

Minutes of BSSAA Executive Meeting on 2003 02 18

In attendance: Michael Robinson, Executive Director  
Jeanette Wilson, Executive Secretary  
Dan Nichol, Director of Events  
Cheryl Anderson, Chair, Entertainment

Gord Macfarlane, Registrar  
Heather Reid, Director of Finance  
Teresa Kobos, Director of Sponsorship

Start time: 7:30 p.m.

End time: 9:45 p.m.

Discussed: Charitable organization - BSSAA is not a charitable organization, it is a non-profit organization. The Peel District School Board has charitable trusts. They have someone working on this full time. We need to meet with the Board to set up our own trust within their accounts. Michael Robinson will call to set up an appointment with Barry Oliver, the Board's legal person. Jeanette Wilson and Heather Reid will try to be at the meeting.

Discussed: E-commerce - There are two options to accepting payment by credit card. The least expensive way is to use an IVR option where it costs \$250 to set up, plus \$10 for the IVR, plus 25 cents per transaction, plus 3.5% merchant discount fee (to Visa/Master Card), plus \$5 monthly deposit fee to be able to take credit card payments by phone. To be able to take credit card payments via the internet, we would need to pay a \$250 set up fee, \$150 integration fee to link our website to a web-store, \$45 monthly access rental fee, \$5 monthly deposit fee, 25 cents per transaction and 3.5% merchant discount fee. At our meeting with the Peel District School Board, we will inquire about a merchant number they may have that we may use. Some Executive members felt both options cost more than they would bring in, but others thought that a significant number of alumni would purchase tickets to the gala event of the reunion only if given the option to do so by credit card. More information will be gathered before a final decision is made.

Discussed: Brampton Board of Trade mailing list - We have the entire list of businesses in Brampton. Sponsor letters will be sent to approximately 400 companies. The cost, including envelopes, stamps and G.S.T. is approximately \$200.00. If we also mail sponsor letters to alumni, the cost would increase by \$300.00. The cost does not include paper or ink (Michael to get) or folding of three page letters (we will do this by hand). Heather Reid will look into using the folding machine at her work.

Discussed: John Chasty - Michael Robinson will call to set up a meeting with current BSS principal John Chasty to discuss a number of pending issues. Jeanette Wilson will try to attend the meeting as well.

Discussed: Flyer - Nicole McReavy has produced a new flyer advertising the latest events. Michael Robinson will have a sample for next week's General Membership Meeting. The night out at Jake's Boathouse has been put on hold indefinitely.

Discussed: Incorporation documents - We need to complete Form 1 and Schedule A, initial return, listing all Directors/Officers of our non-profit organization, their titles and addresses, and the date of their election. Jeanette Wilson will make copies of the document, complete them and mail them this week. We also need to register any assumed business names associated with Bramalea Secondary School Alumni Association. The cost of this is \$60.00.

Motion: To register initials BSSAA as an assumed name of Bramalea Secondary School Alumni Association - moved by Jeanette Wilson, seconded by Dan Nichol, vote carried 5 yays, 0 nays. Jeanette Wilson will complete the registration this week.

Discussed: Website update - Now that BSSAA is an incorporation, there will be a transition of ownership of our website. Michael will back up the website regularly and make an operation manual for the site so that, in the event he is incapacitated, another member of BSSAA will have the structure of the website, including passwords, and will be able to access it. Michael Robinson has updated the website, including all meeting minutes and correcting the time and place of our meetings.

Motion: To have Gord Macfarlane as the alternate BSSAA member to receive the operation manual for the website - moved by Dan Nichol, seconded by Cheryl Anderson, vote carried 5 yays, 0 nays.

Discussed: Reunion break-even analysis - Dan Nichol has produced an analysis of the costs of the gala event for the 40<sup>th</sup> reunion, basing the ticket price on covering all costs without any donations. He gave three scenarios based on a different number of guests, 800 (minimum for the Regal ballroom at the Regal Constellation Hotel), 1000 and 1450 (the maximum at the hotel). Some expenses do not change with more or less guests. Based on his analysis, Dan suggested a ticket price of \$95.00 per person. If any sponsors or donations come in, that cost would be less. We could, however, charge the higher cost and put any profit towards charity.

Discussed: North Park Secondary School Alumni Association and Reunion - North Park is having a 25<sup>th</sup> reunion this May and has an alumni association in place to run it. They have not indicated where their gala event will be held or a price per ticket. They are charging \$20.00 to become a member, getting voting rights, and are looking for more volunteers and alumni to fill several positions.

Adjournment: Moved by Heather Reid, seconded by Gord Macfarlane. Approved.

Next General Membership Meeting: Wednesday, February 26, 2003 at 7:30 p.m. at Brunswick Lanes

Next Executive Meeting: Monday, March 17, 2003 at 7:30 p.m. at Brunswick Lanes