

THE HAVILAND BOARD OF DIRECTORS MEETING MINUTES - FINAL

Monday October 28, 2024

PRESENT:

Jamie Trainor, President
Jane MacIsaac, Vice President
Stephen Yarrow, Secretary
Jake Baird, Fundraising Chair
Allan Trainor, Membership Chair
Scott Stevens, Pond Chair
Mary-Beth Maclean, Entertainment Chair
Michael Cairns, House Chair
Rosalind Drewery, Director-at-Large

Also present:

Daniela Beltran, House Manager

Regrets:

Nelson Hagerman, Treasurer
Bruce Matheson, Chair of the Trustees

1. The meeting was called to order at 4:08pm by Jamie.
2. Approval of the agenda was moved by Scott, seconded by Rosalind.
3. Minutes from September 23, 2024, board meeting – motion to approve by Scott, seconded by Mike - approved.
4. Manager's report - Daniela:
 - Successful transition into the role of manager, quickly gaining a solid understanding of team members dynamics, project priorities and organizational goals.
 - Built positive relationships with members, fostering a collaborative and supportive work environment.
 - Identified areas for process improvement and implemented small changes to streamline workflows and increase efficiency.
 - Understand the financial situations, balance and work with daily sales reports, inventories, orders, organizations of volunteers, staffing and members of the board.

- Key performance indicators include:
 - 15 events booked till January
 - More rental inquiries each day
 - Square payment system – setting up meetings with staff and members to train on Square for payments, tracking of bar, rentals, membership sales, etc.
 - Implementing a new open/close sheet to keep tracking cash sales and maintain the float.
 - Goal is to launch a marketing campaign to attract new customers, and collaborate with local businesses to offer joint promotions, etc.
 - Developed a detailed marketing plan, including strategies for social media, email marketing and print advertising.
 - Membership currently stands at 164 – still in the renewal phase.

5. Chair reports:

President, Jamie:

- Please with progress and Daniela's work so far.
- Mike is assisting with fixing computer issues.
- Anticipate more “public” events at the Haviland, possibly with an open house, to attract new members.
- Have recently met with Aiden and the nomination committee – a number of names already in play for the 2024/2025 board.
- Nelson currently away on family business, but he promises up-to-date financials for next month and the upcoming AGM.
- Haviland in decent shape, relatively speaking – Positive >\$4000, with the line of credit paid back and various account lines reconciled. Still have a high balance on the credit card – hopefully resolved in the near future.

Pond, Scott:

- This month the weeds are still present, which is later than normal.
- Some clean up and organizing equipment has taken place at the pond.
- Winterizing the Camp still needs to take place.
- The pond had another successful year, both activity wise and financially.

Membership, Allan:

- For the 2024/2025 renewed membership, currently 55 paid members (probably higher, but still sorting out e-transfer payments) and one not-for-profit.
- Expect further new memberships over November, which is the normal cycle of renewals.
- Shona to add more information in the Updater – reminder that only paid up members can participate at the upcoming AGM.
- Sorting out confusion with the ledger at the bar re. membership renewals conducted at the bar vs. e-transfer, etc.
- Need to update the Square system to categorize membership streams plus e-transfers.
- As of October 17th, 71% memberships are couples.

Entertainment, Mary-Beth:

- Committee now has seven members!
- Pizza party hosted by Sheridan and Mary was well attended.
- Only ten at last Friday's Friday Dinner – but broke even.
- Halloween participation was low too.
- People still transitioning from summer to fall.
- Coming up is the Murder Mystery dinner and the Weir.
- Aiming for a music type event once a month in 2025. Generally \$200-300 cost per event.

Fundraising, Jake:

- Lottery: to date, 49 ticket holders (singles and blocks of three). 33 are members, 16 outsiders. 15 are Bridge Club members. Very disappointing that only 20% of ticket holders are members (based on 178 membership as per 2023/2024). Not one trustee so far.
- No harm, no foul – pot stands at \$4400 – perhaps attain \$6000 by the draw date of November 8th. Originally hoped for \$15,000.

