



# SAANICH LEGACY FOUNDATION

Committee Room #2 – Saanich Municipal Hall  
**Wednesday, January 27, 2010 at 4:36 pm**

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Present: Paul McKivett in the Chair; Barb Klassen, Treasurer; Isobel Hoffmann, Vice-President & Recording Secretary; Pat Young, Valerie Green, Philip Bissett-Covaneiro; Debby Harris, Claire Reynolds, Directors; Remy Hall and Ben Porcher, Co-op Students, Steve Meikle, Saanich Recreation; Troy Zeigler, Accountant.

Minutes: The Minutes of November 17, and December, 15, 2009 was adopted as circulated.

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Remy Hall introduced Ben Porcher, a co-op student he has engaged as a Volunteer Coordinator for the Foundation. Ben is studying Humanities at UVIC and currently sits on the Victoria Youth Council.

**PRESIDENT'S REPORT: See establishment of sub-committees on page 3**

## TREASURER'S REPORT

In addition to the draft of the year-end statement and a summary of 2009 activities submitted at the AGM, the Treasurer presented a statement up to the end of January, 2010 showing monies that have been received to date. \$2,402.75 has been received this month from fundraising or grants with minor expenses for postage and bank charges. Troy Zeigler will assist with formalizing all three statements for review at the February meeting.

## GRANTS

Steve Meikle presented a summary of the projects Saanich Recreations is hoping to hold during 2010 and the proposed grant requests to the Foundation, with a total request of between \$8,700 and \$9,500, as follows:

- Limelight: February 26 and 27, 2010 - \$2,000
- Pro G Day – February 19, 2010 - \$1,000
- Strawberry Festival – July 5, 2010 - \$1,500
- Deck the Hall Winterlights Festival – Late November - \$1,500
- Music in the Park – summer - \$1,500 to \$2,000
- Gordon Head Cultural History Project – throughout the year - \$1,200 to \$1,500

Last year, the Foundation supported a portion of the Celebration of the Arts by sponsoring the banner project. The banners are now up at the four recreation centres. The tails with the SLF logo are on the banners, with the exception of Saanich Commonwealth Place where this is not possible due to the hardware used to hang the banners.

- a) **Limelight 2010 – Grant request \$2,000 – Information package submitted**

**MOTION: Moved by Mr. Bissett-Covaneiro and Seconded by Ms. Reynolds: "That the Saanich Legacy Foundation support a grant in the amount of \$2,000 for the 2010 Limelight Youth Art Experience."**

**Carried.**

**b) Pro-G Day 2010 – Grant Request \$1,000 – Information package submitted**

The programme, staged at Royal Oak Middle School, was successful last year, with 180 participants. In order to provide gender equity, staff are considering a “Pro Bro Day”.

**MOTION: Moved by Ms. Reynolds and Seconded by Ms. Green: “That the Saanich Legacy Foundation support a grant in the amount of \$1,000 for the 2010 Pro-G Day.”**

**Carried.**

**c) Annual Grant request to Saanich Council**

Mr. McKivett will draft this request, which will be reduced by 20% to \$4,000 as promised to Council last year. Request has to be submitted by the end of the month. It is hoped within the next few years the Foundation will be solvent enough that we will not need the Council grant.

**d) Walmart-Evergreen Grant -Cecilia Creek Project**

Ken Whitcroft of the Quadra Cedar Hill Community Association had requested the SLF to apply to the Walmart-Evergreen Grant programme for the Cecilia Creek project on behalf of the Association. The deadline for applications is the end of the month.

- This is a Saanich Parks project, which can be supplemented by donations and grants.
- Mike Goldsworthy, Saanich Park Planner, has advised that while this grant is an excellent opportunity for obtaining funds for the project, it is premature. The next step, in his opinion, is to retain an engineering/geotechnical/landscape architectural team to prepare a detailed design, establish a logical phasing approach and provide an accurate budget for the project.
- Once this information is compiled, Mike felt it would be easier to apply for grants.
- The grant programme does not allow for funds to be held in abeyance; they must be used within a certain timeline to complete the project.
- SLF members agreed this was a good project and when the time is right, would be willing to apply for the grant on behalf of the Association, with a small % of the grant taken as an administration fee, similar to the Colquitz RiverSong project.
- Recommended that the SLF respond formally to Mr. Whitcroft accordingly.

**REMY’S UPDATE REPORT****SLF Volunteer Coordinator & establishing volunteer base**

- During his last four months with the Foundation, he hopes to recruit and maintain a volunteer base for events we are supporting, such as Music in the Park, as well as our own fundraising events and staffing booths at the malls.
- He has contacted Reynolds, Oak Bay and Lambrick high schools about making presentations to students in leadership classes, where as part of the curriculum they are required to volunteer for so many hours. This is a short-term volunteer base – although perhaps some of the students may remain involved once they graduate.
- Developing a good working relationship with the faculty at the schools would be beneficial. If this is successful, other high schools will be approached.

- He is open to the idea of partnering with the Saanich Volunteer Services; they have designated tasks for volunteers.
- He and Ben will be looking at posting notices on community bulletin boards and village centres to recruit volunteers, as well as contacting the computer science faculty at UVIC to get help with social media updates and data bases.
- A training session will be set up for new volunteers; Remy and Ben to arrange.

#### **Grants (for David Foster Arts Centre)**

- New deadline dates have just been released for grants and he will reapply.
- Noted some of the grants may be applicable to the Saanich political history book; Remy to meet with Paul and Valerie to discuss.

#### **50+ Active Living Fair – March 5, 2010**

- Valerie will be attending this Fair and it was suggested the SLF share a table.
- Isobel to book event; volunteers to be recruited to man the table during the event.

#### **Website Access**

- Remy noted he needs access to the website to make changes; Isobel will contact the website developer.

### **ESTABLISHMENT OF SUB-COMMITTEES & APPOINTMENT OF CHAIRS**

Paul presented a report outlining various sub-committees in the following categories:

- ▶ Fundraising
- ▶ Special Events
- ▶ Information, Technology, Website, Social Networking
- ▶ David Foster Arts Centre
- ▶ Executive
- ▶ Finance

- Fundraising seminars attended by SLF members recently recommended not only having job descriptions for all members. He suggested to be more effective, we organize sub-committees as outlined. General discussion ensued, resulting in the following:

#### Fundraising

- Paul McKivett; Remy Hall; Philip Bisset-Covaneiro;

#### Special Events & Projects

- Gerald Fleming; Remy Hall; Pat Young, Claire Reynolds, Valerie Green

#### Information & Technology & Website

- This could include publicity, media communications, preparing brochures, maintaining library of photos, etc.
- Debby Harris; Remy Hall; Steve Meikle, Isobel Hoffmann

#### David Foster Arts Centre

- Noted that all members of the Foundation, if interested, can participate.
- This sub-committee will include outside members, including Wendy Gedney, a cousin of David Foster; Alan Perry from C-Fax; and a representative from the Mt. Doug Alumni.
- Carole Ireland, Manager of the Cedar Hill Recreation Centre is also a possible member.

Finance

- Barb Klassen (Treasurer) Pat Young and Troy Zeigler

**DEVELOPMENT OF NEW BROCHURES**

All agreed a new, eye catching brochure is necessary. We are down to the last few hundred of the old ones. Isobel to contact SueAnn Carter and Jamey Ekins to get quotes for the design and formatting of the brochure.

**STRATEGIC PLANNING - DATE FOR ANNUAL WORKSHOP**

Discussion ensued on whether the SLF should hold a workshop this year as we have done for the past two years. Agreed we need to consider a Strategic Plan and continue to evaluate our Mission Statement. Combine workshop with regular meeting in February.

**OTHER BUSINESS****Saanich Youth Council**

- Steve Meikle noted that Saanich is proposing to establish a Youth Council; as part of the Council, members will be placed on various Saanich committees as a voice for youth. Perhaps the Legacy Foundation would be interested in having a youth member.

**Tillicum Mall – SLF Promotion Booth**

- Anna Haney, Promotions Director for Tillicum Mall, has indicated she can arrange for the SLF to set up an information booth at the Mall.
- She suggested putting together items from various stores as a gift basket for a raffle.
- Setting up booths in various malls can be a great way of promoting the Foundation; this is where we need the extra volunteer base as current SLF members are already stretched too far.
- Paul McKivett to follow up with Anna.

**David Foster Arts Centre**

- Meeting scheduled for February 10 at the Cedar Hill Recreation Centre to view the architects' plans for the Arts Centre; stakeholder and user groups have been invited.
- Paul will make a brief statement on behalf of the SLF at the start of the evening re fundraising for the project.
- Suggested that photos be taken of the plans and poster boards which can be posted on the website and could prove useful in other areas.
- The ground breaking ceremony is planned for June and it is hoped David will be able to attend.
- Suggested we could have a special fundraising event before the ground breaking ceremony at Cedar Hill Recreation Centre. The sub-committee will need to look into this quickly.
- Von Bishop at Saanich is the project manager for the construction project.
- Isobel mentioned that a local jazz and blues singer/songwriter, Jannalee, would be an excellent candidate for a fund raiser or grand opening event.
- A separate meeting will be arranged to discuss the David Forest Arts Centre project.

