

LOYALIST LANDING 2008 SOCIETY
Minutes of a Meeting Held on 12 April 2008
In the Council Chambers, Town Office, Shelburne

In Attendance

Chair Al Delaney
 Treasurer Jim Mahaney
 Secretary Suzanne Mahaney
 Director Susan Oswell
 Director John Oswell
 Director Fred Greenwood
 Director Doug Langley
 Director Allan Nelson
 Director Timothy Gillespie
 Director Pat Melanson
 Honourary Chair Rita Jenkins
 Marion Flemming
 Owen Hamlin

Absent

Director Diann Langley
 Director Bob Guay
 Director Mary Manning

	ACTION BY
<p>1.0 CALL TO ORDER Chair Al Delaney called the meeting to order at 10 am.</p> <p>PRESENTATION – DANIELLE ROBERTSON Danielle Robertson, Treasurer of the Port Joli Community Association, gave a brief presentation on two historic walking tours that will be held in Port Joli during July and August, and requested financial assistance from the Society for tour brochures. It was agreed that the Society is not in a financial position to give grants as all funds are earmarked for LL08 events. However, the Society has offered to list the two walking tours on our website.</p> <p>2.0 MINUTES OF LAST MEETING Minutes of 9 Feb 08 were accepted, moved by Doug Langley, seconded by Pat Melanson - approved.</p> <p>2.1 INTRODUCTIONS BY CHAIRMAN None</p> <p>2.2 CORRESPONDENCE Three letters have been received: - Dated 7 Mar from Peter MacKay, Minister of National Defence re availability of various DND resources for the Waterfront Weekend. - Dated 3 Apr from Shelburne Town Clerk confirming the “blanket approval” for the 2nd Annual Town-Wide Yard & Sidewalk Sale on 7 Jun. - Dated 3 Apr from Shelburne Town Clerk confirming street closures for the Waterfront and Grand Re-enactment weekends.</p> <p>3.0 OLD BUSINESS - Retail Sales – Ideal Discount Store. Following a brief discussion, it was agreed by all that Jeff and Dianne Strang would be offered carte blanche authority to use the Society’s logo on promotional items if, in exchange, the Society would be allowed to purchase LL08 promotional items wholesale from the Ideal Discount Store. Motion by Doug, seconded by Marion Flemming – approved. Suzanne will</p>	<p>Suzanne Mahaney</p>

prepare a letter to Jeff and Dianne.

4.0 CHAIR'S REPORT

- Chair Al reported briefly on corporate contacts he is pursuing.
- He reminded directors to provide updates on their activities to Suzanne every week by Friday for the weekend LL08 e-newsletter.
- Al requested that Treasurer Jim be reimbursed \$30 toward the cost of gas to drive to Mahone Bay last week to pick up the longboat oars. Motion by Fred, seconded by Doug – approved.

5.0 TREASURER'S REPORT

Financial report from Treasurer Jim as of 12 Apr 08:

Cash	(held by SWSDA)	\$50,000.00
Bank Account		\$3,648.94
Fixed Assets		\$15,809.19
Retail Inventory (at cost)		\$4,255.39
TOTAL ASSETS		\$73,713.52

Jim requested approval of the finance report. Motion by Pat, seconded by Doug – approved.

Jim requested approval for payment of an invoice submitted by Timothy from Veinot's Print Limited for \$101.70 for gunpowder paper. Motion by Timothy, seconded by Rita – approved.

Jim reviewed and requested approval for expenditures related to general Society business and the longboat project:

Feb 08 – Cheques 0023, 0024, 0025, 0026, 0027 and 0028.

Motion by Pat, seconded by Susan – approved.

Mar 08 – Cheques 0029, 0030, 0031, 0034, 0035, 0036, 0037, 0038, 0039, 0040, 0041, 0042, 0043 and 0044.

Motion by Pat, seconded by Doug – approved.

Apr 08 – Cheques 0032, 0045, 0046, 0047, 0048, 0049, 0050, 0051 and 0052.

Motion by Susan, seconded by Fred – approved.

Jim detailed \$340.70 worth of expenditures for the longboat project that he has paid from personal funds. He requested authority from the directors to have the funds reimbursed. Motion by Pat, seconded by Doug – approved.

Jim also gave a quick overview of the LL08 stamp, cancellation and cachet envelopes. Full details will be available on the website.

5.1 SECRETARY'S REPORT

It's all in the newsletters!

6.0 COMMITTEE REPORTS

Fundraising Ctee - Corporate

Al reported briefly on corporate fundraising initiatives he is pursuing.

