

LOYALIST LANDING 2008 SOCIETY
Minutes of a Meeting Held on 17 May 2008
In the Council Chambers, Town Office, Shelburne

In Attendance

Chair Al Delaney
 Honourary Chair Rita Jenkins
 Treasurer Jim Mahaney
 Secretary Suzanne Mahaney
 Director Susan Oswell
 Director John Oswell
 Director Bob Guay
 Director Doug Langley
 Director Diann Langley
 Director Allan Nelson
 Patricia Vanaman
 Dave Laycock

Absent

Director Fred Greenwood
 Director Mary Manning
 Director Timothy Gillespie
 Director Pat Melanson

	ACTION BY
<p>1.0 CALL TO ORDER Chair Al called the meeting to order at 10 am.</p>	
<p>2.0 MINUTES OF LAST MEETING Minutes of 1 May 08 were accepted, moved by Doug, seconded by Allan - approved.</p>	
<p>2.1 INTRODUCTIONS BY CHAIRMAN Chair Al welcomed guests Dave Laycock and Patricia Vanamen.</p>	
<p>2.2 CORRESPONDENCE - Thank you note from the residents of Bayside Home in Barrington for the free passes to the Nova Scotia Youth Orchestra on 27 Apr. - Letter from Wayn Hamilton of African Nova Scotian Affairs regarding the Black Loyalist Heritage Society's involvement in the LL08 celebrations. A reply will be drafted and circulated to directors. - Letter from Timothy Gillespie submitting his resignation as a director of the Society. Moved by Rita that the resignation be accepted, seconded by Jim – approved.</p>	Suzanne Mahaney
<p>3.0 OLD BUSINESS - Special Resolution. As Fred was absent, a special resolution initiated by him at the last meeting will be deferred to the next meeting on 31 May. Moved by Jim, seconded by John – approved.</p>	Fred Greenwood
<p>4.0 CHAIR'S REPORT Chair Al reported on the following: a) The Town of Shelburne will issue a cheque for the remaining \$2,500 of their \$5,000 donation to the Loyalist Landing celebrations. b) A reminder will be sent to the Municipality of the District of Shelburne for the remaining \$2,500 of their \$5,000 donation. Moved by Jim, seconded by Allan – approved. c) We have received an invoice from Spencer's Garden Centre for another fertilizer</p>	Suzanne Mahaney

treatment for the encampment.

d) Al has been unsuccessful in getting any feedback from Stephen Antle at Bowood regarding the Town Crier mixer on 17 July. As a result, Al will now focus on The Sea Dog Saloon as the location for the mixer, with a condition that the restaurant be air conditioned. Owner Allan Reid has committed to ensuring that the air conditioning unit in the restaurant is functional.

Al Delaney

e) Al is working with the Town Works Dept. staff to install the LL08 banners and flags on utility poles around Town.

Al Delaney

5.0 TREASURER'S REPORT

- **Financial Report.** Treasurer Jim updated members on the Society's finances and provided a financial report as of 17 May 08:

Cash	(held by SWSDA)	\$40,000.00
Bank Account		\$13,238.15
Fixed Assets		\$16,701.48
Retail Inventory (at cost)		\$4,244.63
TOTAL ASSETS		\$74,184.26

Jim also circulated a summary of the financial obligations authorized by the Board. Directors are asked to highlight any necessary amendments.

- **Expenditure Approvals.** Jim requested approval for the following expenditures:

a) \$100 cheque to Shelburne Lions Club for rations supper on 4 May and \$20 reimbursement to Fred for same. Moved by Doug, seconded by Susan – approved.

b) \$319.02 for longboat materials purchased at Tim-BR Mart. Moved by Doug, seconded by Susan – approved.

c) \$86.01 to J.H. MacKay for paint for the longboat. Moved by Doug, seconded by Allan.

d) \$116.56 to the Town of Shelburne for welding services on equipment needed for the longboats. Moved by Doug, seconded by Susan – approved.

e) \$160 for longboat lumber purchased at the Seigal Sawmill. Moved by Susan, seconded by Doug – approved.

f) \$180.35 to Spencer's Garden Centre for fertilizing treatment for encampment site. Moved by Rita, seconded by Susan – approved.

g) Approval to commit funds for one final fertilizing treatment, maximum \$200. Moved by Susan, seconded by Allan – approved.

h) Final tally for the Nova Scotia Youth Orchestra on 27 Apr:

Orchestra fee	\$2,000.00
Bus rental	\$649.75
Van rental (supplement to bus)	\$150.00
Truck rental (equipment)	\$139.95
School cafeteria rental	\$256.00
Bagged supper for orchestra	\$69.49
TOTAL	\$3,195.00

Moved by John, seconded by Susan – approved.

j) \$361.37 to Transcontinental Media for distribution of LL08 brochures in Digby Trading Post. Moved by Doug, seconded by Susan – approved.

