

**Education Retirees Association of Ottawa
Executive Meeting Minutes
via Zoom
Date: Tuesday February 13, 2024**

Item		Decision/Action
Call to Order	10:06 am	
Executive Members Present	President: Chris Borzecki Vice President: Vacant Secretary: Vikki Zulpo Treasurer: Horst Dannehl Registrar: Cheryl Cavell- Regrets Social Committee: Shelley McDonald ERAO Online Chair: Rick Chataway House Convenor: Sue Peter-Weeks Past President: Horst Dannehl Members at Large: Margaret Bryan, Stuart Fraser, Vacant, Vacant	
Approval of Agenda	Motion to accept agenda: Moved by Margaret Bryan. Seconded by Vikki Zulpo	Passed
Approval of Previous Minutes	Motion to accept previous minutes: Moved by Vikki Zulpo Seconded by Sue Peter-Weeks	Passed
Vice President's report	N/A	
Secretary's Report	N/A	
Treasurer's report	Our bank balance as of close Monday Feb. 12/24 is \$3,804.21 Our GIC is at \$3,171.04 Motion to accept Treasurer's report: moved by Horst. Seconded by Shelley	Passed
Registrar's Report	N/A	

1- Website and info@erao.ca

WEBSITE & MAILERLITE REPORT FEBRUARY, 2024 from Stuart

MAILERLITE MASS EMAIL REPORT

Because we exceeded the number of emails allowed in our free Mailchimp account, I switched last year to an alternative service called MailerLite which, so far, has been more liberal with the terms of its free account.

Effective February 1, 2024, new regulations came into effect governing mass email services globally—including the one we use (MailerLite). To keep our service in good standing, I spent last Thursday morning verifying and then authenticating our MailerLite account to ensure that it continues to work properly.

REPORT ON AD POSTINGS

There have been several new ads lately, all of which were posted on the website before they were created in MailerLite and sent as mass emails. Creating ads is enjoyable but time consuming. Each ad can take an hour or more to create and post.

ADS GOING FORWARD

NEW - All Zoom ads will be accompanied by registration instructions (thanks John H).

NEW - A reminder ad will be sent by mass email the day before the date of each Zoom presentation.

MAILERLITE ACTIVITY REPORT

We have gained 5 new members recently. Some email addresses went dormant so were removed. Our mass emails now reach the inboxes of 453 recipients.

Opened refers to the total number of times the email was read (this could include someone who opened the email more than once).

Clicked refers to the total number of clicked links in the ads (again, a person could click multiple times). Clicking on links could lead to the ERAO website or other websites (i.e. restaurant). Clicking on emails (i.e. Zoom registration links) also counts.

Top link is the link that garnered the most visits.

Reminder - Zoom Talk: Navigating New Horizons: February 6, 2024

Opened: 268 of 449 (59.69%)

Clicked: 12

**ERAO Online
Chair's report –
cont'**

Clicked: 12

Top link with 10 clicks: "Travel Landscape" ad

2nd Top link with 7 clicks: "Zoom registration instructions"

More events to brighten up the winter season! January 31, 2024

Opened: 329 of 450 (73.11%)

Clicked: 20

Top link with 8 clicks: "Travel Landscape" ad

Events to chase the winter blues away! January 23, 2024

Opened: 338 of 450 (75.11%)

Clicked: 29

Top link with 11 clicks: "Travel Landscape" ad

2nd Top link with 6 clicks: "Carp River" ad

Events to welcome in 2024 January 15, 2024

Opened: 319 of 450 (70.89%)

Clicked: 20

Top link with 6 clicks: Zoom video "Carp River"

2nd, 3rd and 4th top links, with 4 clicks each: Zoom videos "All about

bees," "So you want on go on a cruise" and "Climate Change"

Events to welcome in 2024 January 5, 2024

Opened: 334 of 450 (74.22%)

Clicked: 18

Top link with 6 clicks: Zoom video "So you want on go on a cruise"

Events to welcome in the New Year December 24, 2023

Opened: 339 of 451 (75.17%)

Clicked: 13

Top link with 7 clicks: "ChancesR Breakfast" ad

2nd Top link with 5 clicks: Zoom video "So you want on go on a cruise"

Fall & winter events December 9, 2023

Opened: 326 of 451 (72.28%)

Clicked: 16

Top link with 8 clicks: Zoom video "So you want on go on a cruise"

Fall & winter events December 1, 2023

Opened: 329 of 451 (72.95%)

Clicked: 19

Top link with 8 clicks: Zoom video " So you want on go on a cruise"

2. Zoom presentations and recordings

Rick reported that most of the zoom presentations have approximately 15 persons attending. He also sends a follow-up email reminder a day or two before the Zoom presentation to those who have registered.