Events Ctee – Suzanne Mahaney

- Update on:

April Events

- Wed 23 Apr, 9 am – 12:35 pm, Hillcrest Day. Members of the LL08 Society,

Directors

As listed

<p>the Prince of Wales Historic Dancers, the Black Loyalist Heritage Society, the Shelburne Historical Society, the Shelburne County Archives & Genealogical Society and the Native Council Zone 13 will conduct interactive workshops at Hillcrest Academy in Shelburne. An LL08 drawing contest will be launched at the school at that time.</p> <ul style="list-style-type: none"> - Fri 25 Apr, Sat 26 Apr & Sun 27 Apr, Saltscapes, Halifax. Various members of the Society, the Prince of Wales Historic Dancers and the Shelburne Re-enactment Association will participate at Saltscapes Expo. - Sun 27 Apr, 2 pm. The Nova Scotia Youth Orchestra will perform at the Shelburne Regional High School. 	<p>As listed</p>
<p>May Events</p> <ul style="list-style-type: none"> - Sat 3 May, 11 am – 3 pm. The LL08 Society and Prince of Wales Historic Dancers will participate in the Our Community – Something for Everyone volunteer showcase at Lockport Regional High School. Suzanne and Susan will represent the Society. - Sun 4 May. Loyalist Landing Celebration featuring an ecumenical worship service, a waterfront ceremony and launching of the first longboat, and a “Rations & Bonfire” event. Volunteers (ie, strong men) will be required on 3 May to set up chairs at the Shelburne Community Centre. - Mon 5 May. Loyalist stamp issue/cancellation at the Shelburne Canada Post outlet. 	<p>As listed</p>
<p>June Events</p> <ul style="list-style-type: none"> - Sat 7 Jun, Spring Into Shelburne! The day will feature the 2nd Annual Town-Wide Yard & Sidewalk Sale, a waterfront auction and evening entertainment at Bowood with The Jimmy Flynn Show (to be confirmed). 	
<p>July Events</p> <p>Waterfront Weekend</p> <p>Suzanne provided a quick update on the weekend’s activities and requested approval to commit the following funds:</p> <ul style="list-style-type: none"> - \$250 for a performance by Kidzact on Fri 11 Jul - an additional \$1,000 for the sound and light services of Anthony Gosbee on Fri 11 Jul and Sun 13 Jul (\$500 previously approved for Sat 12 Jul – new total of \$1,500). <p>Motion by Susan, seconded by Allan Nelson – approved.</p>	
<p>Suzanne also recognized the Shelburne County Amateur Radio Club for very generously donating the use of two 5,000-watt generators for the weekend if required.</p> <p>Suzanne reported that Gail Atkinson, Captain of the schooner Peers’ Fancy that will be open for tours and cruises during the Waterfront Weekend, will be offering a sail training program for ages 14-25. Gail has offered berths to four Shelburne youth to either embark in Shelburne at the end of the weekend or embark earlier for the trip to Shelburne at a cost of \$150/day which includes everything. Suzanne will announce in the next e-newsletter and John will post the full details on the website.</p>	<p>Suzanne Mahaney John Oswell</p>
<p>Waterfront Weekend and Grand Re-enactment Weekend</p> <p>Suzanne confirmed that MacKenzie Security of Yarmouth has been engaged to provide security services for the two weekends. She requested approval to commit funds to a maximum of \$2,220.33.</p> <p>Chair AI advised that the Town of Shelburne would provide the services of two summer students during those weekends, but that the Society would be</p>	

required to pay the students' wages in an amount not expected to exceed \$1,000. AI requested approval to commit the funds.

Motion by Fred, seconded by Allan Nelson – approved.

Grand Re-enactment Weekend

Chair AI updated the Society on the Town Crier Competition and requested approval to commit funds in the amount of \$6,000 to finance the two-day competition. Application has been made through the Cultural Activities Program for a \$6,000 grant to cover the costs. Motion by Susan, seconded by Allan Nelson – approved.

Founders' Days Weekend

Doug briefed members on the schedule of activities for the Governor's Day, 26 Jul. He requested approval to commit funds in the amount of \$1,000 to pay for entertainment at the Governor's Ball & Banquet. These funds will be recovered through ticket sales to the Ball & Banquet. Motion by Suzanne, seconded by Doug – approved.

Suzanne tabled a motion to appoint Doug as "Governor Parr" for Governor's Day on 26 Jul, seconded by Susan – approved.

On behalf of Diann Langley, Vice-Chair of the Founders' Days Committee, Doug presented a request for the Society to pay for 3,000 brochures for the weekend. Motion by Doug, seconded by Pat. Following a discussion, it was agreed that the Society could not afford to finance the production of 3,000 brochures for the weekend. However, The Coast Guard, with a distribution of 4,800, will provide a full-page spread insert to list the programme of activities for each of the three showcase weekends. It was also agreed that the programme for Founders' Days Weekend would include a list of the weekend's sponsors. It was further noted that the Founders' Days Weekend is being promoted on the Society's website, rack cards, brochure, the 2008 Doers' & Dreamers Guide, the 2008 Festivals & Events Guide, and the 2008 Visitor's Guide for Shelburne, Queens and Yarmouth counties, as well as any other LL08 promotional material produced by the Society. Motion defeated.

November Events

Treasurer Jim reported that attempts were being made to reschedule two LL08 events cancelled in Jan and Mar to Nov – high school basketball tournament and curling cashspiel.