**On Line Donations**

- Discussion ensued on the merits of obtaining a programme like Monaris so we can accept credit or debit at special event functions and also have a “donate now” button on the website. Currently we use Canada Helps for website donations.
- Barb and Troy to look into the cost of the product; noted it will be expensive but it is something we need to seriously look at, particularly with the David Foster Fundraising events looming.
- We need to make it easy for people to donate – they don’t want to be writing checks, stamping envelopes and putting it in the mail. The world works differently now – people do most of their donating on line or in person at special events.

MOTION: **Moved by Debby Harris and Seconded by Barb Klassen: “That the Foundation support investigating the implementation of a Monaris type of service so we can accept both debit and credit donations on line or at special events.”**

**Carried.**

**Special Events**

- We need to promote ourselves at events we have sponsored – either a generic sign or a specific sign for each event.
- The community needs to recognize that the SLF was partially responsible for the event they are attending.
- This year we will have the tent, banners (2), t-shirts and promotional material to display – plus a bank of volunteers to call on for assistance.
- Noted the excellent, eye-catching promotion for the Casino Royale event (sold out!) being staged by the College of Performing Artists, who are mostly youth.

**Fundraising**

- Letters sent to past donors in early December have not generated much interest.
- Concluded it was not worth the time, effort and cost; people respond much better to on-line donation requests rather than mail outs.
- Also – the time of year could be wrong. People are inundated with requests from many charities, as well as having their own expenses at Christmas.
- Perhaps a mid-year campaign would be better.
- Notices have been included with the current batch of Saanich water bills being mailed in January, February and March. These notices include information about the SLF and the DFAC; a tear-off donation slip for one time donations, or monthly donations, is included.

**Special Awards Night**

- We have Environmental Awards but no awards focused on arts or community service.
- There are many residents in the municipality who deserve to be recognized for a leadership role, who either contribute to or leave a legacy in their community.
- This would also encompass youth – such as entrants in the LimeLight Youth Festival.
- Perhaps the SLF could initiate such a programme – Saanich Legacy Awards. Discuss further at next meeting.

**Evening to Inspire**

- Philip Bisset-Covaneiro stated he has people committed to the next Evening to Inspire.
- A new Board of Directors has been established and they will try to obtain grants from various service clubs, such as Rotary, Kiwanis, Lions.
- It will be an entirely different approach to last year’s event.

NEXT MEETING: The next meeting will be held **on Tuesday**, FEBRUARY 15 2010 at 4:30 pm, in Committee Room No. 2 at Saanich Municipal Hall. This will be a Strategic Planning Meeting/Workshop.

Adjournment: On a motion from Pat Young, the meeting adjourned at 6:55 pm.

I hereby certify these Minutes are an accurate and true recording of the Meeting.

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Isobel Hoffmann Recording Secretary



# **SAANICH LEGACY FOUNDATION**

Committee Room #2 – Saanich Municipal Hall  
**Wednesday, FEBRUARY 16, 2010 at 4:36 pm**

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Present: Pat Young in the Chair; Barb Klassen, Treasurer; Isobel Hoffmann, Vice-President & Recording Secretary; Valerie Green, Debby Harris, Directors; Remy Hall, Co-op Student, Steve Meikle, Saanich Recreation.

Regrets: Paul McKivett; Philip Bisset-Covaneiro; Claire Reynolds; Gerald Fleming; Troy Zeigler.

Minutes: The Minutes of January 27 were adopted as amended.

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## **PRESIDENT'S REPORT:**

- A copy of the 2009 Annual Progress Report was circulated for input. The report will be an attachment to the annual Grant request to Saanich Council, which will be submitted to the Director of Finance tomorrow. Comments from members were requested within 24 hours.

MOTION: Moved by Barb Klassen and Seconded by Valerie Green: "That the President's 2009 Annual Progress Report be received pending comments from members; once finalized, the report to be attached to the 2010 Grant Request to Saanich Council as background information, circulated to SLF members and posted on the website."

Carried.

## **TREASURER'S REPORT**

- The 2009 year end financial report and the Treasurer's report for January and February are not finalized; Barb has been working with Troy Zeigler on these reports.
- The year-end report is a required attachment to the grant request to Council and needs to be submitted by Friday, February 19 at the very latest.
- The treasurer provided a verbal report noting that with donations (\$2,800) and repayment of outstanding revenue from the Evening to Inspire (\$4,040), and some minor disbursements (approx. \$200) as of today the bank balance is \$35,110.
- Of this amount, \$2000 is committed funds (Cecilia Creek or Cordova Bay Soccer).
- Noted that Saanich Community Services has not submitted the Grant Release forms for the two grants approved last month for the Lime Light and the Pro-G Day.
- A full accounting will be providing at next month's meeting.

## **GRANTS – No grant applications received.**

### **2010 Grant Request to Saanich Council**

- A copy of the 2010 Grant request to Saanich Council was circulated.
- As promised last year, the amount requested has been reduced by 20% to \$4,000.
- A copy of the Annual Progress Report and the 2009 year-end Financial Statement will be attached to the request.

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Steve Meikle left the meeting at 5:15 pm

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**STRATEGIC PLANNING**

Debby Harris led the Foundation through a presentation on strategic planning for 2010, reviewing our mission statement, goals, objectives, and accomplishments for 2009; proposed goals and objectives for 2010, plus budget suggestions for 2010.

**Goals & Objectives:**

- The Mission Statement will have to be amended next year as it refers to 2011; however, current practice is to no longer attach a specific year to such a statement or objective.
- The Foundation has met most of its goals for 2008 and 2009: we increased our fundraising by 37% and the goal was 25%.

**Corporate Sponsorships:**

- We did not meet the goal of 10 corporate sponsorships. Questioned whether we should revisit the method we are using to procure sponsorships and making the focus “corporate partnerships” rather than sponsorships.
- Donations could be in-kind (goods or services) as well as cash and directed to the specific cause where the “partner” has a vested interest. Agreed we need some professional help in this regard.
- Suggested we obtain a list of the attendees at the open house for the David Foster Arts Centre on February 10, 2010; there could be some potential partnerships.

**Accomplishments for 2009:**

- Reviewing our accomplishments for 2009, we recruited one Board member for 2010, and disbursed the correct percentage of funds according to CRA guidelines.
- Questioned whether we should sever our relationship with the CRD Arts & the Victoria Foundation: they seem to sponsor professional organizations rather than amateur and this does not sit well with the community.
- The website was improved, and is still going through improvements.
- We obtained a tent and new SLF banner to be able to set up tables at various events.
- Advertisements were placed in Senior Living Magazine and the Active Living Guide.
- News Releases regarding the David Foster Arts Centre were issued.
- A volunteer coordinator was appointed.

**Fundraising:**

- In 2009, we raised \$12,000 in funds: we must assert more focus to fundraising in 2010.
- While the direct-mail campaign in December was unsuccessful, the information sheet distributed with the Saanich water bills seems to be having some success.
- We need to be more diligent in trying to obtain designated donations through the Saanich United Way campaign – getting the information out there early enough with the SLF Registered Charity Number, which is needed for the form.

**Focus for 2010:**

- Continue to raise awareness of the SLF, which in turn will hopefully raise money.
- Continue to establish the SLF branding – which is becoming more readily recognized.
- Consider new approach to corporate sponsorships/partnerships.
- Take responsibility for events: ensure volunteers are at all events.
- Establish sub-committee for various tasks and functions: Fundraising, Special Events and Projects, IT and Website, David Foster Arts Centre, Finance. Noted if the sub-committees meet on regular basis and submit reports, perhaps the entire Board does not need to continue to meet on a monthly basis.

**Goals for 2010**

- We need to raise \$400,000 for the David Foster Arts Centre.
- Obtain more corporate partnerships (a number was not defined); keep in mind donations can be in kind (goods or services).

**Budget**

- Straw Dog Operating Budget for 2010 was presented; some minor changes made, but further discussion required when more members are present.
- Questions were put forward regarding spending levels and whether we should continue to support programmes at existing levels; again, this requires discussion with a full Board.

**CARRY for further discussion.**

**David Foster Arts Centre**

- A Straw Dog Budget for the DFAC was presented.
- Noted that in addition to the \$400,000 suggested for the actual music and recording studio, an additional \$50,000 should be raised to cover disbursements – such as fundraising costs and general expenses.

**To be discussed by the DFAC Sub-Committee.**

**REMY'S UPDATE REPORT****Grant Applications for DFAC**

- Coast Capital Savings: He has applied for a \$10,000 grant; the wait time for initial approval is two weeks, at which time if you are successful a more detailed application has to be submitted.
- CIBC: This application is less involved with few guidelines. He has applied for \$5,000.
- VanCity: The Foundation does its banking through this institution but he doesn't think their grant is a good fit for the DFAC, perhaps it might work for another project.
- TELUS: They have different application times for 4 types of grants; he will investigate further and when the time is right, will submit an application.
- He will present a draft Grant Data Base at the next meeting.