Jim advised that he would eventually submit an invoice to the Society for reimbursement for the purchase of the Picture Postage Stamp and printing costs for the cachet envelopes.

Jim Mahaney

Jim provided an update on the construction of the second longboat.

5.1 SECRETARY'S REPORT

The Society's application for a \$6,000 grant under the Cultural Activities Program has been refused.

6.0 COMMITTEE REPORTS

Fundraising Ctee - Corporate

- a) Jim provided a financial update on the Loyalist stamp products.
- b) Al advised that Nova Scotia Business Inc. may sponsor the 17 July business mixer for the Town Crier Competition.
- c) Cook Aquaculture is interested in providing monetary and in kind donations for specific LL08 events.
- d) Al has also approached a local insurance company regarding sponsorship of LL08.

Events Ctee – Suzanne Mahaney

Suzanne advised that event insurance for the Society has been arranged through the existing insurance policy for the longboats. As a result, there will be no additional insurance policy required. However, under the policy, the Society will be required to "top up" insurance fees for specific higher risk events, particularly during the three July showcase weekends. Events for LL08 will be reviewed by the insurance company as they come up, on an event-by-event basis. The Society will then be required to pay any additional charges as necessary.

- Update on:

May Events

- Sat 3 May, Our Community – Something for Everyone volunteer showcase in Lockeport attended by Susan and Suzanne.
- Sun 4 May, Loyalist Landing Celebration. The event was a great success with attendance figures at approximately 500 throughout the day.
- Mon 5 May, Loyalist Stamp Issue/Cancellation. Outstanding and unexpected success with orders for stamp products still coming in.
- Sat 24 May, Sobeys Day. The Society will participate in Sobeys' 101st anniversary celebrations.

Doug Langley
Susan Oswell

June Events

- Sat 7 Jun, Spring Into Shelburne! Posters are up, and a promotional ad and article will appear in The Coast Guard.

Suzanne Mahaney

July Events

- Planning continues with the Waterfront and Grand Re-enactment Weekends. Doug and Diann provided an update on LL08 events during the Founders' Days Weekend.

October Events

- Diann quickly reviewed planned events for the Aboriginal Month Event that will be held 3-4 Oct. She advised that the Native Council Zone 13 may require some interim financial assistance from the Society until and if grant applications are approved. It was agreed that the Society would provide a maximum of \$2,000 to the Native Council Zone 13, if required. It was also agreed that the funds would be reimbursed when grant money becomes available. Moved by Susan, seconded by Rita – approved.

Re-Enactment Ctee – Bob Guay

Bob requested approval to commit funds in the amount of \$2,500 for the ship

burning event during the Grand Re-enactment Weekend. Moved by Bob, seconded by Allan. Following discussion on an original estimate of \$300 for the ship burning and a previous commitment by the Re-enactment Ctee to raise the funds for this event, an amended motion was made as follows, moved by Doug, seconded by Suzanne:

- \$300 to cover the cost of the ship
- \$300 for the sound system
- \$100 miscellaneous

There will be no costs for the spotlighting, actors and narrator. A cost of \$1,500 for fireworks was not approved. Amended motion approved.

Bob presented a list of Shelburne County businesses that the Re-enactment Ctee would like to approach to sponsor a re-enactment specific ad in The Coast Guard and radio ads on CKBW. A mock-up of the Coast Guard ad was also submitted. In a review of the proposal, several points were noted by directors:

- Many of the businesses listed have already made donations or commitments of in kind contributions to the Society.
- Several of these businesses are currently in negotiations with the Society about their participation in the LL08 celebrations.
- The Grand Re-enactment Weekend has already been promoted throughout the Society's many advertising initiatives.
- The proposed mock-up ad for the Coast Guard and the proposed radio ads for CKBW do not include or even recognize the LL08 Society as the sponsor or umbrella organization responsible for the Grand Re-enactment Weekend.
- Transcontinental Media, as the Society's official media sponsor, provides all print media advertising for the LL08 celebrations. Pursuing financial sponsors for print media advertising will jeopardize our partnership with Transcontinental Media and negate all in kind advertising services provided as part of that partnership.
- The Society is already in negotiations with CKBW for a radio ad package promoting all three July showcase weekends.
- In general, the initiative would be a duplication of efforts already underway by the Society and could undermine the Society's dealings and goodwill within the community.

