

LOYALIST LANDING 2008 SOCIETY
Minutes of a Meeting Held on 1 May 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 Diann Langley
Director Allan Nelson
Director Bob Guay
Director Pat Melanson
Honourary Chair Rita Jenkins
Tony Mahaney
Allan Holmes

Absent

Director Mary Manning
Director Timothy Gillespie

	ACTION BY
<p>1.0 CALL TO ORDER Chair Al Delaney called the meeting to order at 7 pm.</p> <p>2.0 MINUTES OF LAST MEETING Minutes of 12 Apr 08 were accepted, moved by Doug, seconded by Fred - approved.</p> <p>2.1 INTRODUCTIONS BY CHAIRMAN Chair Al welcomed guests Tony Mahaney and Allan Holmes.</p> <p>2.2 CORRESPONDENCE Letter from DND/MARLANT dated 11 Apr 08 confirming that HMCS KINGSTON, a Maritime Coastal Defence Vessel, will be coming to Shelburne for the Waterfront Weekend, 11-13 Jul.</p> <p>3.0 OLD BUSINESS</p> <ul style="list-style-type: none">- LL08 Time Capsule. Moved by Fred, seconded by Pat that this item be deferred to the next meeting.- Highway Billboards. John confirmed that Fred has acquired permission to erect an LL08 billboard on private property along the highway.- Methodology for Tracking Visitors to LL08 Events. As Timothy was absent, this item was not discussed.- Fireworks Schedule and Ship Burning Event. Bob and Pat advised that arrangements were being made for the ship burning event during the Grand Re-enactment Weekend. <p>4.0 CHAIR'S REPORT Chair Al reported that he is pursuing a sponsorship opportunity with a local firm.</p>	

5.0 TREASURER’S REPORT

- **Financial Report.** Treasurer Jim updated members on the Society’s finances and provided a financial report as of 30 Apr 08:

Cash	(\$50K held by SWSDA) \$50,785.00
Bank Account	\$320.89
Fixed Assets	\$16,179.89
Retail Inventory (at cost)	\$4,244.63
TOTAL ASSETS	\$71,530.41

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

Jim also provided an update on event insurance for the 2008 celebrations. The executive will pursue.

Unauthorized Expenditure of Society Funds. This item will be discussed under New Business.

Expenditure Approvals. Jim requested approval to pay a distribution fee for the LL08 brochure in the Digby County Trading Post, cost approximately \$287 plus taxes. The funds will come from the \$10K grant obtained under the Destination Opportunities Program. Motion by Susan, approved by Allan Nelson – approved.

Jim also asked for authority to commit the remainder of the \$10K grant money, approximately \$1,600, for radio advertising and a direct mail campaign within Shelburne County. Moved by Susan, seconded by Fred – approved.

Update on Longboats. Jim presented a brief financial report on expenditures to date for the construction of the first longboat. He confirmed that the longboat will be launched this coming Sun, 4 May at 2 pm on the waterfront. Members are requested to be at the Muir-Cox Shipyard at noon on Sun to assist in placing the boat in the water.

SECRETARIAL NOTE: The longboat will be placed in the water at 1 pm on Sun instead of noon.

5.1 SECRETARY’S REPORT

Nothing to report.

6.0 COMMITTEE REPORTS

Fundraising Ctee - Corporate

Nothing to report.

Events Ctee – Suzanne Mahaney

- **Update on:**

May Events

- Sat 3 May, 11 am – 3 pm. Susan and Suzanne will represent the Society at the Our Community – Something for Everyone volunteer showcase in Lockeport.
- 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. Suzanne reminded members that volunteers would be required on 3 May at 3 pm at the Shelburne Community Centre to set up chairs for the worship service.
- Mon 5 May. Loyalist stamp issue/cancellation at the Shelburne Post Office.