**Volunteer Brochure**

- He presented a draft brochure to be handed out to volunteers, giving background on the Foundation and the type of events and positions that volunteers could expect.
- With Ben's assistance, he proposes to distribute the brochures at various centres – such as Broadmead and Tuscany Village.

**SUB-COMMITTEES REPORTS:**

**Fundraising** (Paul McKivett; Remy Hall; Philip Bisset-Covaneiro) – nothing to report

**Special Events & Projects** (Gerald Fleming; Remy Hall; Pat Young, Claire Reynolds, Valerie Green)

- Valerie reported that a meeting had been held on the political book project; the budget will be reworked and other grant options are being explored as the request to Council was proving difficult. A meeting has been set up for later this week with Paul and Isobel to discuss.
- The 50+ Active Living Fair is on March 5 at Pearkes Arena. The SLF is sharing a table with Valerie. Pat has volunteered some time in the morning, and Debby will be there in

the afternoon. Philip will also be at the event with the Investors Group and has said he will stop by to help.

- Valerie can set up the night before. Isobel will put together information for the booth – including SLF brochures, volunteer brochures, DFAC information sheets, T-shirts, balloons, and the SLF Banner.

### **Information & Technology & Website** (Debby Harris; Remy Hall; Steve Meikle, Isobel Hoffmann)

#### **Website**

- Remy needs access to the website in order to make some changes, update photos and add a “donate now” button. Isobel to arrange with Margo, website developer.
- A separate webpage should be designed for the DFAC.

**Promotions:** Noted that we need to include promotions within one of the sub-committees.

- Debby suggested getting some Christmas Balls made with the SLF logo to be displayed on our tree at the Winterlights Festival in November, and sold for a donation. She has information and costs.
- *After the meeting, Isobel suggested these should be available by October and included in a Mall Display event(s), marketed as a gift for “hard to buy for people”. The purchaser can make a donation on someone’s behalf, get a tax receipt, and then present the Christmas ball as a gift, complete with a card saying that a donation has been made in their name.*

#### **Brochures:**

- Isobel had approached Jamey Ekins (who compiled the Sponsorship pamphlet) and SueAnn Carter, who also has a home-based desktop publishing company, for quotes on developing a new brochure for the Foundation.
- Both were very reasonable quotes as they had taken into consideration that we were a non-profit group.
- Discussion noted in order to keep costs down, and to keep continuity to the SLF branding on the website and with the Sponsorship package, we could use the same format, colour scheme, photos, etc. as the Sponsorship information – just change the written content.
- To this end, it would be feasible to offer the work to Jamey.
- The less amendments and “tweaking” that is needed – the lower the cost.
- The content in the existing brochure is good – much is still current – but there will be changes required.

### **David Foster Arts Centre - All**

- Paul and Debby had attended the Open House on February 10, 2010 where the model and architectural renderings were displayed.
- Various user groups and stakeholders were invited; there was much interest over the music studio and many comments put forward.
- These were circulated to members and have also been forwarded to Mike Ravenhill to present to David Foster.

### **Finance** (Barb Klassen, Pat Young and Troy Zeigler)

- As requested at the last meeting, Barb has investigated both the Monaris and the Desjardins banking systems, which will allow the SLF to have a “donate now” button on the website, and accept donations by debit or credit at events.
- This would be particularly useful if for fundraising events – such as the Evening to Inspire.

- Costs are high: \$300 for the initial outlay, but \$181 per month. Prices are comparable for both systems. VanCity only deals with Desjardins. The more flexibility we require – the more expense is incurred.
- Donors can use Canada Helps through our website – but it can be cumbersome; we want people to be able to click on the “donate now” button and get to the right page immediately.
- In addition, 3% is kept from each donation.
- All agreed that the costs were high, but from all we have learned about how people make their donations in today’s environment, and with the fundraising we have to do for the DFAC, it is vital that we acquire the system.
- Agreed we have to spend money to make money: this is a gamble we have to take because in the long-term the Foundation will benefit.
- Pay Pal was briefly discussed and while this is an easy system once you are registered, it can be onerous for new users.
- Desjardins guarantees a safe and secure site for people to use their credit cards.

MOTION: Moved by Valerie Green and Seconded by Debby Harris: “That the Treasurer apply for the Desjardin System through VanCity at a cost of \$300 and \$181 per month.”

Carried.

## OTHER BUSINESS

### Boot Camp for Board Members:

- This course, sponsored by the Greater Victoria Chamber of Commerce is described as “the source for comprehensive board training, specific to your not-for-profit, charity, business association or community organization.
- It is a two-day course, March 29 and 30, 2010 at the Harbour Towers – Cost \$99 one day or \$169 for both days.
- Topics on day one: Defining the roles of board and staff, Save time and achieve more, Management accounting for not-for-profits, How to chair an effective meeting, Fundraising: The important role it plays in achieving your mission.
- Day two topics: Director’s liability/legal obligations; Engaging your workforce – employees and volunteers, Conflict resolution, Media relations and Working with government.
- Register at [www.victoriachamber.ca](http://www.victoriachamber.ca). Both Pat Young and Debby Harris stated an interest in registering for the Boot Camp.

NEXT MEETING: The next meeting will be held **on Tuesday**, MARCH 15, 2010 at 4:30 pm, in Committee Room No. 2 at Saanich Municipal Hall.

Adjournment: On a motion from Pat Young, the meeting adjourned at 6:20 pm.

I hereby certify these Minutes are an accurate and true recording of the Meeting.

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Isobel Hoffmann Recording Secretary

Dates for Sub-Committee Meetings:

- ▶ Fundraising:
- ▶ Special Events/Projects: - Thursday, February 25, 2010, 10:30 a.m.
- ▶ IT , Website & Promotions:
- ▶ David Foster Arts Centre: Wednesday, March 3, 2010, 4:30 p.m., No. 2 Cmte Room
- ▶ Finance:



## SAANICH LEGACY FOUNDATION

Committee Room #2 – Saanich Municipal Hall

Wednesday, MARCH 16, 2010 at 4:30 pm

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Present: Paul McKivett the Chair; Barb Klassen, Treasurer; Pat Young, Recording Secretary, Debby Harris and Gerald Fleming, Directors; Remy Hall, Co-op Student,  
Regrets: Philip Bisset-Covaneiro; Claire Reynolds; Valerie Green; Isobel Hoffmann; Troy Zeigler.  
Minutes: The Minutes of February 16, 2010 were adopted as presented.

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**2009 FINANCIAL STATEMENT** – The Treasurer submitted the final draft of the 2009 yearend financial statement. This has been reviewed by Troy Ziegler and Debby Harris and was submitted to Council.

**Moved by Barb Klassen and Seconded by Debby Harris: “That the 2009 year-end Financial Statement be accepted. “**

**Carried.**

### MARIA MANNA PRESENTATION

- Maria Manna raised \$46,000 last year with the Victoria Idol talent show. She also won sponsorships valued at over \$300,000 and had more than 3,000 people attend the 8 concerts.
- This year Maria is creating a new show called **Vancouver Island’s Got Talent**. She wants to help children by creating a music workshop for inner city kids. She feels this will create a good balance in their lives and help with discipline.
- Her dream is that she would raise enough money to pay good quality teachers and require the students to only pay \$20 per month. It will be modeled after YMCA.
- She has been advised by music dealers in Greater Victoria that she would be able to get free musical instruments and people would be willing to donate instruments and money.
- She would like to partner with SLF. Her expectations of SLF:
  - o Help with Vancouver Island’s Got Talent as volunteers
  - o Provide a website where donations can be made
  - o Needs our charitable status
  - o Ultimately help fund workshops in the David Foster Centre
  - o There would be no advance money needed from SLF for start up costs as she will have sponsors for printing, media, prizes, etc. and they will all be donated.

Questions – Maria asked if funds raised for the David Foster centre would be reserved for us.

- Can Maria create programming for the Maria Manna workshop?
- Do we have a studio sound engineer. No.
- She needs a decision from us by the end of March.

Discussion followed after Maria’s departure. It is not clear but implied that all funds raised would be for the Maria Manna Workshop rather than SLF and the David Foster Centre. Paul will follow up and suggest that we would like 50% of the money raised and SLF would absorb the administration costs. Paul will also try to arrange a meeting with Valerie and Philip and Maria. Paul will also talk to Diane Thorpe, Arts Coordinator at Cedar Hill Rec Centre and Carole Ireland.

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Debby Harris left at 5:05  
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**GRANTS – No grant requests received.**

**REMY’S REPORT**

He and Ben have been working on the Volunteers project and have distributed the new Volunteer Brochure to community boards. Job descriptions have been drawn up for the summer volunteers. Ben will be in charge of the volunteers.

- Margo is no longer managing the Website and Remy is exploring the possibility that he can update the pages with help from his room mate.
- But we urgently need a **Web Expert** to set up the Donations button. Paul has an idea and will explore some possibilities.

