

BCHF Council Meeting

27 Jan 2021

7:00pm — 8:35pm

Via web conference

Attendees: Callie Anderson, Shannon Bettles, Doug Bringham, Rosa Flinton-Brown, Mark Forsythe, Michael Gibbs, Greg Nesteroff, Emma Quan, K. Jane Watt, Elwin Xie

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

1. Review and adoption of previous meeting minutes: November 25, 2020
 - a. MOVED (Greg Nesteroff, Mark Forsythe) to adopt the minutes with changes. CARRIED
2. Adoption of agenda
 - a. MOVED (Rosa Flinton-Brown, Michael Gibbs) to adopt the agenda. CARRIED
3. Jane introduced Callie Anderson, the Membership Secretary of the Victoria Historical Society, who is taking on the membership role on Council. Welcome, Callie!

Share and Tell

Council members viewed some of the Knowledge Network's series "[150 Stories that Shape British Columbia](#)." Mark led a discussion of the video "[Cowichan Sweater](#)."

- How could this help us with our own storytelling?
- Elwin: There are 150 short pieces, each roughly 2 minutes in length. A lot of work went into each piece, although they are very compact. Knowledge uses them as spacers to fill time on air. It's good that they use them that way because viewers learn a lot about BC history, passively.
- Emma: Picked and chose pieces to watch at random. The series presents a wide variety of snapshots of many stories. They're very effective, something for everyone.
- Greg: Liked the historical pieces more than the contemporary ones, as a matter of personal interest. You can pack a lot into a 2- or 3-minute segment. It makes it seem easy to tell a complex story in a short time.
- Shannon: Got to watch some of the filming at Fort Langley. Liked the use of sound and of maps for visuals, to orient people. There were no captions, so they didn't take away from the picture. Liked the Ken Burns effect on the photos.
- Emma: Thought it would be helpful to have links or sources to explore further, including threads to follow up.
- Michael: There are more than 150 films – they just didn't use all of them. For example, Knowledge shot a piece on the Fraser Valley Historical Railway but did not use it. We're planning to run the piece at Conference.
- Mark: The pieces are brief, but each had a nugget of information that he didn't know (e.g. Sointula was the first co-op in BC and they've had a great impact since; the wreck of the Valencia brought about the development of the West Coast Trail).

- Jane: Liked how they used the archival photos, including many she had never seen before. They dug into fresh material.
- Elwin: Would like to see more videos coming out of BCHF, more regularly, with minimal work. Maybe we could connect them to authors and book talks? He liked the interview with Mark and Michael Kluckner.

Next time: Emma will lead the discussion.

Reports

1. President (Shannon)
 - a. Shannon wants to stress how important everyone's mental health and wellness is. This may mean not meeting all of our goals this year.
 - b. Shannon respects and appreciates the time people take to do BCHF work. It's important to speak up if you want help or need a break.
 - c. We have some achievable projects for the coming year and we have an excellent team.
2. Financial report (Rosa – previously distributed)
 - a. Advertising revenue is a bit low.
 - b. We've had a lot of success selling individual copies of the magazine. It's a real credit to the magazine that it appeals to people on a one-off basis.
 - c. We received some COVID bonus funding from the Canadian Periodical Fund.
 - d. Donations are much higher than anticipated. Last June's Great Canadian Giving drive the campaign and at year end really helped.
 - e. Membership numbers are down.
 - f. We received more from Johnson Inc. than we were expecting.
 - g. Subscriptions are lumpy but may be seasonal.
 - h. The administrative expenses seem high, but we might not have budgeted completely for Wild Apricot.
 - i. We have saved money not having an Editor for the last issue.
 - j. Overall, we're in really good financial shape.
 - k. We have enough funding to go into our re-branding project with confidence.
 - l. MOVED (Rosa Flinton-Brown, Greg Nesteroff) that all donations be used as directed by the donors. CARRIED.
3. Magazine (Jane)
 - a. We submitted the Aid to Publishers application in December. Rosa is fielding questions.
 - b. Subscriptions are strong. We're getting lots of traction on 2 year renewals.
 - c. We received great feedback on the Winter 2020 issue. Elwin's article is a great hit. There were some problems with delivery, in some cases up to a month.
 - d. Parts of the magazine will go on the website ahead of print publication and others will go up after the magazine has been mailed.
 - e. For the first time, we have tear sheets for contributors and authors and book reviews.
 - f. We're looking forward to this year's issues. We need content and not just long pieces: photo essays and short pieces, too.
 - g. Would like to explore doing video pieces, too, for the website.