Society members

Susan Oswell
Suzanne Mahaney

Society members

<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 in the afternoon and The Jimmy Flynn Show in the evening. <p>July Events</p> <p>Waterfront Weekend</p> <p>Suzanne advised that Mainland Amusements has been booked for the Waterfront Weekend. Final logistics for the group are being worked out.</p> <p>Honourary Chair Rita advised that, as part of the LL08 celebrations, the Shelburne County Sirens will sponsor a “Let’s Give Cancer the Boot Fashion Show” on Tue, 8 Jul, 2 pm at the Osprey Arts Centre. Many of the models will be cancer survivors and many of the fashions will be lent or donated by cancer survivors and patients. All funds raised will go to cover the medical travel costs of families dealing with cancer. The event will be added to the Society’s website calendar.</p> <p>Re-Enactment Ctee – Bob Guay/Timothy Gillespie</p> <p>Bob presented an updated financial estimate for the Grand Re-enactment Weekend. Passed to the Treasurer.</p> <p>Promotion & Retail Sales Ctee</p> <p>Doug confirmed that the LL08 baseball caps are now available for sale at the museum. Caps will also be for sale at the VIC when it opens with the VIC retaining \$1 from each sale. He also advised that he has received orders for a few hundred LL08 lapel pins from cultural organizations in the Maritime that will also be holding Loyalist Landing celebrations this year. It was agreed that Doug would sell lapel pins to these organizations at a reasonable price to cover our costs.</p> <p>Doug requested approval to order 250 new lapel pins with a slightly modified design that incorporates “Shelburne, Nova Scotia”, at a cost not to exceed \$1,000. Moved by Fred, seconded by Doug – approved.</p> <p>Doug advised that he and Al were pursuing the purchase of personalized plates that would be used for resale and as gifts for the Town Crier Competition on 17-18 Jul.</p> <p>Communications Ctee</p> <ul style="list-style-type: none"> - Website Update. John quickly reviewed the latest statistics for the website showing that during the period 31 Mar – 30 Apr, there were 1,348 visits from 35 countries/territories, with each visitor spending an average of 3:31 minutes viewing the website. The majority of the visits were from within Canada with visits from as far away as New Zealand. - Saltscapes Expo. Bob presented a quick report on the re-enactors’ participation at Saltscapes Expo from 25-27 Apr. The Board of Directors unanimously expressed its gratitude to Bob and the re-enactors for their hard work in promoting the LL08 celebrations at the Expo. Bob will provide a list of the cars and participants to Treasurer Jim for reimbursement of travel expenses not to exceed \$60 per vehicle. - Clipper Race. Suzanne confirmed that there would be no promotional opportunity for the Society during the Clipper Race stop-over in Halifax in Jun. 	<p>Doug Langley</p> <p>Al Delaney Doug Langley</p> <p>Bob Guay</p>
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Further to a request from NS Tourism, it was agreed that crew gifts would not be provided by the Society.

- **2008 Festivals & Events Guide.** Suzanne circulated the NS 2008 Festivals & Events Guide featuring the one-page ad for “A Celebration to Remember”. The ad was provided free of charge as part of the Society’s partnership with NS Tourism – retail value of the ad is \$700.

- **Loyalist Day at Hillcrest.** Suzanne quickly recapped the day’s events and expressed her gratitude to the participating organizations for making the day such a memorable success. She has received very favourable feedback from the school’s principal. Suzanne confirmed that the LL08 drawing contest was launched at the school as part of the day’s events and that the deadline for submission of entries has been postponed to 9 May at the request of the students. It is expected that the winners will be announced at the school assembly at the end of May and prizes will be awarded then.

- **Live at 5.** Suzanne confirmed that the Live at 5 segment on the longboats has been rescheduled to 26 May so that the TV crew can see the two longboats – the first one in the water and the second one being built. The Live at 5 crew has requested a spin in the harbour in the finished longboat!

7.0 NEW BUSINESS

- **Naming of Two Longboats.** John presented some suggested names for the longboats. After a lengthy discussion, it was decided that more research was necessary to ensure the proper selection of names. This will be discussed again at the next meeting. It was agreed that the first longboat launched on 4 May would receive a blessing only and that an official christening ceremony for both longboats would be held in July.

- **Sailor Costumes for Longboat Launch.** It was agreed that sailor costumes would not be worn for the launch of the longboat on Sun, 4 May. Members participating will wear their regular Loyalist attire.

- **Unauthorized Expenditure of Society Funds.** Treasurer Jim informed members that he had received an unexpected invoice in the amount of \$762.75 from Passage Print & Litho Ltd. for the purchase of 1,800 rack cards and 300 posters. Upon investigation, it was confirmed that this purchase was made by a member of the Society without the knowledge or authority of the Society, and did not follow established procedures for committing Society funds.

In addition, the checks and balances for consistency regarding promotional material were not followed, resulting in typos, erroneous event dates and the use of a website address that the Society had voted to remove in 2006. From a general perspective, the promotional items fail to make any reference to the LL08 Society, the Society’s logo or the fact that the event is part of a broader year-long celebration. It has been confirmed that, unfortunately, the rack cards were distributed at the Saltscapes Expo. Following a discussion and comments around the table, it was decided that:

- The Society will pay the bill for \$762.75. Moved by Susan, seconded by Allan Holmes – approved.
- All promotional material, ie the rack cards and posters, will be handed over to the Society’s executive immediately. Disposition of the material will be determined by the Board of Directors at the next meeting. Moved by Doug,

Jim Mahaney

<p>seconded by Fred – approved.</p> <ul style="list-style-type: none"> - An ad renouncing liability and responsibility for unauthorized financial commitments in the Society’s name will be placed in The Coast Guard. Moved by Doug, seconded by Allan Nelson – approved. - The Society will issue a letter of reprimand to the member in question. <p>- Special Resolution. Fred advised the Chair that he would introduce a special resolution at the Society’s next meeting.</p> <p>8.0 ADJOURNMENT The meeting adjourned at 8:55 pm.</p> <p>Following is the schedule for upcoming regular meetings of the LL08 Society: 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.</p>	<p>Suzanne Mahaney</p> <p>Al Delaney</p> <p>Fred Greenwood</p>
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