**BOOK PROJECT**

The committee of Paul, Valerie and Gerald has written the letters requesting funds for the book and are working on a list of names. James R Craven & Assoc. have sent a cheque for the book and we will retain 10% for SLF. The committee withdrew its request from council for the \$10,000 start up funds.

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Gerald Fleming left the meeting at 5:47  
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**TREASURER’S REPORT:**

Barb reported that SLF has \$34,800 in the bank, as there is no quorum the report cannot be received and voted upon.

- **Monaris** – Barb reported the Monaris can now deal with the credit union, Van City and it would be a less expensive alternative to Desjardin. She and Debbie will explore this option.
- SLF Board **will have to revisit the motion of Feb. 16<sup>th</sup> regarding our choice of Desjardin**

**BROCHURE – Jamey working on it?**

**DAVID FOSTER ART CENTRE**

Paul reported that he met with Carol Ireland and Diane Thorpe to discuss their expectations of SLF but they think the money needed might be closer to the \$200,000 range. Notes regarding this meeting will be attached when forwarded from Paul.

**BANNERS**

It has been suggested that SLF seek possession of the banners and auction them off as a fund raiser.

**VICTORIA FOUNDATION GOLDEN JUBILEE ARTS FUND**

This fund is held by the Victoria Foundation and the SLF and the CRD jointly decide on the yearly distribution of the interest. We have been advised that the sum of \$1,150 is available for distribution this year. Paul suggests that we delay handing out any funds in 2010 and then in 2011 we each would have over \$1,000 to give out to a group of our choice. He will explore this option with Mr. Lam of the CRD.

**VICTORIA RIDING FOR THE DISABLED ASSOCIATION**

An invitation was received inviting us to an Official Open House Ribbon Cutting Event on april 17<sup>th</sup>, 10 to 12 6917 Veyaness Road, RSVP [sue.davepaterson@sahw.ca](mailto:sue.davepaterson@sahw.ca) Pat was asked to reply that at least 2 board members will attend.

NEXT MEETING: The next meeting will be held **on Tuesday**, MAY 4, 2010 at 5:00 pm, in Committee Room No. 2 at Saanich Municipal Hall.

Adjournment: the meeting adjourned at 6:00 PM.

I hereby certify these Minutes are an accurate and true recording of the Meeting.

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Pat Young, Recording Secretary

Dates for Sub-Committee Meetings:

- ▶ Fundraising:
- ▶ Special Events/Projects:
- ▶ IT , Website & Promotions:
- ▶ David Foster Arts Centre:
- ▶ Finance:



## SAANICH LEGACY FOUNDATION

Committee Room #2 – Saanich Municipal Hall

**Wednesday, MAY 4, 2010 at 4:30 pm**

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Present: Pat Young the Chair; Paul McKivett, President (6:10 pm); Barb Klassen, Treasurer; Isobel Hoffmann, Vice-President and Secretary; Valerie Green, Debby Harris, Claire Reynolds, Philip Bissett-Covaneiro and Gerald Fleming, Directors;

Regrets: None

Minutes: The Minutes of March 16, 2010 were adopted as presented.

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### **PRESIDENT'S REPORT:** Copies were distributed.

- Committee members were asked to review the proposed job descriptions and sub-committee responsibilities and report back before the next meeting so they can be finalized at the next meeting.
- Noted that Maria Mana has decided to withdraw her request to work with the SLF and is going to explore other options.

### **TREASURER'S REPORT:**

- The Treasurer submitted a report showing the transactions for the past month, noting there were a few donations from the recent mail out through the Saanich Water Bills.
- The Monaris system has arrived and needs to be set up; Debby Harris offered to take on this task. The initial start up fee is \$300.
- Discussion noted that members would like to see a more detailed accounting showing the budget (which has yet to be finalized), a balance sheet and monthly income statement. Troy Zeigler will assist Barb in putting this together.
- This information should be from the start of the year.
- The benefit of seeing statements in the above formats is, for example, we will be able to see a running total on donations from the Water Bill mail out, or the total in grants we have dispersed to date.
- ▶ Agreed that the Finance Sub-Committee will meet before the next meeting and provide a budget for adoption, and up to date copies of the balance sheet and monthly income statements.

**Moved by Barb Klassen and Seconded by Debby Harris: "That the Treasurer's report be received."**

**Carried.**

### **GRANTS:**

**Goward House - \$3,900 for Phase 2 of the Restoration of Goward Gardens and Woodland**

**MOTION: Moved by Debby Harris and Seconded by Valerie Green: "That the grant application for Goward House in the amount of \$3,900 be tabled pending finalization and adoption of the Foundation's budget for 2010."**

**Carried.**

**Music in the Park: \$1,400 to help support five concerts in various Saanich parks between July and August, 2010**

Discussion noted:

- Goward House benefits from this grant indirectly as one of the concerts is staged at that venue.
- This is a popular, community-wide programme held throughout the summer.
- SLF has a good opportunity for self-promotion at the events.

**MOTION: Moved by Claire Reynolds and Seconded by Valerie Green: ‘That a grant in the amount of \$1,400 be approved for the 2010 Music in the Park events as outlined.’**

**Carried.**

## SUB-COMMITTEE REPORTS

**Fundraising, Sponsorships & Grants (Paul, Remy, Philip)**

- Before ending his work-term with the SLF, Remy Hall had research various commercial grant applications that would be eligible for the David Foster Arts Centre.
- Philip offered to follow through on submitting the applications and he will work with the new Co-op student.
- The status of the Corporate Sponsorship packages is not known (Paul to confirm).

**Special Events (Gerald, Remy, Pat, Claire, Valerie)**

Political Book:

- Valerie reported that she and Paul have agreed to slow down on this project until the fall and concentrate on the David Foster Arts Centre instead.
- The grant request to Council was withdrawn and a sponsorship has been received from James Craven & Assoc.
- Some preliminary work has been prepared.

Booths at Special Events:

- Volunteers needed to man the SLF booth at various events throughout the summer (eg: Music in the Park, Strawberry Festival).
- Dates of all applicable events to be distributed to members; perhaps student can formulate a google calendar.
- Remy and co-student Ben Porcher were working on a volunteer base; Remy has agreed to take over as Ben is now out of town.
- Each Board member is asked to commit to at least one event over the summer; if you are unable to attend on your designated night, it is up to you to find a replacement.

Advertising/Publicity:

- Although Music in the Park and the Strawberry Festival are Saanich events, as part-sponsor, the SLF can also promote the events on the website.
- Discussion led to the comments from the **Boot Camp** attended recently by Pat and Debby that publicity is key: agreed SLF needs to form strong connection with a media personality, either print, radio or TV. Other avenues are Shaw Cable, SNAP Victoria.

**Info Technology/Website (Debby, Remy, Steve, Isobel)**

Website:

- Radar Hill is willing to take on the work of updating the website as a “charity case” for a \$100 one-time fee.
- They will make the necessary changes and provide an interface to log into the site so we can continue make changes in certain categories.
- Some immediate changes are required, such as deleting the Jessica Liggett information from the front page, revamping the donation page, adding a past projects page and adding the new projects for this year, as well as a DFAC page and/or link.
- We also want to be able to link content to photographs and make the site more interactive.
- A Donate Now button is vital now that we have the Monaris System.
- Once we have completed the branding exercise for the David Foster Arts Centre, this new “logo” can become part of the SLF website.
- Agreed that these changes will require more time than the initial updates, but the website is an integral part of our fundraising campaign.

**MOTION: Moved by Pat Young and Seconded by Debby Harris: “That the SLF pay \$100 to Radar Hill for immediate changes to the website and to provide the necessary interface so we can make our own changes in the future.”**  
**Carried.**

**MOTION: Moved by Gerald Fleming and Seconded by Valerie Green: “That Radar Hill be requested to prepare a proto-type of the website changes, for a fee up to \$500, to be reviewed at the next meeting.”**  
**Carried.**

.....  
 Gerald Fleming and Valerie Green left the meeting at 6:10 pm  
 Paul McKivett arrived at 6:10 pm  
 .....

**PRESIDENT’S REPORT**

Paul further elaborated on the President’s Report as follows:

- Should the “Special Events” sub-committee be part of the Fund Raising sub-committee?
- Concerned about whether there are too many separate committees which could be counter-productive.
- It was agreed to change the name to Special Events and Projects – which would include the political book.
- Remy Hall’s contract with SLF finished last week; another UVIC student has been interviewed for the position and will hopefully be at the next meeting.
- Saanich approved a \$4,000 grant to SLF which he proposed should be used for the DFAC fundraising campaign.

**MOTION: Moved by Paul McKivett and Seconded by Debby Harris: “That the \$4,000 from Saanich Council be directed towards the fundraising campaign for the David Foster Arts Centre.”**  
**Carried.**

**David Foster Arts Centre**

Written report dated April 28, 2010 distributed to members regarding meeting with Carole Ireland, Debby Harris, Paul McKivett and Isobel Hoffmann regarding updates on the Centre and various budget requests.