New Horizons Senior's program, Rosalind:

- October 27th event, special guest Honourable Antionette Perry.
- The day went very well with the help of the team and the new manager of the club.
- We were fully booked but with couple of now shows due to illness we were able to include a few walk-ins.
- The budget came in at about 450\$ under forecast.

- The next event December 15th is fully booked with several names on a cancellation list.

Vice-President, Jane:

- This has been a very busy month for me... highlights only:
 - Daniela introduction to the practices, functions ,responsibilities of the manager at the Haviland. This was a daily activity for the first week. She has lots of experience and has been a quick study. She has assumed the managers function for booking events, managing the bar, greeting and responding to member and guest inquiries. She is a salaried employee and will respond to daily operational questions. Further and FYI, the procedure to respond to inquiries that come in on Daniela's day off will not necessarily be immediate, rather it will be within 24 hours - she will not be responding on her day off - if it is urgent, please call Jane.
 - Daniela reports to the Vice President... she will help board members with their special requests... but please respect protocols.
 - Memorandum's of Understanding (MOU's): Over the last short period of time we realized there were activities happening that were not entered in the calendar and therefore we were in some cases overbooked, not booked at all and no invoices created. We also had misunderstandings between members and management. Therefore, for those unique and repeated arrangement we will enter into an MOU that will be signed by all parties involved. Over the past period, we have negotiated or are in process of negotiations with the following parties: (A) ACT represented by Gordon Cobb, rehearsal space for actors in The Weir... in exchange for rental income, a production of Weir will presented at the Haviland. All proceeds will be income to the Haviland, (B) Laurie Murphy for use of the basement. .. not finalized yet, (C) The PEI Women's Network.. large rental agreement not entered into the calendar nor was an invoice created... meant we had double booked... I apologized to all parties.. MOU and dates are entered into system... invoices established... this MOU will increase revenue by \$4000.00 for the next year... (D) Pilot Project with Laura Ono to offer Music and Movement for Seniors... this MOU will reflect \$100 per session for 10 session on Friday mornings for 1 hour .. more to follow Thank you Mary Beth for all your assistance.
 - Banking, DSR's, Accountability: This process has been challenging... We have established a rapport with the bank.
 - Daniela does not have signing authority yet, but will following this meeting.

- We will be removing Susan and adding Daniella... as well after AGM and when new officers are elected we will be required to change this again.
- We will be applying for a new credit card for the operation... the old one is missing and needs to be cancelled. ... that will enable bar and other purchases to happen and be tracked.
- During the short period of time when we borrowed funds from the general operating account to cover wages for employees etc... we have transferred those funds back. There are some ticket sales that were made through e-transfers that still need to be transferred from the general operating account to the fundraising account.
- DSR's we're not completed since Susan left. I did not know how to do them, nor did others, so, last week Daniela completed them with information collected through Square. Lynn has completed the statements for September and will complete October statements this week. This will be the future DSR reporting process!
- Daniela has developed a bar sign in process... looks good to me!
- Funding Processes:
 - * Final payment received from the province to cover Shona's wages.
 - * GST rebate received and deposited
 - * No response to date on application for tax relief... follow up required
 - * New application prepared to the New Horizon's for Seniors Program – thank you Mary Beth for your assistance.
- We will be applying to Fed Gov't for summer students.
- Governance: We are at a standstill... what we can do is implement the new Bylaws and Code of Conduct... by simply introducing them at the AGM... the Constitution will require further work to include / change / align objectives to reflect allowable purposes for charitable status. This will be a decision for a new board.

6. New business – none.

7. Next meeting: Tuesday November 17, 2024, 5:00pm – special board meeting to discuss the financial information in preparation for the AGM.

2024 AGM – Wednesday December 4, 2024, 7:00pm.

8. Meeting adjourned at 5:39pm