The following was agreed by directors:

- The Re-enactment Ctee will not seek any financial sponsors for, or place, any re-enactment specific print media ad.
- The Re-enactment Ctee will not seek any financial sponsors for, or undertake any, re-enactment specific radio ads.

Bob indicated that the Re-enactment Ctee would be setting up a pub event for the re-enactors at the Guild Hall. This item will be discussed further as there are cost and liability insurance repercussions due to alcohol being served at a non-licensed public venue.

As per the minutes of 1 May, promotional material previously purchased without the Society's authority was returned at the meeting. Secretarial Note: The promotional material has been destroyed.

Promotion & Retail Sales Ctee

Doug reported on the following:

- 250 larger LL08 lapel pins have been ordered, cost not to exceed \$1,000.
- 144 LL08 baseball caps have been allocated to the Museum gift shop. The Museum will retain \$1 from each sale.

- 144 LL08 baseball caps have also been allocated to the Shelburne VIC. The VIC will retain \$1 from each sale.
- E-mail and telephone orders for LL08 pins have been filled.
- T-shirts, LL08 pins and baseball caps will be sold at Sobeys Day on 24 May.
- He will meet with Suzanne to create Loyalist land grants and an ad for The Coast Guard, and tickets for the Governor's ball and banquet. Doug also requested direction from the Society on the selection of the parchment paper to be used for the Loyalist land grants.

Doug Langley
Suzanne Mahaney

Communications Ctee

- **Website Update.** John advised that more photos have been added to the website's photo gallery. The website also contains videos relating to the LL08 Society and the Black Loyalist Heritage Society.

- **Communications and Marketing.** Suzanne reported on the following:

1) The Chronicle Herald's special advertising feature "The South Shore" dated Wed, 14 May featured an article on the LL08 celebrations. Another article is slated for the 4 Jul edition of the "Out & About" feature, promoting all three July showcase weekends. Both of these promotional articles are being provided for free by the Chronicle Herald.

2) On behalf of the Society, Suzanne & Jim and Susan & John attended a trade show, reception and banquet on 15 May, held as part of the DSWNA AGM & Conference at the Annapolis Basin Conference Centre. With website assistance from John, Jim's presentation at the banquet began with the video of Gerald Keddy announcing the LL08 celebrations in the House of Commons. The Society was presented with the South Shore Award in recognition of its contribution to the quality of the visitor experience in Destination Southwest Nova Scotia and the tourism industry in NS.

3) Through Bay Ferries, also participating at the DSWNA AGM & Conference, the LL08 brochures are being distributed to all NS and US ferry entry points at no charge. Brochures have also been distributed throughout the Annapolis Royal and Digby areas.

4) Liz Rigney and the Live at 5 crew will be in Shelburne on Mon, 26 May to tape a segment on the longboats.

5) Dan Peacock of Eastlink filmed a segment on the longboats on 6 May, to be aired throughout the Maritimes this month.

6) Thanks to an initiative by John, CBC Info Morning will be coming to Shelburne in July to do a feature on the celebrations.

7) The construction of the LL08 commemorative garden at the Mill Building will start in the next two weeks. The garden is expected to be completed by end-May. Design and labour for the garden are being donated by local landscaper Joe Bidderman. Suzanne is hoping to have all materials for the garden donated as well.

8) Suzanne gave a presentation on LL08 events to the Shelburne County Archives & Genealogical Society on 13 May.

9) Saltscapes magazine will include a feature on the LL08 celebrations in the events listing of the next issue.

10) The Society has been invited to give a presentation to the Cape Sable Island Historical Society on 2 Jun. Secretarial Note: Jim, Doug and Suzanne will attend.

11) Judging of the entries from Hillcrest Academy for the LL08 drawing contest has begun. Winners will be announced at the school at the end of the month.

As stated

7.0 NEW BUSINESS

- **Renewal of Joint Stocks Registration.** Suzanne requested approval to pay