Re-Enactment Ctee – Bob Guay/Timothy Gillespie

Timothy reviewed an updated re-enactment schedule for the Grand Re-enactment Weekend.

The Re-enactment Committee could not provide an expenditure report for the weekend's scheduled activities. To be presented at the next meeting.

Promotion & Retail Sales Ctee

Doug provided an update on sales of LL08 baseball caps and lapel pins, and indicated that the Shelburne County Museum would like to sell our baseball caps. Motion by Doug that the Museum sell our baseball caps for \$10 each, keeping \$1 for the Museum, seconded by Pat – approved.

Communications Ctee

Re-enactment Ctee

<p>- Saltscapes Expo. Suzanne quickly reviewed details and the schedule for the Saltscapes Expo in Halifax, 25-26-27 Apr. Motion by Suzanne that members attending the Expo be reimbursed \$60 per vehicle to help offset the cost of gas to and from Halifax, with the understanding that members are to carpool and present a request for reimbursement. Seconded by Susan – approved.</p> <p>- Website Update. LL08 Society webguru John advised that the website now sported videos of the longboat construction. He presented Google statistics for the website showing that from the period 11 Mar to 10 Apr, the Society’s website received 860 visits from 23 countries/276 cities. John indicated that he continues to receive requests for website links. Suzanne added that she receives almost daily positive comments via e-mail or phone regarding the quality of our website. Well done, John!</p>	
<p>7.0 NEW BUSINESS</p>	
<p>- LL08 Time Capsule. Fred displayed a replica of a 17th/18th century “foot locker” that could be used by the Society as a time capsule for the next Loyalist Landing generation in 2033. To be discussed at the next meeting.</p>	<p>Fred Greenwood</p>
<p>- DSWNA AGM & Conference. Suzanne presented an invitation from DSWNA for the Society to attend the Association’s Awards Banquet and Reception on 15 May. It was agreed that Suzanne, Jim, Susan and John would represent the Society. Motion by Doug, seconded by Suzanne – approved.</p>	<p>As listed</p>
<p>- Oar Sponsorship. John and Jim laid out the details of the sponsorship program for the 20 longboat oars. It was agreed that the oars could be sponsored for \$130 each, two for \$225. Full details will be posted on the website. Motion by Jim, seconded by Fred – approved.</p>	<p>John Oswell Jim Mahaney</p>
<p>- Highway Billboards. It was agreed that Al, Jim, John and Fred would do a recce to determine the feasibility of having LL08 billboards along Highway 103. To be discussed at the next meeting.</p>	<p>As listed</p>
<p>- Methodology for Tracking Visitors to LL08 Events. Timothy requested that the Society put in place methodology such as surveys, etc. to formally track LL08 visitors for the purposes of statistical analyses for future event funding. It was agreed that the Society does not have the manpower or financial resources to conduct surveys or detailed statistical analyses, but does welcome local tourism organizations to take on this duty. Timothy will pursue and bring to the next meeting.</p>	<p>Timothy Gillespie</p>
<p>- Fireworks Schedule and Ship Burning Event. Timothy presented three options for the ship burning event during the Grand Re-enactment Weekend, with the preferred one being a pyrotechnic event using fireworks. He requested that approximately \$2,000 funding from the Waterfront Weekend fireworks display be re-allocated to the ship burning event. Following a discussion on fundraising by the Re-enactment Committee, it was agreed that funding for the ship burning event would not be taken from the Waterfront Weekend fireworks display. It was also agreed that the \$2,000 would be raised by the Society through fundraising initiatives by the Re-enactment Committee. To be discussed at the next meeting.</p>	<p>Re-enactment Ctee</p>
<p>- Presentation and Review of Marketing and Promotion Plan. Timothy asked that this agenda item be removed noting that the Society’s marketing and promotion initiatives had been adequately discussed during the meeting and were obviously working well.</p>	
<p>- Update on LL08 Oct Signature Event. Doug presented an update on the Aboriginal Month Event on behalf of Diann. He advised that grant funding for the Native Council might not be available. To be discussed at a later meeting.</p>	<p>Diann Langley</p>
<p>- Naming of Two Longboats. John brought up the topic of selecting names for the two longboats. After a quick discussion, it was agreed that this item would be tabled at the next meeting. Motion by Jim, seconded by Pat – approved.</p>	<p>John Oswell</p>

- **LL08 Event Insurance.** Jim advised that insurance for LL08 events is being actively pursued, but that the paperwork and legwork involved is proving to be extremely tedious and time-consuming.

8.0 ADJOURNMENT

The meeting adjourned at 1:40 pm – need I say more?

Following is the schedule for upcoming regular meetings of the LL08 Society:

Thu 1 May, 7 pm

Sat 17 May, 10 am

Sat 31 May, 10 am

Sat 14 Jun, 10 am

Sat 28 Jun, 10 am

All meetings will be held in the Town Council Chambers.