

**Brant Historical Society  
Board of Directors Meeting  
April 12, 2016**

Brant Museum and Archives, 57 Charlotte St., Brantford  
**Meeting Minutes**

Present: Michael St. Amant (President), Bill Hanna (Treasurer), Chris Greenlaw (Vice), Jack Jackowetz, Cody Groat, Maggie McAdams, Annette Minutillo (Secretary)

Regrets: Zig Misiak, Doug Summerhayes

Staff: no staff present

Meeting called to order at 7:05 pm

**1. Delegations – Stephen Porter from Tradebank**

Stephen circulated a handout (attached). Tradebank works with the Brantford Symphony, Freedom House, Stedman’s Hospice and the Brantford Foodbank, organizing in-kind donations as ‘\$Trade’ which provide an alternate form of revenue, independent of current revenue streams. Organizations could trade for printing or advertising as an example with memberships or event tickets that don’t cost the organization full value (eg. empty seats in a theatre). Tradebank charges a 12.95% brokerage fee that is deferred until the organization actually redeems the \$Trade. Organizations can log into a directory of businesses when an account is opened. Fee to open an account is typically \$495, however Stephen would be happy to take a large portion of that through \$Trade. In addition, for Charities, big expenses can be put through the Tradebank Foundation which allows for 50% matching of \$Trade. Stephen noted that he would work with the Board to identify the product or sponsorship opportunities that BHS could trade.

After Stephen left, the Board discussed the proposal. It was noted that while this program could be an effective mechanism for capacity building, it has been the responsibility of staff to establish direct contact with a sponsor - would this allow BHS access to more sponsors or would this impede sponsor loyalty? It may affect various Grant reviews, depending upon its impact on our financial statements, some of which are calculated as a percentage of our expenses (notably City Grants).

**ACTION:** Michael will approach Mark Rozad (BHS accountant) to identify potential issues and will report back at the next Board Meeting.

**2. Additions to the Agenda - Grant Reports added at #9**

**3. Approval of the Agenda**

**Moved by Chris Greenlaw and seconded by Bill Hanna that the Agenda for the Meeting be approved. Carried unanimously**

**4. Approval of the Minutes of the March 8, 2016 meeting (sent previously)**

**Moved by Chris Greenlaw and seconded by Bill Hanna that the Minutes of the March 8, 2016 meeting be approved. Carried unanimously**

**5. Election of Officers for 2016**

**Moved by Annette Minutillo and seconded Jack Jackowetz that Michael St. Amant be nominated as President. There were no other nominations.**

**Moved by Jack Jackowetz and seconded by Cody Groat that nominations for President be closed.**

**Michael St. Amant is acclaimed as President.**

**Moved by Jack Jackowetz and seconded by Bill Hanna that Christopher Greenlaw be nominated as 1<sup>st</sup> Vice-President. There were no other nominations.**

**Moved by Cody Groat and seconded by Jack Jackowetz that nominations for 1<sup>st</sup> Vice-President be closed.**

**Christopher Greenlaw is acclaimed as 1<sup>st</sup> Vice-President.**

**Moved by Christopher Greenlaw and seconded by Cody Groat that Bill Hanna be nominated as Treasurer. There were no other nominations.**

**Moved by Cody Groat and seconded by Christopher Greenlaw that nominations for Treasurer be closed.**

**Bill Hanna is acclaimed as Treasurer.**

**Moved by Cody Groat and seconded by Bill Hanna that Annette Minutillo be nominated as Secretary. There were no other nominations.**

**Moved by Cody Groat and seconded by Christopher Greenlaw that nominations for Secretary be closed.**

**Annette Minutillo is acclaimed as Secretary.**

- 6. Treasurer's Report** - presented by Bill Hanna. The March 2016 Budget Report and comparative Income Statements were circulated prior to the meeting.

While we did not meet the YTD budgeted profit of \$26,300, we achieved a \$60,000 turnaround from last year's first quarter. Showing a loss of \$4200, this would have been a profit position of \$5500 had a missing donation been received from Scotia Capital.

REVENUES: For the month we are 18% ahead of budget and 57% ahead of last year's March. The missing donation puts us 26% behind last year, instead of 18% ahead YTD.

Bill noted that membership revenue is more than double last year's, and researching, photocopies etc. is five times what it was last year. Sponsorship revenue and special events are \$2800 ahead of last year when no income was generated. Importantly program revenue has more than tripled over last year. There has been improvement in a worrisome sector – the *Gift Shop* where revenues in the first two months was disappointing but has since rebounded and now climbed slightly over last year's, reflecting increased activities both in the press and in inventory development. On the grant front, last year we had received a foundation grant of \$3000 and this year the county grant of \$4250 has just come in putting us \$1250 ahead in this area.

EXPENSES: Overall 3% over YTD budget. Two areas of difficulty have been in *Accounting, Financial Bookkeeping and Professional Fees* caused by payment to MMMC for architectural drawings for which we received a grant in 2014 of \$8829, and higher than expected costs for *Facilities*, occasioned by leaky toilet and timing of two security bills, the fire inspection occurring in March rather than in May as in last year and a back flow repair, mostly one-time events for this year.

On the positive side, salary expense 20% lower than monthly budget and 12% lower YTD. Website and marketing are off 25% YTD and equal to last year. This is interesting as we are doing more work in this field than we did last year. Finally program and projects is under budget by over half.

CASH FLOW: We are starting to get very tight but we should be okay through our next payroll. It is vital that we get the missing donation to carry us through the end of the month. As well we have arranged for a meeting of the Endowment Committee on Thursday to activate the \$25,000 line of credit so that the cash flow will remain positive while we wait for the city grant to arrive.