- Items suggested for SLF fundraising, which are not included in the Saanich construction budget total \$150,000, not counting the memorabilia wall and display area. These items include an access ramp, a touch screen TV and supporting equipment, sound studio equipment and funding for an artist in residence programme and school programmes.
- Paul and Isobel also met with the Director of Recreation, Doug Henderson, Ron Proskow (Marketing) and Rob Phillips (Special Events). Carole Ireland was also present. Discussion revolved around branding for the DFAC and marketing packages.
- Agreed Ron would prepare a potential list of media partners; Rob would provide a list of current sponsors and Carole will provide a Saanich Furniture, Fixtures and Equipment list (FF&E).
- Carole will be the “go to” person in Recreation and support will be provided by staff where possible. Recreation will be planning “special events” around the sod turning, grand opening, etc. and it is anticipated that we will consult and work together on these events.
- Mr. Henderson advised at this time he didn’t want to commit to a branding exercise until they were further along in the process. Paul explained that the SLF wanted to make sure any branding logo would be acceptable to Saanich. Mr. Henderson suggested that SLF could proceed with the branding exercise and pass along suggestions for staff review.

**Finance (Barb, Pat, Troy)**

- Monaris has been set up and is ready to be used at special events. We still need a “donate now” button on the website.

**Other**

- Pat and Debby attended a two-day “Boot Camp”. They noted that while the SLF does very well in many areas, fund raising and publicity are not handled as well as they could be. Some valuable lessons were learned and they recommended that other members attend next year.
- Valerie and Pat attended the reception at the Victoria Riding for the Disabled.
- Claire, Barb and Paul went to the unveiling of the lighting project at the Glendale Gardens.

NEXT MEETING: The next meeting will be held **on Tuesday**, JUNE 15, 2010 at 4:30 pm, in Committee Room No. 2 at Saanich Municipal Hall.

Adjournment: the meeting adjourned at 6:50 PM.

I hereby certify these Minutes are an accurate and true recording of the Meeting.

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Isobel Hoffmann, Recording Secretary



## **SAANICH LEGACY FOUNDATION**

Committee Room #2 – Saanich Municipal Hall

**TUESDAY, JUNE 15, 2010 at 4:30 pm**

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Present: Paul McKivett, the chair, Pat Young, acting secretary, Debby Harris, Gerald Fleming, Philip Bissett-Covaneiro, Barb Klassen, Valerie Green, Directors  
Alyssa Jesson, Steve Meikle, Adam Flint, Troy Zeigler

Regrets: Isobel Hoffmann

Minutes: The minutes of May 4, 2010 were adopted as presented.

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### **TREASURER'S REPORT:**

Barb Klassen reported that there was a total of \$34,9141.00 in the bank. We received some funds from United Way for 2008 and \$4,000 from Saanich.

**Moved by Philip and seconded by Debby: "That the Treasurer's Report be received."**  
**Carried.**

### **ADOPTION OF DECEMBER 31, 2009 FINANCIAL REPORT:**

Troy presented and explained the 2009 Financial Report. There was some discussion regarding Golden Jubilee Arts Fund that is held at the Victoria Foundation. The initial contribution was \$5,000 from SLF and \$5,000 from the CRD. Paul reported that in future the SLF would have input with the CRD regarding allocation of this fund. Troy reported that because we did not hold the funds in our accounts that we should remove the "INVESTMENTS: \$6223.00" from our Financial Statements.

**Moved by Philip and seconded by Val: "That the Financial Report for year-end 2009 be adopted."**  
**Carried.**

- Troy informed the Board that it is important for us to address a strategy for raising income in the near future.
- The Financial Committee was asked to explore options for holding our funds in a higher interest bearing account.

### **GRANTS:**

#### **SAANICH YOUTH COUNCIL:**

Adam Richards, Community Services, Alana Stewart and Madeleine Taylor presented their idea of a SAANICH YOUTH COUNCIL which would work in partnership with SLF. They have the support of council, and particularly Dean Murdock, who has worked with them, supported them and encouraged them to develop a concept.

- The aim is to engage young people in local government and community services.
- Alana, at present a volunteer, has been involved with the Gordon Head Community Assoc. and worked for a year with the Victoria Youth Council. She has recruited six young people, and two young adults and they are developing their own plan and exploring roles.
- Madeleine, a student and a summer employee at Saanich, is working on developing guiding ideas. What to do? Why do we need a Youth Council? What will their values be?

- She envisions championing issues of youth, creating events, working on solutions to problems, connecting with the community, and also expanding the Council and adding more people.
- At present they will be working on a campaign for September marketing, creating ideas, and developing ways to get young people involved.
- Their goal is to establish good community partners, help create a vibrant community, and be involved in meaningful connections.
- They see SLF as an opportunity for partnership where SLF could handle funds.
- They want to empower youth with action, events, programs, etc., and engage young people.
- They would like to form some kind of “granting” scheme and use SLF as a conduit.
- The first project will be recruitment and marketing possibly with an open house.
- Future projects might include organic projects suggested by the youth themselves.
- They want to avoid becoming a token group and want to be action based.
- They would like to have representation on municipal committees and boards.

Steve stated that at this time the SAANICH YOUTH COUNCIL is not seeking financing, etc., but wants to plant a seed while they are busy getting structured.

**GOWARD HOUSE** - Grant request for \$3,900 over three years.

**Moved by Pat and seconded by Debby: “At this time, the SLF decline with regret the request from Goward House.”** **Carried.**

**SWAN LAKE CHRISTMAS HILL NATURE SANCTUARY** - Grant request for \$10,000.00 over 3 years to build a new metal bridge over the lake, replacing the existing wood bridge.

Request will be forwarded by email to Board Members and will be reviewed in detail at next Board meeting in July.

**STRAWBERRY FESTIVAL** – Grant request for \$1,500

**Moved by Barb and seconded by Gerald: “That SLF support the Strawberry Festival on July 11<sup>th</sup> with a grant of \$1500.”**

**Carried.**

Isobel will ask about having a SLF information booth at the Strawberry Festival.

#### **SLF GRANT APPLICATIONS:**

Alyssa is working on grant applications and will be applying for at least five before September – Island Savings, Victoria Foundation, B C Arts Council, Telus, Hamber Foundation (for the handicapped access ramp) and Aviva.

#### **CORPORATE DONORS (PARTNERSHIP DONORS):**

Paul is working on a list.

#### **MONARIS:**

Debby reported that she has been working trying to contact Monaris for their help in setting up the “Donate Now” button but is frustrated by her inability to get through to them on their phone

line. However, she will keep on it. It is working and two donations have been made using the new machine.

**2010 BUDGET:**

The Finance Committee needs to prepare a Budget for 2010 and is arranging a meeting for next week with Barb, Troy and Pat.

**INFORMATION TECHNOLOGY/WEBSITE:**

Debby and Adam Flint presented an updated copy of the DFAC FUNDRAISING BROCHURE. This would be a handout to give to sponsors and individual donors. It can be printed on two different weights of paper aimed at the two different supporters.

They are working on creating our own brand which in the future will be used for all of our handouts. Jamie, who originally created the DFAC's first brochure, has given her creative components to Adam and Debbie and they are using some of the elements in the new tri fold SLF BROCHURE. Adam was able to remove all references to Jessica from the website.

**DFAC****Sub-Committee: next meeting is Thursday, June 24<sup>th</sup> at 4:30 pm.**

- Wendy Gidney has recruited a new member, Marlene \_\_\_\_\_, and confirmed that BJ Cook wants to be involved.
- Paul reported he will be meeting with Corinne Coell and hopes she will be willing to take over the production of the DFAC event in January. He suggested that it would be interesting to create a performance that presents David Foster's work decade by decade.
- Contact has been made with the University in the hope that they will provide a Saturday night in January rather than a Sunday afternoon. The University has a reduced rate for non-profits but that does not include a reduced rate for the technicians.
- David Foster will be here next Friday to walk through the Cedar Hill Recreation Centre with the architects and Paul would like to be able to arrange a few minutes with him.
- Valerie noted that Michael Bubl  will not be touring in January 2011.

**COFFEE FOR KIDS:**

The Committee received a request from **COFFEE FOR KIDS** asking if we would be interested in further discussion with them regarding using SLF as a conduit for receiving donations. The letter will be sent to board members by email. Because a reply was requested before our next board meeting it was agreed that they would be advised that we are interested in exploring the possibility of supporting them in the same way as we supported River Song. There is no commitment at this time.

**NEXT MEETING:** The next meeting will be held on Tuesday, July 17<sup>th</sup> and will take place at Paul's home. It will be a pot luck dinner.

Adjournment: the meeting adjourned at 6:13 p.m.

I hereby certify these Minutes are an accurate and true recording of the Meeting.

