



**WBHS Old Boys' Association Committee Meeting Minutes
Held on 1st August at 5:00 pm
at The Orchard, 35 Walton Street, Whangārei.**

Present:

Jarrold Goodall, David Templeton, John Barber, Mark Wilson, Gaurav Correa
Treena Shrimpton via video call

A quorum is present

Apologies:

Al Kirk, Karen Gilbert-Smith, Kayden Fowler, Case Worsfold

Meeting began at 5.14 pm

Previous Minutes:

The minutes from previous committee meeting were taken as read and approved.

Moved – David

Seconded – John

Matters Arising from previous minutes.

No matters arising

General Business

Membership due dates

Jarrold would like to set a uniform due date for all members for subscription renewals.
How this would work is

Subscription renewal prior to April 1st - Their payment will take them to 31st September 2022

Subscription renewal after April 1st - Their payment will take them to 31st September 2023

This will bring all subscriptions in line. The run cycle will be October 1st - 31st September. This way we will be able to focus on a subscription drive during August and September each year rather than having them spread out.

Upon finding the subscription dates of subscribers, **Treena** will send three emails, one for before April 1st, one for after, and another to all members to promote subscriptions.

Moved - Jarrold

Seconded - David

Addendum to meeting minutes:

After further reflection, we believe there is merit in keeping the subscription renewal dates staggered. Money will be coming in throughout the year as opposed to all at one time. We would like to revisit this in the next meeting.

TO ACTION

TREENA

Subscribers

We currently have **89** subscribers paying an Annual or monthly subscription.

Treena will send an email out to the class of 2020 to follow up with their free two-year subscription coming to an end asking them to please subscribe again.

TREENA

Treena advised that the emails downloaded to the database from 2010 were mostly parents' email addresses. The boy's personal email address is very seldom on the school system, Kamar, which is where the information came from. She is working through the years and sending emails to the parents asking them to forward it on or let us know their son's personal email address. There has been a good response and we have been able to update 93 email addresses in the database.

Financials

Balances @ July 31st 2022 - \$21,972

Includes \$9,000 of committed funds

Mark will change accounts to show only one "Funds" account.

MARK

Outgoing money

\$60.00 - refund to a member who paid twice in error

\$10,000 to pay off the loan with Endowment Trust

Taking the money owed to the Endowment Trust to \$15,000 down from \$40,000. Mark has notified David Dent who has been making lump donations to help pay this debt off.

Webinars

It was suggested to have OBs who are successful in their business record an hour-long video with advice and ideas as a webinar or link they get access to as an incentive for the OBs in their 20s to subscribe.

It was felt that we need to be careful not to milk the database and there has been an overuse of online videos and people are over them and it would be better to do this in the school with face-to-face time spent.

Jarrold suggested we could look at offering internships in the future with OBs companies who are on board with us. This is something we should revisit in the future.

Corporate Sponsorship

Jarrold would like to have recurring sponsorship money from businesses, selling the idea that we have a database, over 2000 emails and four newsletters a year. They can have their logo added to the website, to which we get up to 600 unique visitors a month. Our Facebook and Instagram pages have significant potential to grow, and for \$1,000 or \$500, you will get your advertisement in the True Tales book if you get it to us before September 1st.

Treena will send out an email this week and then **Jarrold, David** and **Gaurav** will visit or call certain businesses to follow up. We will give one annual personal membership to each business that advertises.

**TREENA
JARROD
DAVID
GAURAV**

Leavers Dinner in October

This is a school-run event. The OBs provide the pins or ties to be presented and we do an OBA drive and get as many personal email addresses from the boys as we can. Mark suggested giving the pin in a small presentation folder with all the information on the OBA on it.

Jt has sent an email asking if we could provide a representative of the OBA to give the presentation on the day. **David** will talk with Jt and get some more information.

DAVID

This is our opportunity to get all the leaver's details. They will complete a form with their personal email address and phone number to receive a 2-year free membership to the OBA.

Treena will need to order more pins before the leaver's dinner.

TREENA

Fideliter Fellowship award

The award ceremony is on tomorrow, Tuesday 2nd August at 2 pm and will be the first event in the new school auditorium. John Bell will be there with guests at 2 pm in reception.

There will be a rehearsal assembly at 1 pm with the main event happening after school lunch at 2.15 pm. After the ceremony, there will be nibbles, tea and coffee served in the staffroom with a tour of the school afterwards.

Treena will have a framed photo of John Bell to gift him and one for the hall.

TREENA

We will need to start thinking about the next Fideliter award ceremony for Blyth Tait and Trevor Worthy possibly coming in by video call.

Email provider

Treena would like to change the email marketing company from Mailchimp to Active Campaign.

It is cheaper and has a much better automation system which she would use, with full personal support from the company, to automate as many of the applications and systems we use as possible, freeing her time for other more important duties.

Treena will be using Clockify, an app that takes down what she spends her time doing and keeps the hours. She will have the [report](#) and [graph](#) at each meeting.

TREENA

True Tales of WBHS

Jarrold, Treena and Helen Peters will be meeting on Tuesday 9th August at the school to go over what is needed for the book before going out to the editors to proofread.

TREENA

Informal Networking event

Gaurav will organise some informal networking events at The Butter Factory on August 26th between 5.30 - 7 pm. **Kayden** and **Case** will promote it through social media.

**GAURAV
KAYDEN
CASE**

Auckland Networking Event

Murray Holdaway has stepped down as CEO of Vista so he no longer has access to the venue we have used in the past for this event. Jarrold spoke to Brewers on Quay today, they have a venue you can book for free but the food and beverages are expensive.

Treena will send an email out to our Auckland network asking for assistance in finding a venue such as an affiliated club so we are able to self-cater. Jarrold would also like to see us push the event out to October so the Golf tournament scheduled for a month later can be promoted.

TREENA

The meeting closed at 6.42 pm

Date of Next Meeting

Monday 5th September 2022 at 5.00 pm

The Orchard, Whangarei