BALANCE SHEET Our accountant has been working very hard on this and together with our auditor has effectively found all the adjustments that will be carried out this Thursday. In addition it should be noted that we will apply for CRA refund of around \$2000 and a HST/PST refund of around \$6000.

The board will now be furnished with quarterly updates to the balance sheet in time for the appropriate Board meetings.

Annette will be completing the CRA Charitable Tax Return next week.

**Moved by Cody Groat and seconded by Christopher Greenlaw that the Treasurer's Report be approved. Carried unanimously**

**7. Update on Laurier/Market Square - Michael St. Amant**

Michael reported that we are currently in a holding pattern until the City money is received. Michael has approached Vicano Construction in early preparation. An outstanding invoice of \$9000 for MMMC remains, which will be squared up with the City money.

Chris provided a quick update on Laurier Programming, reminding the Board to experience a Break Out box game with Dr. Nicholson and that UXB Community programming is still be developed.

**Moved by Cody Groat and seconded by Bill Hanna that the Laurier Update Report be approved. Carried unanimously**

**8. Event Planning Committee – Annette Minutillo**

Minutes of the Event Committee March 23, 2016 Planning Meeting were circulated prior to the meeting. Annette made the following additional notes - Paint Club this past Sunday sold out with 20 attendees; the Heritage Excursion will not see the Tollgate property but rather 88 William St instead; and poster distribution has been delayed for Heritage Excursion.

**Moved by Christopher Greenlaw and seconded by Jack Jackowetz that the Event Committee Report be approved. Carried unanimously**

**9. Business arising from the Meeting of March 8, 2016**

- a. Christopher noted that with the completion of the Grant report for the City of Brantford concerning the map and buildings project there are no Grant reports left to address.
- b. Artsvest - Christopher extended his apologies for not being able to secure an Artsvest Grant this year. Training (22 hours) and mandatory requirements have been overwhelming (also confirmed anecdotally by other organizations), and BHS was unable to find a sponsor to ensure the matching dollars.
- c. CMOG - in 2010 the granting system was changed to ensure grants equal to 12% of operating expenses. Nathan has identified that BHS has been shortchanged \$233,372. CMOG has responded that in 2007 BHS agreed to set amount. There is a Regulation to appeal under.

**ACTION:** Michael will approach Dave Levac about the CMOG shortchange

**ACTION:** Maggie will research the 2006 and 2007 Board Minutes to help shape an appeal to CMOG

- d. Nathan has applied for Young Canada Works grants and has received confirmation for 2 positions to date. In addition BHS has applied to Canada Summer Works for another position.

**10. New Business:**

- a. BHS Signature (or logo) - Jack noted that the current logo is weak and the move to a new facility provides an excellent opportunity to rebrand. The Board discussed whether Lucas should spend time on a new logo. Jack noted that the text for Brant Historical Society on the website could be sufficient for now.

- b. Retire Current Logo - it was suggested that BHS stop using the existing logo immediately
- c. Expanded newsletter distribution - discussion around having the newsletter distributed through Brant News, Expositor and/or BScene. With four newsletters a year it would be relatively easy.

**ACTION:** Jack will approach BScene about opportunities to distribute newsletter

- d. Acquisition of New Domain - currently brantmuseums.ca and brantmuseum.ca but BHS should own branthistoricalsociety.ca and branthistoricalsociety.org

**ACTION:** Jack will gather list of possible domain names for review by the Board

- e. Escape Room - given the possibilities for this to become part of the Museum's programming, it was suggested that the Board should experience the game.

**ACTION:** Michael will organize an Escape Room experience and possible Break-Out Box on the same day for the Board.

## 11. Operational Report - Michael St. Amant

- a. Books - follow up report regarding the reprint of *Brantford: A Passage Through Time* and Bruce Hill's *Grand River Navigation Company*, and printing of *Doing Our Bit*. We have found the digital files (currently with Becks) and are getting quotes. Concern expressed that the quality of pictures not great in *Brantford* - may have been digital transfer or ink problem. Discussed doing print-on-demand (p.o.d.) and short run printing, noting quality and stocking issues.
- b. Research projects - staff spend between 1 and 2 hours per research project and charge only \$20. The Board agreed to an increase to \$20 an hour.

**ACTION:** Effective immediately, research projects will be invoiced at \$20 per hour. Schedule will go up tomorrow.

- c. Museum Hours: the Board discussed the current open hours (weekdays 10:00 to 4:00). It was noted that if one has a regular work schedule one could never visit or volunteer for the Museum. Staff have been monitoring days when people visit. The Board supported testing whether Saturday hours are worthwhile, running through to Christmas. It was noted that the new Saturday hours must be marketed strongly, so people know.
- d. Myrtleville - Natalie Bull (head of National Trust) will be coming in June.
- e. Agricultural Society - BHS will be receiving collections before end of month; commodity records going back to 1880s.

**Moved by Christopher Greenlaw and seconded by Jack Jackowetz that the Operational Report as delivered be approved. Carried unanimously**

## 12. Coming Events

- a. Airing our Dirty Laundry (or title as Nathan prefers) – May 2, 2016. Reception Thursday May 5 at 6:00 pm Scott Lyons will sponsor reception (wine and cheese).
- b. Heritage Excursion – May 2, 2016
- c. Doing Our Bit Launch – May 24, 2016 at Sanderson Centre at lunch hour
- d. HMS Erebus – May 25, 2016 at Laurier

### 13. Announcements

- Christopher has acquired a box of love letters that came to the symphony (written from 1978 to 1982) - will be closed for 30 years
- Jack has a show starting at Blue Dog for the month of May.

### Next Meeting - May 10, 2016

Bill moved that the **Meeting be adjourned** at 9:35 pm

MS/am