

**LOYALIST LANDING 2008 SOCIETY**  
**Minutes of a Meeting Held on 30 August 2006**

**ACTION BY**

**1.0 CALL TO ORDER**

Co-Chair Alan Delaney called the meeting to order at 2 pm.

**2.0 MINUTES OF LAST MEETING**

Moved by Doug Langley, seconded by Rita Jenkins, that the minutes of the 5 Jul 06 meeting be approved. Motion carried.

**2.1 INTRODUCTIONS BY CHAIRMAN**

New members in attendance – Sam Stewart, Dave & Norma Laycock.

**2.2 CORRESPONDENCE**

- Al Delaney advised that NS Tourism has offered to provide \$500 to help defray part of the cost for a LL 08 Society member to attend the International Festivals & Events Association conference in Ottawa from 18-22 Sep 06. All other costs would have to be borne by the Society and/or member. The Executive will review further and make a decision on attendance.
- Al Delaney circulated a letter from Gerald Keddy, MP to the Minister of Canadian Heritage asking the Minister to consider us for any federal programs suited to fund our LL 08 celebrations. Stay tuned.

Executive Ctee

**3.0 OLD BUSINESS**

Jim Mahaney confirmed that we are now officially incorporated as a Society and that we are bound by the by-laws. Two points of interest are that we are required to hold an annual meeting within three months of the end of the fiscal year, ending 31 Dec, and at that time, all Directors will retire from office and new Directors will be elected. A copy of the by-laws is attached.

**4.0 CO-CHAIRS' REPORT**

- **Report on Meeting with Gerald Keddy.** Al Delaney reported briefly on a meeting he had with Gerald Keddy on 20 Jul about the LL 08 celebrations. Mr. Keddy was very receptive and enthusiastic, and agreed to endorse our celebrations at the federal level. Al will follow up.
- **Report on Meeting with Amistad America.** Al Delaney advised that the Executive, at the invitation of the Black Loyalist Heritage Society, met with representatives of the freedom schooner Amistad in Birchtown on 31 Jul. Although Amistad America is enthusiastic about LL 08 and the connection between Shelburne and Sierra Leone, they will not be available for the actual celebrations in Jul 08. However, they have indicated that they are willing to visit Shelburne in Sep/Oct 08, during the year's festivities. Richard Gallion, representing the BLHS, will coordinate.
- **Resignation of Director.** Al Delaney confirmed that Timothy Gillespie has resigned as Director, but will remain a member of the Society.

Al Delaney

Richard Gallion

**5.0 TREASURER'S REPORT**

- **Financial Report.** Jim Mahaney advised that the Society's bank account as of 30 Jul is \$708.89. Outstanding obligations at the last meeting were shown as \$3,911.62, however, this figure will be reviewed as some of the

obligations may no longer be valid. He will send a detailed report of the obligations to the Directors for verification. He reiterated that the Board of Directors is the sole authority to approve expenditures. A complete and accurate financial report will be available at the next meeting.

Jim Mahaney

- **Partnership – Transcontinental Media.** Jim has contacted Caroline Andrews, Group Publisher for Transcontinental Media Inc., about partnering with us to promote the 2008 celebrations, as well as providing developmental advice, etc. Transcontinental Media Inc. is the parent company for the Coast Guard, among other weekly newspapers. Ms. Andrews indicated “they would love to get involved” and has suggested a late Sep/early Oct meeting. Jim will coordinate and pursue.

Jim Mahaney

- **Report on Briefing to NS Tourism.** Jim reported on a briefing to representatives of the marketing arm of the Dept of Tourism, Culture and Heritage on 21 Jul. The four representatives are interested and enthusiastic about the 2008 celebrations, going so far as to state that our event had the potential to be classified as a “Signature” event for 2008, meaning that our event would be rated as one of the top tourism events in NS for that year. With this designation would come extra effort and extra monies on their part to promote and execute the event. The four representatives have agreed to come to Shelburne in Sep/Oct to start developing a marketing plan for our event. Jim will coordinate. Jim will follow up.

Jim Mahaney

- **Report on Meeting with ACOA.** Jim and Al Delaney met with Mark Townsend of ACOA on 23 Aug to discuss LL 08. Mark advised that ACOA does not support festivals and other one-time events; however, hard signage, infrastructure additions, product development, replicas and help in bringing in international participants are areas where ACOA may be able to provide assistance. While he is prepared to support our concept, he will require a business plan from us outlining the supportable costs in relation to the overall costs. Jim will pursue.

Jim Mahaney

- **Briefing to NDP Caucus.** Jim has spoken with Sterling Belliveau, our NDP MLA, about LL 08. Mr. Belliveau is eager to support the celebrations and has invited the Executive to brief the NDP caucus, including Darrell Dexter, at their caucus meeting in Shelburne on 15 Sep. Jim will coordinate.

Jim Mahaney

In closing, Jim advised that throughout discussions with individuals and organizations regarding support for LL 08, the one recurring theme is the need for a business plan, ie, details on what we are going to do, the costs and the level and kind of support needed. This simply underlines the need to progress our events list and the required logistics associated with putting on the celebration. We are getting enthusiastic support for the LL 08 concept, however, we need to start putting some meat on the bones.