- h. The Spring 2021 issue is in design. The theme is “Public History,” edited by Wendy Wickwire
 - i. Jane has not yet contacted former Readers Panel or Editorial Panel members. She wants to have those in place before the AGM.
- 4. Communications (Mark, Greg, Emma, Elwin, Doug, Shannon)
 - a. The team meets monthly.
 - b. BCHF Buzz stats for December
 - i. Delivered: 566
 - ii. Opened: 366 (65%)
 - iii. Top links
 - 1. Winter issue of BC History = 25
 - 2. Ichiro Shiino = 18
 - 3. Point Ellice House = 16
 - 4. New book on Nikkei Centre = 15
 - 5. Vancouver Maritime Museum = 12
 - c. BCHF Buzz stats for January
 - i. Delivered: 559
 - ii. Opened: 370 (66%)
 - iii. Top links
 - 1. Membership renewal page = 34
 - 2. YouTube page = 20
 - 3. Knowledge Network videos = 18
 - 4. Membership renewal blog post = 17
 - 5. Time Travels/Bulkley Valley Museum = 15
 - d. Web stats: 21,000 visitors. 35% new visitors. Page views up 8% (Jan 2020-Jan 2021).
 - e. Sharing material between our various platforms is working well (website, Facebook, Instagram, The Buzz). It's a combination of our news and interesting stories that we find.
 - f. The recent interview with Claudia Cornwall is on her Facebook page. She's getting good reviews and is using it to promote an event.
 - g. Our YouTube channel has been a great addition.
 - h. Instagram: Started in late October 2020. We have surpassed 300 followers. The majority of the initial posts were relaying what the UBC students did for the Buy Local campaign. Emma is now thinking about new content.
 - i. One possibility: Keep doing what the students were doing in terms of member features and stories. Maybe short videos?
 - i. Elwin has noticed that our logo varies slightly on the different platforms. Consistency would be good. Maybe we should address it as part of re-branding?
- 5. Conference (Michael, Shannon, Maurice)
 - a. The schedule is more or less ironed out. Presenters have been confirmed (Kyle Jackson, Renae Saklikar, Maurice Guibord, Baltej Dhillon).
 - b. Conference will last three days, with two presentations per day.
 - c. The Surrey Historical Society is creating two virtual field trips.
 - d. We're aiming to open registration in April

- e. The Committee recommends charging a registration fee of \$25 for members and \$50 for non-members.
- 4. Awards (Maurice, Doug, Emma, Shannon)
 - a. Greg is willing to take on this year's Best Article award; Shannon can help.
 - b. Recognition awards: It's a challenging year to find and nominate people. Perhaps we should change temporarily to an Inspiration Award or Pandemic Champions Awards, by nomination.
 - c. Centennial Legacy Fund: Shannon talked to Satwinder Bains. They have sourced the photos for their exhibit and essays. Everything is going well and they are on track to complete their work in March. The Communications team will step up the announcement for applications. Council will decide the winner.
- 5. Membership (Shannon)
 - a. We have 99 Society, 29 [I missed what this was], 344 Associate and 2 Corporate members.
 - b. Welcome again, Callie! We appreciate your willingness to work with us on membership!
- 6. Nominations (Jane)
 - a. Now is the time to start thinking about people you would like to see join the board. And to reflect on what you want to do, yourself.
 - b. We need one or two Vice-Presidents who will want to become President when Shannon's term is over.

New business

- 1. BC 150
 - a. We had discussed developing a roadshow to take to different regions of the province, but then COVID came along.
 - b. Perhaps BCHF should leave BC 150 to others who have better resources and instead focus on our own centennial in 2022. Is that more realistic?
 - i. We could dig into our own archive of material and bring that forward to show changing attitudes and issues.
 - ii. We could do a special edition of the magazine edition?
 - iii. We could make regular reference to BC 150 content that others are producing.
 - iv. We should think about Indigenous reflections on BC 150. This is a difficult sort of anniversary and we must be mindful of that. Celebrating our own centennial is a different sort of celebration.
 - v. Could we highlight something like the Canada 150 and "150 Acts of Reconciliation" from 2017?
 - c. Council will discuss this further.
- 2. Re-branding
 - a. Shannon and Rosa are working on ideas and getting costs together.
 - b. Our goal is to roll this out for 2022. We have some surplus funds in the budget.
- 3. Correspondence
 - a. BC Museums Association
 - i. The BC Liberal party has reached out to BCMA and wants to assemble a round table of representatives from museums and other cultural institutions. They

want to get a sense of how the sector would like the opposition to support them. Greg will attend on our behalf.

- ii. Possible areas of interest: BC Archives fees, the new facility in Colwood, being advocates for public history.
- b. BC Bookworld
 - i. We need to discuss the costs and benefits of supporting BC Bookworld, in exchange for our members receiving the publication.
 - ii. Council will return to this topic at the next meeting.
- c. Friends of the BC Archives
 - i. They want to approach new minister of Tourism, Arts and Culture about BC Archives fees and have contacted us about this.

The meeting adjourned at 8:35 PM.

Next meeting 24 Feb 2021 at 7:00 PM.