\_\_\_\_\_  
Pat Young, Acting Recording Secretary



## SAANICH LEGACY FOUNDATION

4019 Loyola Street

Thursday, July 22, 2010 at 5:00 pm

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Present: Paul McKivett, Chair; Isobel Hoffmann, Recording Secretary; Pat Young; Debby Harris, Barb Klassen, Claire Reynolds, Directors; Alyssa Jesson,

Regrets: Valerie Green, Gerald Fleming and Philip Bisset-Convaneiro

Minutes: The minutes of June 15, 2010 were adopted as presented.

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### TREASURER'S REPORT:

Barb Klassen reported the current balance in the SLF accounts is \$35,121, of which \$1,800 is committed. A statement of receipts and disbursements up to June 30, 2010 was distributed. It was noted that we have not yet adopted an official budget for 2010.

Discussion noted:

**Cedar Hill Arts Centre:** suggested that we establish a completely separate project budget. The \$4,000 Saanich Grant will be allocated for fundraising materials and advertising.

**Moved by Barb and seconded by Claire:** That the statement of receipts and disbursements up the June 30, 2010 be received." **Carried.**

**Moved by Debby and Seconded by Pat:** "That a "Special Projects" budget for the Cedar Hill Arts and Recreation Centre project be established, and \$20,000 be earmarked for this project."

### GRANTS:

**SWAN LAKE:** Grant request from Swan Lake Christmas Hill Nature Sanctuary for \$10,000.00 over 3 years to build a new metal bridge over the lake replacing the existing wood bridge.

Although members agreed this was a very worthwhile project, at this time the SLF is not solvent enough to approve a grant of this amount. However, it is definitely something we can look at again next year depending on how the fundraising for the Arts Centre has taken shape. No further submission would be necessary from the Nature Sanctuary. The Foundation could act as a conduit for another group who wishes to support this environmental project.

**MOVED by Debby Harris and Seconded by Claire Reynolds:** "That the grant application from Swan Lake Christmas Hill Nature Sanctuary be tabled until March, 2011."

**Carried.**

## CEDAR HILL ARTS & RECREATION CENTRE

The Chair explained to members the circumstances that resulted in David Foster withdrawing this name from the project. The music and recording studio has now been eliminated from the plans because the project came in over budget.

- Discussion ensued regarding a fundraising event in place of the one previously planned at UVIC. Cedar Hill seems the venue of choice now and various dates in January and February 2011 are available. All agreed the date of **February 5, 2011** was the best: gives us more time and it is close to Valentine's Day, which we can use to our advantage.
  - The phrase "**Heart of the Arts**" was suggested by Debby, noting this could be the branding we have been looking for and could be applied to many promotional materials, including stickers, which could be handed out at Music in the Park events and at the mall displays this fall.
  - The event focus would now revert from music to cover all other arts venues – dance, art, pottery, etc. Silent auctions and art displays in the auditorium and seniors centre, jazz in the café area with food (wine, cheese, desserts). Decorations can be tied into Valentine's Day. Definitely involve local schools. More discussion required at sub-committee level.
  - Rather than selling "notes" we can sell hearts; even small heart stickers might net a \$2 donation.
  - Approach media: Shaw Cable, CBC, CFax etc; must create awareness of campaign.
  - A group from the Saanich Arts, Culture and Heritage Committee are ready to assist.
  - Chris Nation has agreed to join the Board in September; he has a fundraising background.
  - Paul needs to concentrate on corporate sponsorships and noted he cannot continue to Chair the Arts Centre sub-committee; he will still be involved, but he was going to approach Gerald to take on the task of team leader.
  - Noted most of the content from the previous DFAC brochure can be used for the website, eliminating all references to David Foster of course. Radar Hill has completed the website updates and now we need to get the SLF and Arts Centre info posted and updated.
  - The Arts Centre Brochure was briefly discussed; Adam has removed all reference to David Foster; most of the information left is still viable. Questioned if it should be reformatted to a "rack card" which would be cheaper to produce and perhaps more appropriate to give out at malls, libraries, events, etc. More discussion at sub-committee level.
- Agreed sub-committee meeting to be held **Thursday, August 5, 2010.**

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## SUB-COMMITTEE REPORTS:

► **Fundraising, Sponsorship, Grants Applications (Paul, Alyssa, Phillip)**

- Alyssa and Paul have been working on grant applications; modifications were made because of the DFAC. The Hamber Group, Telus, BC Arts Council are being considered.
- Paul met with Diane Thorpe (Saanich Recreation); portions of the grant money, if successful, could be used for the Artist in Residence programme.
- Paul will be concentrating on corporate sponsorships again this fall.

► **Special Events & Projects (Gerald, Remy, Pat, Claire, Valerie)**

- Remy has recruited some volunteers, but a couple of them do not speak English very well. Noted they could be useful to translate the info on the brochures into other languages – particularly Asian or Indo-Canadian.
- Music in the Park events going well; SLF will have a booth at all events.

► **Information Technology/Website (Debby, Steve, Adam, Isobel)**

- Radar Hill has completed updates we requested.
- Some communication difficulties with setting up the Monaris system; a “donate now” button has been installed on the website but this still links to the Canada Helps donation page.
- In response to Debby’s request, Paul will email Shawn of Radar Hill to request that Debby be the point person for providing direction on the website.
- We only have authority to change the centre column; all other aspects of the site have to be adjusted by Radar Hill. Debby will arrange that the areas requiring frequent updates (such as the Minutes) be moved to the centre column.
- Isobel is reviewing the web pages and will pass along suggested changes and updates to Debby and Adam. Noted it is vital we get the site updated immediately, including the new page for the Arts Centre.
- Regarding the new SLF brochure: Adam has done a great job; just a couple of minor changes to be made. Suggested we print in house for the next few weeks to get enough copies for the Music in the Park events while Paul and Adam pursue possible sponsorship or a price-break from local printers.
- Agreed that eventually we would get at least 2,000 copies printed – depending on the price break.

► **Finance (Barb, Pat, Troy)**

- Barb noted that the Monaris system is costing us \$100 / month. We have to make sure this is worthwhile.
- All agreed it is vital that we get the system up and running with the website. Although machine has been taken to the Music in the Park events, very few people bring credit and debit cards to the event. Perhaps when we do mall displays in the fall it may be more successful.

Adjournment: the meeting adjourned at 6:30 p.m.

Next Meeting: Tuesday, September 21, 2010 at 4:30 p.m.

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Isobel Hoffmann, Recording Secretary



# SAANICH LEGACY FOUNDATION

Committee Room #2 – Saanich Municipal Hall  
**Wednesday, OCTOBER 19, 2010 at 4:30 pm**

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Present: Paul McKivett in the Chair; Barb Klassen, Treasurer; Isobel Hoffmann, Vice-President & Recording Secretary; Debby Harris, Claire Reynolds, and Philip Bisset-Covaneiro, Directors; Steve Meikle, Saanich Recreation.

Regrets: Pat Young, Valerie Green, Troy Zeigler, Alyssa Jesson..

Minutes: The Minutes of September 14, 2010 were adopted as amended.

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## **PRESIDENT'S REPORT**

- He and Barb Klassen met last week with Bob Elder, who is working to help Haitian orphans and would like to partner with the SLF in the *Coffee for Kids* campaign. Their non-profit company is not able to issue tax receipts. They have many supporters and this should generate some revenue for the SLF from the 10% handling fee. Banking arrangements to transfer funds can be made easily between Van City and the Scotia Bank. An agreement has been set up until December 31, 2011 to give both organizations time to ensure the arrangement is beneficial.
- In partnership with a sub-committee of the Arts, Culture and Heritage Committee, a grant application for \$12,000 has been submitted to Heritage Canada for the annual Arts Community Celebration Week.
- Councillor Derman has funds to transfer to the SLF the ACH received in previous years which cannot be processed through Saanich. Once the funds have been transferred, the money can be dispersed to the Arts, Culture and Heritage Committee.
- He is meeting next week with the Mt. Douglas Theatre group to discuss volunteering for the arts centre fund raising event in exchange for assistance with a project they wish to start next year.

## **TREASURER'S REPORT**

Copies of the Treasurer's report were distributed. Noted that we have spent slightly more this year than we have received. Funds are committed for the Strawberry Festival and the Deck the Hall event but not yet issued.

Moved by Barb Klassen and Seconded by Phillip Bisset-Covaneiro: "That the Treasurer's report be received."

Carried.

## **GRANTS**

### **Winter Festival - Deck the Hall 2010 - \$1,500**

Steve Meikle advised that BC Hydro is on board as a sponsor for the event, now in its third year. The SLF has the space from November 24, 2010 to decorate for the Winter Festival.

Moved by Claire Reynolds and seconded by Barb Klassen: "That a grant of \$1,500 be approved for the Winter Festival, Deck the Hall 2010 event."

Carried.

### **Business Examiner Advertising**

Last year the SLF declined placing an ad in the Business Examiner's Philanthropy and Planned Giving section because we had already committed to Senior Living Magazine.

