

<p>ERAO Online Chair's report</p>	<p>Mass Email and Website Report from Stuart Fraser</p> <p>Jan's ERAO Ottawa Registration form (https://docs.google.com/forms/d/e/1FAIpQLSe6sDJCQTJhL1xm-TXuQgJHdmTnRrcKS2CxbgEOWrutnUMU4w/viewform) has yielded 5 applicants who were approved for full membership between December, 5, 2024 and January 27, 2025.</p> <p>1) MAILERLITE SUBSCRIBER HISTORY JANUARY 27, 2025 - BELOW ARE THE STATS FOR THE TOTAL OF 502 PEOPLE ON THE MAILING LIST:</p> <ul style="list-style-type: none"> • 456 active subscribers - Includes latest additions January 27, 2025 • 5 new members signed up since December, 5, 2024 • 35 unsubscribed - Period 2023-05-21 to 2025-01-24. Prevalent reason given: "I no longer want to receive these emails." • 10 bounces - Not sure of dates. They are not affecting our account status, and the Mailerlite system will most likely deactivate these email addresses. • 1 spam complaint - No date or reason given. This has not affected our account status. • 457 subscribers - December, 2024 • 465 subscribers - October, 2024 • 465 subscribers - June, 2024 • 464 subscribers - April, 2024 • 457 subscribers - March, 2024 • 453 subscribers - February, 2024 • 434 subscribers - April, 2022 <p>2) WEBSITE ACTIVITY REPORT</p> <p>In conjunction with regular mass emails and the private Facebook account, the ERAO website continues to be a pivotal communication tool. Ads for events are posted regularly on the website in conjunction with mass marketing emails and Facebook posts. On December 5, 2024, code was added to the ERAO website which gives us an insight into website activity. Traffic reports are generated by a free service called Statcounter. Chris and Stuart receive weekly summaries, and either can view real-time website traffic reports at any time. The statistics are indicative, and may not be accurate, since some browsers, such as Apple's Safari, block IP addresses and prevent cross-site tracking. Statcounter reports clearly indicate a spike in website visits following each mass email. Recipients are evidently clicking on various hyperlinks that take them to the website. This confirms a perfect communication strategy comprising email marketing campaigns and the website. Motion to accept: Rick Chataway. Seconded: Margie Bryan</p>	<p>Passed</p>
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<p>Social Committee Chair's report</p>	<p>Our Christmas Luncheon was held on December 11 at Algonquin College. It was buffet style and 30 people enjoyed the meal and the social gathering.</p> <p>In January we had a zoom presentation about the Nobel Prizes and the various people who have won them. Fifteen people went for lunch at The Bridge House. Parking was a problem and two people could not attend because there was no place to park. When I spoke to the manager, he said that people come there to cross-country ski and use up his parking spaces.</p> <p>So we might avoid that place in the winter.</p> <p>Right now we have two events planned each month for both February and March. We have been fortunate in that people are now suggesting ideas to the committee, which makes things much easier.</p> <p>Motion to accept: Shelley McDonald. Seconded: Sue Peter-Weeks</p>	<p>Passed</p>
<p>House Convenor's Report</p>	<p>Clean up of Room 102 continues. Next portion of the room to be cleaned out is the cabinet beside the refrigerator. Cabinet containing the dishes will be the last to be cleaned out.</p> <p>Motion to accept: Sue Peter-Weeks. Seconded Shelley McDonald</p>	<p>Passed</p>
<p>Business arising from previous meeting</p>	<p>A) Connecting with Catholic School Board has been difficult. Margie has still not had success with her contact.</p> <p>B) Tribute. Fran's tribute was well received at the Christmas luncheon.</p> <p>C). Business Contingency Plan: Chris presented a draft outline indicating the areas for which we should have back up plans in place. It is attached as an appendix to these minutes.</p> <p>D). Ease of use of info@erao.ca: Chris discussed the difficulties that he and Sue were having to use this email address through the company's portal. Stuart suggested that if they open this through a regular email account such as Outlook, or Mail this should alleviate matters.</p> <p>Update: Chris successfully set up the email account in Microsoft Outlook after the meeting.</p>	<p>Vikki will try to get name of the OECTA president Sue will try to contact the OCSB to confirm if they have received our latest flyer Vikki will arrange for the emailing of John Hardings tribute to the membership.</p>

<p>New Business</p>	<p>The looming necessity of fees has arrived. We do not have enough money to run next year, and barely have enough to finish this year if, and we hope not, there was an insurance claim made. Our deductible is \$1,000. Our annual expenses are approximately \$3,000, and if you add in a possible claim, it would be \$4,000.</p> <p>We have not had any fees since at least 2018, when our account balance was sufficient to operate and we had a fee moratorium.</p> <p>When Covid occurred, and we no longer had any in-person meetings, we no longer paid insurance, and at that time, we had no website or webmaster. Our only costs were the honorariums for our Zoom guest speakers and so our account depleted more slowly than it does now.</p> <p>In our initial discussion, we acknowledged that instituting fees again will probably create a drop in membership, so we will need to take that into account when deciding how much to charge. Initial discussion was to charge in the range of \$30 to \$40.</p> <p>It was acknowledged that we will definitely need a registrar to coordinate fee collection with the treasurer. Further discussion will take place to determine how to ensure that it is only paid members who attend ERAO activities once we start charging again for membership.</p> <p>Margie suggested that we look for a sponsor. Rick suggested we ask RTOERO if they would consider supporting us, even though we are strictly a social organization, not a political one.</p>	<p>Vikki will draft a letter for the executive's perusal that when completed will be sent by mass email to all members, informing them of the upcoming fees</p> <p>We will continue this discussion via email and commit to a decision at the April meeting.</p>
<p>Next Meeting</p>	<p>April 8th @ 10:00 AM</p>	
<p>Adjournment</p>	<p>Motion to adjourn by Vikki Zuipo @ 11:25</p>	

**ERAO Contingency Plan (2025) – Critical information
Sections:**

DRAFT

1 – Introduction

2 – Constitution (approved May 31, 2021)

3 – Executive committee members (2024 – 2025 term)

4 – Social committee coordinators:

- a) Book Club
- b) Camera Club
- c) Quilting Club

5 - Banking information

6 – Online presence:

- a) Website
- b) Mass emails
- c) Zoom
- d) Facebook

7 – Community Use of Schools – Booking room 102 at Confederation Education Centre