

# EAST CENTRAL ALBERTA HERITAGE SOCIETY

## Director's Meeting Stettler Board Of Trade

May 27, 2013

Present: Al Leinweber, Norma Leslie, Ken Walker, Bob Willis, Bruce Gartside, Darlene Tantrum, Alan Willis, John Mitchell, and Roger Lee.

1. Norma Leslie called the meeting to order at 7:05 p.m.
2. Alan Willis asked that an item dealing with consulting services with respect to the development of an integrated marketing plan for East Central Alberta Heritage Society be added to the agenda. It was moved by Bruce Gartside that the amended agenda be approved. Carried
3. It was moved by Ken Walker, seconded by Roger Lee, that the Minutes of April 22, 2013 meeting be accepted with an amendment noting that the offer of volunteer help by elders from the Church of the Latter Day Saints was made during a visit to ECAHS booth at the Stettler Trade Fair. Carried
4. **Business** Arising from Minutes
  - a. Website – News article from the Red Deer Advocate has been added to the site and additional updates will take place as time permits
  - b. Stettler-Red Willow Track Project - We are still attempting to get vegetation under control by pulling, mowing and spraying. Weather continues to be uncooperative.
  - c. Canadian Northern Railway Heritage Corridor – Project has run into a road block as a result of staff changes at both Canadian Badlands Ltd. and Alberta Tourism Parks and Recreation. Executive Director Bob Davis of CBL has resigned and Elizabeth Kuhnel has been transferred from Tourism Development to Tourism Services within the department. Both moves appear to have left ECAHS/Canadian Northern's project in limbo.
  - d. ATCO Electric Symposium – Norma Leslie and Edna Stuart attended this event at Three Hills representing ECAHS and Norma reports that ATCO did a bang up job and the symposium was really worthwhile. In addition to some great information on managing non-profits such as ECAHS, Norma and Edna took in an address by Hon. Doug Griffiths, Minister of Municipal Affairs. The ladies were impressed and the minister could be a valuable friend for ECAHS.
  - e. Administration – Nothing new to report.
  - f. Newsletter – Bob Willis presented a mock-up for a one page newsletter and stated that his office would make sure that this piece was in the mail promoting the Father's Day benefit not later than Monday next.
5. Correspondence
  - a. None

6. Financial Statement  
Bob Willis presented the monthly financial statement for May 2013. Al Leinweber moved, seconded by Roger Lee, we accept the financial statement as read. Carried

Accounts Payable

It was moved by Darlene Tantrum, seconded by Ken Walker, that the attached list of payable be paid. Carried

7. Reports

- Fundraising – Norma Leslie reports that she and John Grant will be completing applications for casino, bingo and lottery licenses.
- Bob Willis reports that it is not likely that ECAHS will be able to recover any of the monies owed for salvage of the society's boxcars.
- Bruce Gartside recommends that ECAHS drop its membership in Imagine Canada and join Metasoft Systems particularly if money back guarantees remains in effect. It was Bob Willis's recommendation that whatever membership is selected that there is not much sense in activating same until November of 2013. It was moved by Ken Walker, seconded by John Mitchell, the ECAHS proceed with a \$3,500 membership and services contract from Metasoft Systems in November of 2013.
- Lands Administration – Nothing new to report.
- Special Projects – Alan Willis reports that he sent letters to two different marketing consultants who appear to fit ECAHS needs. Only one of these firms, Forward Level Inc, responded. Al would like to set up a telephone conference call with this firm to explore obtaining outside help in refining and enhancing ECAHS's image and message to the greater community and potential donors. It was the consensus of the board that this meeting should proceed.
- Father's Day Benefit – Norma Leslie reports that she has made arrangements for printing advertising to appear in the Coffee News, East Central Alberta View, Stettler Independent and the Weekender. In addition there will be a blurb in the Town of Stettler water bill newsletter and a ticket give-away on Stettler radio.

8. Ken Walker moved that the meeting adjourn. Carried

9. The next meeting will be June 24, 2013.

  
\_\_\_\_\_  
President

  
\_\_\_\_\_  
Secretary