- Discussion ensued on how effective advertisements in printed material are in today's market when people rely in the internet and social media. Agreed that most seniors rely on "old fashioned" methods, however.
- Until we are more fully informed regarding Planned Giving and all that entails, or have someone on board who is familiar with the issue, we should refrain from placing ads on this topic.
- We need to concentrate using our limited funds in areas that we can gain the most benefit.
- People generally read Senior Living Magazine for social opportunities, programmes and health issues, they are not necessarily looking for somewhere to donate money.

**Moved by Barb Klassen and Seconded by Claire Reynolds: "That we advise the Business Examiner we will review the placing an advertisement with their publication in 2011."**

Carried.

Discussion ensued about tracking our expenses for advertising and promotion against the funding received – in order words where do we get more bang for our buck.

- The inserts in the water bills this year were fairly inexpensive and reasonably effective.
- The Tax Collector has advised there is space for the middle of the year next year, but it would be preferable to have a mailing later in the year, not so close to tax time.
- Paul to follow up.

### **SUB-COMMITTEE REPORTS**

#### **► Fundraising, Sponsorships, Grant Applications (Paul, Alyssa, Phillip)**

Paul and Gerald have meetings scheduled with Gordon Denford and Tri-Eagle Developments next week.

#### **► Finance (Barb, Pat, Troy)**

#### Volunteer Victoria

SLF joined Volunteer Victoria last year (\$95 a year). We have yet to use their services and questioned whether we should renew the membership. Apparently we need to provide a job description for each volunteer position required. We will need volunteers over the next few months leading up to the fund raising event, and at the event itself. Philip offered to draft job descriptions.

#### Accounting Services

Debby Harris advised that Troy Zeigler has withdrawn his services assisting with the financial statements. His preference is to see statements on a monthly basis rather than getting everything at year end. Communication has been an issue; perhaps Troy did not make this fact clear to Pat and Barb. He doesn't need to see the monthly debits and credits necessarily, but wants to sign off on the statements each month so the year-end is easier.

Discussion noted that there is generally not a lot of activity from month to month, and some transactions are inconsequential. The Chair suggested that perhaps the finance sub-committee and Troy could discuss the issues and find some common ground that would work for both parties.

► **Special Events & Projects (Gerald, Pat, Claire, Valerie and Alyssa)**

The Winter Festival – Deck the Hall 2010 event takes place on Saturday, November 27, 2010. The Foundation has been assigned the same space on the lower floor of the Municipal Hall for a display, and it is available from November 24, 2010. We have lots of decorations from the past two years.

The sub-committee to meet and discuss the theme for this year. Volunteers will be needed to help decorate on Wednesday, November 24, 2010. Claire suggested a “Winter Wonderland” theme. **Report back at the November 16, meeting.**

► **Information & Technology & Website** (Debby Harris; Adam Flint; Steve Meikle, Isobel Hoffmann)

Monaris

- Philip had used the Monaris machine at the Evening to Inspire last week and he has another fundraising event on October 21 for the Friends of Braefoot. He asked if he could use the machine again.
- A percentage of the funds received is given to the SLF; Monaris also takes a percentage. It was noted that Pay Pal only takes 2% from non-profit organizations.
- Debby has applied to Monaris for a \$250 refund.

**Moved by Claire Reynolds and Seconded by Debby Harris: “That Philip be allowed to use the Monaris Machine for the Friends of Braefoot Event on October 21, 2010, and 5% of the monies collected be donated to the Legacy Foundation.”**

**Carried.**

Website

Debby stated:

- The *donate now* button works on the website but it is most cumbersome and there is no help button. She demonstrated the device, noting that before accessing the site you have to enter the dollar amount of the donation and there is no where to select which type of credit card you are using. It has been very poorly designed by Radar Hill.
- All agreed that when asking people to donate money the method has to be simple, clear and effective.
- She has spent many frustrating hours talking with Shawn at Radar Hill and trying to get the Monaris system up and running. Although she tried to arrange for Radar Hill and Monaris to speak directly to each other, this was a challenge.

- Radar Hill has now sent an invoice, in addition to the original \$100 they asked for updating the website, now they are asking for an additional \$150 because of the Monaris issues and extra time involved.
- Other than the *donate now* button and dealing with Monaris, all the other changes on the site were acceptable.

### Brochures

All agreed the current version of the brochure is good to go.

- CR Graphics is willing to give us a break on the printing. Adam was also checking with his printing connection.
- Debby suggested a sub-committee meeting next Thursday to discuss the website, brochure and rack cards. Adam Flint can hopefully attend the meeting also.

### **Arts Centre at Cedar Hill - All**

- Space had been acquired at Tillicum Mall for SLF Booth, but we are unable to get the required insurance coverage in time. Paul will check with the insurance provider, Hendry Swinton McKenzie regarding volunteer insurance coverage.
- Suggest we use space at the recreation centres instead. On Saanich premises or at a Saanich event (eg: music in the park) we are covered under Saanich's insurance.
- Before selling raffle tickets, we need to get a gaming licence from the BC Gaming Commission. Alyssa to check into this.
- Paul, Gerald and Debby met with Corinne Coell; while she is agreeable to MC the event, she suggested we approach some celebrities. She is definitely on board as the producer.
- Suggested someone talk to Tracy Ryan who was the event coordinator for the Saanich Centennial; she may have some tips for us.
- All agreed we need to decide on a theme and a headliner.
- The official opening of the Centre will likely be September or October 2011.

### Budget

- Copies of the draft budget for the event were distributed. This is the worst case scenario – but it is hoped that we will be able to obtain sponsorship and/or donations of some services which will reduce the costs.
- Philip felt the budget was over-estimated and many of the expenses could be reduced.
- Noted that expenses and revenue will not all be occurring this year – it is over a 2-year span.
- Regarding the silent auction – the budget states either 100 items at \$50 or 50 items at \$100; the value of most items from the Evening to Inspire was at least \$150.
- The more items – the more space is required for storage and layout at the event.
- Bill Bryant, Rotary, has offered to run the silent auction – but we still need to gather prizes and appoint a Chair.

**Moved by Barb Klassen and Seconded by Claire Reynolds: “That the draft budget for the fundraising event on February 5, 2011 be approved in principle.”**

**Carried.**

### Volunteers

- Alyssa met recently with a UVIC student who has a background in special events and promotions.
- Paul and Gerald are meeting with the user groups from the Cedar Hill Recreation Centre in a week or so to ask for their participation and volunteer assistance at the fund raising event.
- Some members of the Arts, Culture and Heritage Committee will volunteer at the event and a sub-committee has been formed to apply for grants; Saanich staff on the committee include Diane Thorpe, Rob Phillips and Jason Jones.

NEXT MEETING: The next meeting will be held **on Tuesday**, NOVEMBER 16, 2010 at 4:30 pm, in Committee Room No. 2 at Saanich Municipal Hall.

Adjournment: On a motion from Debby Harris, the meeting adjourned at 6:00 pm.

I hereby certify these Minutes are an accurate and true recording of the Meeting.

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Isobel Hoffmann Recording Secretary



**SAANICH LEGACY FOUNDATION**  
Committee Room #2 – Saanich Municipal Hall  
**Wednesday, NOVEMBER 16, 2010 at 4:30 pm**

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Present: Paul McKivett in the Chair; Barb Klassen, Treasurer; Isobel Hoffmann, Vice-President & Recording Secretary; Gerald Fleming, Claire Reynolds, Philip Bisset-Covaneiro, Pat Young, Valerie Green, Directors; Alyssa Jesson, Co-op Student; Eileen Pritchard and Barbara Brennan.  
Regrets: Debby Harris  
Minutes: The Minutes of October 19, 2010 were adopted.

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**PRESIDENT'S REPORT** – No official report; covered in discussion below.

**TREASURER'S REPORT**

The Treasurer provided a verbal financial report for October and stated copies will be emailed to members. After all invoices have been paid, we have about \$27,000 still available. \$9,000 in donations were received last month. Approximately \$14,000 was processed through the SLF's Monaris machine at two events organized by Philip, and the SLF received a percentage to compensate for the loan of the machine. This will assist with the monthly fees to Monaris.

According to the CRA, the SLF has to dispense \$6,928 in order to maintain its charitable status. We have already distributed more than that.

Moved by Barb Klassen and Seconded by Phillip Bisset-Covaneiro: "That the Treasurer's verbal report for October be received."

Carried.

