

St. John's High School  
Reunion Steering Committee Meeting  
October 5, 2009 – St. John's Staff Room

Present: Brian Burdy, Sandy Hyman, Sam Singer, Victor Spiegelman, Chris Dewar, Yuri Korchynski, Rick Hemmerling, Diane Zack, Susan Gibb, Johnny Olynyk, Maria Pikta, Carole Kurdydyk

Regrets: Wendy Pinchbeck, Gloria Kropla, Carolyn Rickey

Meeting was called to order at 5:05.

Brian welcomed Sandy Hyman, our new Marketing/PR chair.

### **Previous Minutes**

Motion: moved by Victor Spigelman, seconded by Rick Hemmerling to accept the minutes as written. Carried.

### **Financial Report – Jess Leung**

- The committee has registered for and received a GST number. It must be printed on all tickets.
- *St. John's Alumni 2010 Inc.* has been registered as a not-for-profit corporation; year end June 30. After the reunion, a GST summary will be prepared by Jess for remittance.
- Merchandise sales after June 30 could go through the school; remaining items could be sold to the store in the school – “Tiger Square”.

### **Cash Payments policy**

- Jess went over the cash payments procedures handout.

Key Points:

- Be sure to hand in all invoices promptly. Include any merchandise shipping documents.
- Only Chairs can approve an invoice; cheques will only be written to them.
- If any invoice discounts are available, advise Corie right away.

### **Techonian – Diane Zack**

- Diane provided sample; doesn't feel we need to have both the newspaper and registration brochure since they have the same information.
  - She will work on an issue for the reunion which will include daily updates.
  - Discussion on the need for a reunion poster now.
  - Sue mentioned the school newsletter, which could incorporate the Techonian.
- DECISION: The Techonian will be used to supplement the registration form/brochure.

### **Marketing – Sandy Hyman**

- Needs mall dates
- Have suggestions, please give to her. She will work on finding people for mall registrations.
- Send names of people who want to help on her committee.

- Sandy will look after: the city hall network, provincial government contacts, PSA's, synagogues, churches.
- Suggestion about putting an article in the *Real Estate News* about the school.

TASK: Carole will contact Marni and let Brian know if she's available to design a poster.

TASK: Brian will ask Linda if a student would like to design a poster if Marni is not available.

### **Marketing** – Banner and Signs – Brian Burdy

- Brian has been to a company called "SIGNS NOW" and obtained prices for a pull up banner and table cloths for use in the malls.
- He will arrange for table cloths to be ready for the 24<sup>th</sup> mall display, if possible.
- Cost about \$400 - \$500 for a mobile roll up banner/sign. He will find out what resolution size for pictures is needed for a banner.
- He is in discussion with Linda about a large banner for the school (the school will pick up the cost).
- Suggestions on content for banner: reunion info, web address, contact number, email, Torch graphic
- All marketing materials should be similar.

DECISION: Brian is to pursue acquiring a mall mobile banner and table cloth decoration.

### **Coffee House** – Rick Hemmerling

- No changes to report. There are two groups performing so far. Deadline for performers to sign up: May 1, 2010.

TASK: Sue mentioned to have an area of the school set aside as an outdoor gathering place. Sue will contact Gloria.

### **Sunday Program** – Brian Burdy

Discussion:

- Tent prices – largest is \$1,500
- "Meet the Teachers in the Tent"

Decision: committee endorsed this idea. Brian to pursue the teacher contact process with Chris Dewar.

- Military parade – plan could be changed because of the tent; could it be held in senior gym?
- Discussion: where to hold the alumni wall ceremony; no decision made.
- Decade rooms will be open every day of the reunion.
- Sunday would be another venue to highlight musical groups and the alumni choir.
- Formal closing ceremony.

### **Registration Brochure** – Carole Kurdydyk

- Revised sample given out. DECISION: Yuri will check final draft.

### **Registration** – Maria Pikta

- Garden City shopping center has been booked for all day October 24.
- Most malls are blocked off for November and December.
- The Forks is available November or December, Saturdays and Sundays.

TASK: Maria to send out email in the next five days to find volunteers for 2-3 hour shifts for dates she'll set.

### **Phone Inquiries**

- A reunion number is needed for non-computer users, and people to answer messages. Victor indicated the idea of using his business number will not be feasible. He will pursue other possibilities and send them to Brian for action.
- Discussion on various options (phone in school, Victor's offer)

TASK: Victor will look into a virtual phone number and report to Brian tomorrow. Carole and Brian will make the final decision on what phone service to use. Decision needed immediately—before Oct 20. It is needed for the brochure printing.

### **Web Site** – Yuri Korchynski

- If you want changes or updates on the web, phone Yuri! do not just send an email. Once changes have been discussed, send him the web content.
- The new guestbook page is a success.
- There are just under 1,500 registered on the contact list.
- General emails will be sent about the registration date and gala.

### **Refreshments**

- Discussion about paying for snacks at committee meetings.

Motion: Corie: that we use petty cash funds to cover cost of snacks for meetings and volunteers. Motion rescinded.

DECISIONS: committee members will pay for their snacks (suggested collecting a pot and replenishing when necessary).

We should provide some refreshment for volunteers during mall registrations.

### **Sponsorship** – Victor Spigelman

Discussion: do we want title sponsors for main events?

- Victor will ask Brian to send message sent to him regarding types of recognition.

DECISION: committee members should to send names of interested sponsors to Victor.

### **Other Business**

Book promotion opportunity

- Email from A. Aanghang about Allan Levine's book, *Coming of Age* was talked about. Concerns raised about reunion being used to market materials; are we going beyond its original purpose?

DECISION: a policy needs to be decided for such inquiries.

TASK: Carole and Brian will discuss and have recommendation for next meeting.

Meeting adjourned at 7:45.

Recorder: Carole Kurdydyk

Next Meeting: October 25, St. John's Staff Room, 5:00 p.m.