October 25.
- Gary consolidated our constitution and bylaws up to 2009. In 2009 there was an amendment that was not filed.
- Gary proposes that:
  - On the website we post the updated constitution and bylaws that are in accordance with the new Act and includes the 2009 amendment
  - At the next AGM, we notify members that there will be a constitution and bylaw change and we present the entire package (constitution and bylaws) for acceptance, rather than each change separately. We will highlight the changes so the members are aware
  - At the same AGM, we will add any new amendments after the full package is accepted
  - This will result in a consolidated constitution and bylaws

### **Step Up for History (all)**

- Website was updated to include the municipal focus, information about the campaign was submitted in the newsletter

- Disappointing that no commentary was received from membership and so nothing was posted on the website as to results of the campaign. However, some council members attended forums, and some knew of people who submitted questions to their city councils
- Discussion ensued around how can we get discussion on history and heritage issues going all year
- There is value to the campaign -- how can we leverage it and keep history and heritage issues in the political realm on an ongoing basis
- Keeping it online as a 'kit' of resources is important for members
- 2021 —150 years of BC in Canada could be a great way for people to celebrate BC history and heritage. We should encourage people to participate, have a vision and keep working towards it.
- Discussion about whether we can use the magazine to push issues. For example, have a section, add additional content, or create a themed edition
- Federal election next year — We should again use Step Up campaign model

#### **Book Prize (Maurice)**

- Maurice is ready to get going, books have been coming in and judges are ready to start reading

#### **Recognition (Shannon)**

- Caroline would like to join the committee
- Promotion of awards is starting as deadlines are December 31. Information will be sent to Greg for the newsletter and will be posted to BCHF blog
- Committee members and article readers will be recruited

#### **Centennial Legacy Fund (all)**

- We are ready to launch call for applications now with a (Dec 31) deadline
- Before conference, the committee will choose recipients for 2019 according to funds available
- 2018 recipients will be featured at conference, and new recipients will be announced
- We will work on building a campaign for donation to the Fund

#### **Communication working group (Mark)**

- Mark has done a story about the Burnaby Historical Society that is folding after 61 years
- Mark does a monthly podcast for the Langley Heritage Society, which has shared on the BCHF website and includes material of provincial interest
- Mark is adding content to Facebook for a general audience
- Stories for *BC History* Magazine continue to be written
- We do not have a coordinated communications plan, but some great starts
  - Mark commented that "History is in the air". How do we jump in to debates on issues and become a part of the conversation
- Greg offered to handle BCHF Twitter feed content

## **CONFERENCE**

- Tentative schedule for conference in Courtenay/ Comox has been drafted
- Politicians and dignitaries have expressed interest in attending
  - Maurice will communicate with LG and Government House
- Three hotels have rooms blocked off and contracts in place
- Shannon will now promote dates, general information and hotel selections on website so members can plan to attend

## **NEW BUSINESS**

### **Membership Value Proposition (Caroline)**

- Caroline is looking for feedback on the value proposition that she had prepared and circulated prior to the meeting
- The goal is to improve how we communicate the value of membership to potential members and current members. We are taking a closer look at what we offer, reflecting on how we are doing, and whether we can offer more
- Membership categories —should we revise them, how can we market them better
- Caroline suggested we do a rotating member spotlight widget on website homepage. Shannon will look into creating this.

### **Partners Summit (Jane)**

- BC Museums Association, Heritage BC, and members of the BCHF met yesterday in Maple Ridge to discuss potential partnerships, general work and issues in our sector, and projects for BC 150.
- Heritage BC is coming to our conference to speak about their outreach work, and we are attending their conference
- We asked who isn't at the table? Potential groups include provincial underwater archaeology, archaeology, and genealogy groups
- For BC 150, Gary recommended we lobby Canada – write MPs, Premier of BC — to let them know that the BC Historical Federation expects to hear from them as to how Parliament will react to BC's entry into confederation.
- We should also build hype by putting this in our newsletter, sharing on blog, social media, and asking members to lobby for this in their regions as well.
- Let's look at 1971 — a lot of things were going on for centennial then

## **PREVIOUS BUSINESS**

### **Digitization**

- Back issues of BC History magazine have been digitized and will be sent to UBC for uploading and publishing on their library catalogue.

### **Digital Magazine (Andrea)**

- Andrea showed the group the digital version of *BC History* magazine on Zinio and as an app. A year's worth of magazines is ready to be launched, digitally
- The new format allows libraries, including school libraries, to provide the digital magazine to their patrons
- Digital magazine will feature colour images and hyperlinks
- Andrea is hoping to launch the digital version with the winter issue (51/4)
- Members can subscribe through subscriptions on our site or purchase through app. We would like to offer the first digital issue to members free of charge, along with their printed version
- A goal of the digital magazine is to make it more accessible in schools
- Digital magazine offers opportunities to add more advertising
- Andrea has prepared press releases, which will be going out shortly

### **Records Management (Shannon)**

- Shannon has transferred the digital records of the organization over from Dropbox software to Sharepoint software (Microsoft 365).
- Sharepoint is provided at no charge to the Society through Microsoft non-profit pricing program, coordinated by Tech Soup
- This electronic space will house the official digital records of the BCHF to be shared and managed by the council members, eventually to be added to BCHF archives held at the Royal BC Museum
- Shannon reviewed best email practices for records management

## **NEW BUSINESS**

### **Magazine in schools (Jane)**

- Jane will work to get the digital magazine issue into schools, now that the digital mag is ready for launch.
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### **Site and Trails (Barry)**

- A monument is being considered in regards to Warburton Mayer Pike (1861-1915) who was an English explorer of British Columbia and the Canadian Arctic
- Barry is coordinating with and advising the project committee
- The monument is being considered for Saturna Island
- A budget and proposal will come forward to the board for consideration

### **BC 150 (all)**

- Mark has been in communication with Tourism BC about "BC's favourite trails and peaks" initiative for BC 150
- There has been some interest from Tourism BC, and Mark is awaiting more news
- Michael Gibbs reported previously that he had been working to secure funding partners

**BCHF 100 stamp (Gary)**

- Gary sent a letter to Canada Post requesting a BCHF anniversary stamp as 2022 will be the Federation's 100<sup>th</sup> anniversary. He has heard back and reports that we have been added to the queue and our early application is appreciated

**Heritage Trees**

- Discussion about tree planting at Government House and having member societies plant a tree commemorating BC 150 anniversaries ensued

**Adjournment 2:40 pm**

Next Meeting —February in Victoria, date will be announced at a later date