**GRANTS – Nil**

**ARTS CENTRE AT CEDAR HILL – FUNDRAISING EVENT – APRIL 9, 2011**

- Paul met with the Mt. Doug Theatre Group who were going to help with our event in exchange for assistance with their project next year; but after discussion it was agreed this would not work.
- User groups at Cedar Hill were invited to a meeting with Gerald and Paul on November 9 but no-one showed up because of a meeting arranged by Carole Ireland the following Sunday. Paul attended.
- Artists were being asked for programming ideas for the new centre. Agreed to ensure there is better communication in the future between all parties to avoid similar conflicts and updates will be received from Carole Ireland on a regular basis.
- Carole is reviewing the list of equipment required to highlight some "snazzy" items that may capture people's attention and encourage donations.
- Paul met with Tri-Eagle Developments who have agreed to be a sponsor; combination of cash and something in-kind, or perhaps sponsoring the food for the event.
- He met today with Susan Zerb, executive director of Saanich Volunteer Services (McRae House group) and Tom Severson, pottery coordinator at the recreation centre regarding a similar fundraising event they are planning for May. Susan suggested that we join forces

- for a combined fundraising event so we are not competing with each other. They will bring volunteers and experience to the table as well as an audience to sell tickets to.
- Discussion ensued and it was agreed that this would be tapping into two different markets: we need to have a clear and singular message. While it would be nice to have additional volunteers, agreed it would be better to focus on our own event and theme.
  - Eileen sent out a “start your engines” email with a list of things to consider for the fundraising event.
  - Discussion noted:
    - o Theme: Lively; Heart of the Arts (Wear your heart on your sleeve)
    - o Wall of Hearts – names of donors on the hearts (similar to music note idea)
    - o Entertainment: this will determine the price of the tickets.
    - o Age Group: focus on the 30+ crowd
    - o Capacity at Centre: 400
    - o Ticket Prices: \$50 – tax receipt for \$25
    - o Promotion: letter drafted & circulated; comments requested by 4 pm Thursday.
    - o Insurance: Cost too high to have booths at the malls; concentrate on recreation centres instead where we will be covered under the municipality.
    - o Media: Valerie can write article for Peninsula Times.
    - o Door Prizes? No decision yet.
    - o Activities? Dress as your favourite artist; prize for most creative.
    - o MC: Corinne has agreed, but suggested we explore other options – more celebrity status – eg: Jody Patterson, Adam Sawatsky.

A list of tasks was circulated and members asked to volunteer to head one task and then recruit other volunteers to assist. Tasks assigned as follows:

- Logistics – Debby
- Sponsorship/Fundraising: Paul and Philip
- ▶ Volunteers:
- ▶ Budget:
- Food and Beverage: Isobel
- Silent Auction: Alyssa and Philip (Rotary Club assisting)
- Entertainment: Eileen and Claire
- ▶ Promotion and Ticket Sales: (Gerald offered to do the raffle and 50/50)

### **Deck the Hall Event – Saturday, November 27, 2010**

SLF has the display area in the lobby from November 24, 2010 until December 31. Volunteers needed to help decorate the space and the tree on Friday, November 26, at 10:00 a.m. Agreed we will use the “Heart of the Arts” theme. Pat will make hearts for the tree and will put candy canes on the brochures. Isobel will arrange for printing of brochures.

### **SUB-COMMITTEE REPORTS – Postpone till next meeting.**

NEXT MEETING: The next meeting will be held **on Tuesday**, December 21 2010 at 5:00 pm at Isobel's house.

Adjournment: On a motion from Pat Young, the meeting adjourned at 6:00 pm.

I hereby certify these Minutes are an accurate and true recording of the Meeting.

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Isobel Hoffmann Recording Secretary



**SAANICH LEGACY FOUNDATION**  
**3692 Raymond Street South**  
**Wednesday, DECEMBER 21, 2010 at 5:00 pm**

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Present: Paul McKivett in the Chair; Barb Klassen, Treasurer; Isobel Hoffmann, Vice-President & Recording Secretary; Pat Young, Debby Harris, Gerald Fleming, and Claire Reynolds, Directors. Also present was Alyssa Jesson, Co-op Student.

Regrets: Philip Bisset-Covaneiro.

Minutes: The Minutes of November 16, 2010 were adopted as circulated.

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**PRESIDENT'S REPORT**

- Paul requested that the AGM be held prior to the regularly scheduled February meeting rather than January.
- Valerie Green has resigned; we need to recruit a new director.
- A Poll Vote was taken about hiring an event manager for the Heart of the Arts Fundraising Campaign. Eileen Pritchard has worked for Aids Vancouver Island and when Paul checked with them, they were very positive about the work she had done.
- He suggested the SLF pay \$20 per hour, for a maximum of 20 hours a week (4 hours a day). We need the help with this event as current directors do not have the time or the expertise to organize a fund raiser.
- Perhaps the number of hours may increase in March as we get closer to the event.
- Concern was noted about liability and WCB, etc.
- A formal letter will be sent to Eileen, noting that she is responsible for EI, CPP and WCB. The contract will be a "fee for services".

**MOVED by Pat Young and Seconded by Debby Harris: "That the SLF agree to pay Eileen-Heather Pritchard a fee of \$20 per hour, for a maximum of 20 hours per week, commencing in November 2010 until April, 2011; the number of hours to be revised closer to the event if necessary, and on the understanding that Ms. Pritchard is responsible for CPP, EI, income tax and WCB on the basis of a contract worker as part of a Canadian proprietorship."**

**CARRIED**

**TREASURER'S REPORT**

- The treasurer provided a verbal report, noting that all invoices and grants have been paid to date, and deposits have been made from the United Way (over \$800), proceeds for use of the Monaris Machine by SLF member Philip Bisset-Covaneiro at two fund-raising functions by Investors Group plus a few deposits received in the mail.
- We have a total of \$30,016.83 in available funds.
- A written report will be emailed to members.

Moved by B. Klassen and Seconded by G. Fleming: "That the Treasurer's verbal report be accepted."

Carried.

- Noted a cheque for \$2,000 has been received from the Coffee for Kids fundraising event; \$200 (10%) will be retained by the SLF for processing and issuing tax receipts.

**Volunteer Victoria**

It has been suggested that we renew membership with Volunteer Victoria for 2011; noted we did not use their services last year because we did not provide the required job descriptions. Eileen Pritchard, the SLF event coordinator, has recommended the membership be renewed as she will be able to use the volunteers.

MOVED by Pat Young and Seconded by Claire Reynolds: "That the Treasurer be authorized to pay the annual renewal fee of \$77 to Volunteer Victoria for 2011."

CARRIED

**GRANTS**

Alyssa advised that we were unsuccessful in obtaining the HAMBER grant. There are two more opportunities for grant applications in 2011 and she will research and advise the Foundation.

**ARTS CENTRE AT CEDAR HILL**

The backgrounder info sheet prepared by Adam Flint was reviewed and some comments noted:

- Capital "a" and "c" should be used when referring to the Arts Centre at Cedar Hill.
- A few other minor changes were made; revised copies to be printed and distributed with media packages and to potential sponsors etc.
  
- **Possible themes for the April 9 Gala Event:**
- 3 possible themes were put forward by Eileen for the gala event: An Evening in Paris, A Las Vegas Casino Style event, and Mardi Grass.
- Members agreed on the Evening in Paris – thinking it has not been done before and there is a good relationship to the arts with this theme.
- Sub-Committee meeting to held after Christmas to discuss further.
  
- **Musical Entertainment**
- To date no band or musical entertainment has been decided; lots of options. Claire and Eileen are researching. Now that we have a theme for the event, selection may be easier. Agreed decision has to be made soon.
- Posters and other promotional material can be prepared by Adam to a point – need to confirm entertainment before posters are finalized....hopefully by February 1.
  
- **Saanich Volunteer Services**
- Paul advised Susan Zerb that the SLF could not participate in a joint event.

**RECOMMENDATIONS FROM SUB-COMMITTEE MEETINGS FOR RATIFICATION:**

**Moved by Claire Reynolds and Seconded by Gerald Fleming: "That the Saanich Legacy Foundation establish an overall gross fund raising target by December 31, 2011 of \$50,000 for the Arts Centre at Cedar Hill."**

Carried

**Moved by Barb Klassen and Seconded by Debby Harris: “That if requested, tax receipts be issued for the 2011 tax year for donations of goods for a minimum of \$50, and the amount to be based on the auctioned value of the item. Any cash donations can be receipted for the full amount for the tax year in which they were received.”**

**Carried.**

### **RAFFLE TICKET LICENCE**

- There has been some confusion over the licence for holding raffles.
- Paul has researched information and he confirms that a Class B licence can be obtained, with no limit to the price of tickets, no limit on the value of each prize – but if the total value of all prizes exceeds \$10,000, proof of prizes must be provided and total gross ticket sales cannot exceed \$20,000.
- Minors may buy tickets if they are 13 years of age or older, or accompanied by an adult who is the minor's parent or guardian, and who consents to the sale.
- Minors may only sell tickets for a Class B licence if the ticket value is less than \$5 and the minor is a volunteer.
- Class B licences can be applied for on-line and the non-refundable processing fee is \$25.
- Website at <http://www.pssg.gov.bc.ca/gaming/licences/docs/guide-a-b-licence.pdf>
- The Victoria Division can be contacted at 250-387-5311.

**NEXT MEETING:** The next meeting will be held **on Tuesday**, January 18, 2011 at 4:30 pm, in Committee Room No. 2 at Saanich Municipal Hall.

**Adjournment:** On a motion from Pat Young, the meeting adjourned at 6:00 pm.

I hereby certify these Minutes are an accurate and true recording of the Meeting.

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Isobel Hoffmann Recording Secretary