Stuart also has started sending a reminder about the Zoom presentation via a mass email to all members, a day or two prior to the presentation.

Rick reported that most presenters are agreeing to be recorded.

Stuart reported that 3 past zoom presentations are available at a time.

Regarding the registration process, there will be a link to the website which provides clear instructions on how and by when to register. Another observation raised is that sometimes people like to register friends, but forget to give the other's email address, hence the need for clearer instructions.

After discussion, with Stuart regarding the time consuming ad preparation, it was agreed to make a set of instructions for how to prepare an ad for him to post, in order to make the job easier.

Stuart will prepare a list of his needs for creating ads

3. Facebook

There are 183 people signed up on our Facebook page.

Motion to accept Online Chair Report: moved by Rick, seconded by Sue.

Passed

<p>Social Committee Chair's Report</p>	<p>We have had a good response to our last few events.</p> <p>15 people attended the Carp River presentation which was excellent, we learned so much about our own city. 14 came for lunch at the Miller's Oven and 15 were on for the travel presentation.</p> <p>The rest of the winter program includes some very interesting topics. Vikki is presenting their bike/barge trip Feb. 29, we have one giving advice on personal finances, one on A.I. and then a fellow who was involved in organizing the 1972 hockey series with Russia - "the Ice war Diplomat".</p> <p>Feb. 28th is a breakfast at Broadway's in Blossom Park</p> <p>March 17 is a social at Buster's Bar, an afternoon with a live band.</p> <p>The Social Committee will meet again soon to plan for the AGM and the spring/summer program.</p> <p>The last zoom meeting is in April, and then they will plan for outdoor activities and walks for during the summer.</p> <p>Motion to accept the Social Committee Report; Moved by Margaret, seconded by Vikki</p>	<p>Passed</p>
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<p>House Convenor's Report</p>	<p>Sue reported that she'd placed the inventory of our possessions in room 102 into the 2-drawer filing cabinet in the room.</p> <p>a) Discussion followed re our insurance coverage with regards to fire and theft, and our obligations vs. those of the board.</p> <p>b) The insurance policy will need to be adjusted to reflect the room number change & number of times the room is used annually, & value of our items on the inventory</p> <p>Motion to accept the House Convenor's Report Moved by Sue, seconded by Vikki</p>	<p>Horst will speak to our insurance company</p> <p>Vikki will give Horst the prices of the TV, stand & security cables</p> <p>Passed</p>
<p>Business arising from previous meeting</p>	<p>a). Reaching out to new retirees</p> <p>Chris has tried 3 times unsuccessfully to contact the Catholic Board. Discussion ensued.</p> <p>Stuart commented that RTO has the identical problem and it is a privacy issue. We will not receive a list of names. We all agreed that if we could "advertise" our pamphlet, that would not be a privacy issue.</p> <p>b). Tribute</p> <p>All is ready for our AGM.</p>	<p>Chris will try by phone to reach the Catholic Board. Sue will try with the Public Board.</p>

New Business	<p>1. ERAO Online Business Continuity Plan</p> <p>Chris indicated the need for a plan if in future a key member of the executive is suddenly unable to continue in their position. Key functions that need a continuity plan are the Treasurer and the Online Chairs, which includes the Website, info@erao.ca, Zoom and the Facebook Coordinators. The need for a business continuity plan in document form that each executive member would have available is necessary.</p> <p>2. AGM for 2024.</p> <p>Thursday May 16th was chosen, again to be held at Algonquin College.</p> <p>Horst, as Past President, surveyed the Executive. The following people are willing to stay on: Chris as President, Vikki as Secretary, Shelley as Social Chair, Rick as Online Chair, Stuart as Webmaster, Margaret as a Member at Large. Sue will consider taking on the Treasurer's position as Horst will be stepping down from that position.</p> <p>Positions needing to be filled are Vice-President, House Convenor (if Sue takes on Treasurer's role) and 2 member at large positions.</p> <p>3. Room 102/Confederation & Community Use of Schools. Chris received notice from Community Use of Schools that they want to have a permit for every time we use the room (which is approximately 70 times/year!). In addition, they outlined an insurance requirement seeking an additional specific certificate.</p>	<p>Chris and Sue will coordinate, deciding what is necessary for this document, in consultation with executive members.</p> <p>Shelley will make arrangements with the Algonquin dining room.</p> <p>Chris and Horst will verify all necessary information re our insurance to make sure the requested documentation is correct.</p>
Next Meeting	April 2, 2024, 10:00 AM via Zoom	
Adjournment	Motion to adjourn by Horst @ 11:20 AM	