## 5.1 SECRETARY’S REPORT

- **Membership Update.** Suzanne Mahaney advised that the Society’s membership is now up to 114 members (118 as of 2 Sep), which includes individuals as well as businesses. Our numbers are growing quickly as new members are signing up on a daily basis. She noted that everyone she has approached is very enthusiastic about the LL 08 celebrations and eager to participate. A membership list is attached.
- **Weekly Update.** Suzanne suggested a weekly update to members to keep them current on the latest developments and efforts, and to reduce the number of items to be reported on at meetings. After a brief discussion, it

was agreed that members would forward any developments, efforts and accomplishments regarding the LL 08 celebrations to Suzanne by Friday night, she would quickly collate and send out to all members by Monday morning. The weekly update will also include a 3-month calendar of events.

All Members  
Suzanne Mahaney

## 6.0 COMMITTEE REPORTS

- **Fundraising Ctee.** Chair Kim Walker reported that a total of \$207 was raised in our draw. After paying \$95 for the lantern, we are left with a total profit of \$112.
- **Events Ctee**
  - Chair Diann Langley reported on the success of the LL 08 float at the Exhibition Parade, which won 3<sup>rd</sup> place in the organizational float division. A big thank you to everyone who participated and contributed decorations for the float.
  - Diann quickly summarized a draft events list for 2008 that she has assembled from input by various members. To be discussed under New Business.
- **Re-Enactment Ctee**
  - In the absence of Chair Bob Guay, Pat Melanson confirmed that there has been dialogue between the Re-Enactment Ctee and the 10<sup>th</sup> Regiment of Foot, but had nothing new to report at this time.
  - Pat requested the Society's authorization to place an ad in the Coast Guard to recruit soldiers, artillery and musicians to form the core of the new re-enactment forces for 2008. After a brief discussion, it was decided that the Executive would follow up.
- **Youth & Education Ctee.** Chair Pat Melanson advised that he would post an ad at Shelburne Regional High School aimed at recruiting some of the older teens for re-enactment forces for 2008. Between the ad in the Coast Guard and the ad at the High School, Pat hopes to recruit at least 24 members for 2008.
- **Promotion & Publicity Ctee**
  - Chair Doug Langley reported that the LL 08 booth at Founders' Days was a promotional success. Many thanks to all who assisted in the set-up, manning and dismantling of the booth.
  - Doug advised that we have sold 80 LL 08 t-shirts to date, with the breakeven point at 92 t-shirts. T-shirts have been sold at the Dory Shop, the VIC and the Genealogical Society. He noted that there are still t-shirts for sale at the above locations as well as at The Whirligig. He reminds everyone that they would make a great Christmas gift!
- **Costume Ctee.** Chair Kim Walker had nothing new to report.

Executive Ctee

Pat Melanson

## 7.0 NEW BUSINESS

- **Society Logo.** Over the past two months, several concerns have arisen over the LL 08 logo originally designed by Timothy Gillespie and there was a general consensus at the last meeting that a new logo should be designed to address or circumvent all of these concerns. As a result, Jim Mahaney created a "new" logo, which is in fact a direct take-off of the 1983 logo, with minor amendments. The new logo was used at the Exhibition Parade and received numerous positive comments, the main one being that it is a recognizable carry-over from the very successful 1983 celebrations. Rita (Bower) Jenkins designed the 1983 logo and she has graciously donated it to the Society. After a brief discussion, it was moved by Doug Langley,

seconded by Diann Langley, that the “new” logo be adopted with minor modifications. Motion carried. Jim will action.

Jim Mahaney

- **Society Website**

- Jim Mahaney informed members that we have a new LL 08 website under construction, and that with assistance from some of our tech-savvy members, he hopes to have it up and running very soon. The cost for this website is expected to be less than \$25 per year. Members will be notified as soon as there’s anything worthwhile to see!

Jim Mahaney

- Jim also advised that the LL 08 site will be linked to the NovaScotia.com website, which receives some 300,000 hits per month. This service is free.

- **Society E-Mail Address.** Jim also advised that the Society now has an e-mail address – [loyalistlanding2008@ns.sympatico.ca](mailto:loyalistlanding2008@ns.sympatico.ca).

- **3-Month Calendar**

- **Brainstorming Session.** The draft events list for 2008 was discussed. It was agreed by all to hold a brainstorming session on Monday, 11 September, 7-9 pm, at the Shelburne Community Centre on King Street. Suzanne Mahaney will e-mail/fax members regarding the session.

Suzanne Mahaney

- **Open House.** After a brief discussion, it was agreed that we would hold an Open House in January 2007 that would “kick off” the LL 08 celebrations one year later. More to come.

## 8.0 NEW BUSINESS

- **Have Booth, Will Travel.** Doug Langley requested authority to approach Kent or Tim-br Mart in Yarmouth for a donation of wood to the Yarmouth Community College carpentry class to build us a collapsible booth. Agreed by all. Moved by Doug, seconded by Pat Melanson. Motion carried. Doug will action.

Doug Langley

- **LL 08 Bookmarks.** Doug advised that his discussions with Indigo on the distribution of LL 08 bookmarks at their bookstores across Canada are still ongoing. Some of these bookmarks would also be made available to the Society for distribution to libraries across the Atlantic Provinces.

Doug Langley

- **LL 08 Stamp Issue/Cancellation.** Jim Mahaney advised that he has initiated discussions with Canada Post on the issue of a new stamp for LL 08 as well as the issue of a stamp cancellation. He will follow up.

Jim Mahaney

## 9.0 ADJOURNMENT

The meeting adjourned at 3:30 pm. Thank you to all members in attendance!

**The next ordinary meeting of the Loyalist Landing 2008 Society will be held on Wednesday, 20 September 2006, 2 pm at the Genealogical Society Office on Water Street.**