

**MINUTES**  
**Burk's Falls & District Historical Society**  
**Fell Homes, Burk's Falls**  
**Monday, October 26, 2015**

Members Present: Linda Maurer – President  
Rakel Gray  
Diane Brandt  
Bruce Campbell  
Betty Caldwell  
Lorne Maine  
Nieves Guijarro

Guests: Karen Jones }  
Rick Edwards } Karen Jones Consulting  
Natasha Penn }  
Charlene Watt  
Jordan Watt

The Members present constituted a quorum.

The meeting was called to order at 7:03 p.m.

Linda Maurer in the Chair

**Agenda Item:**

1. Acceptance of Minutes as circulated. **Moved by Betty Caldwell, Seconded by Lorne Main. Carried**
2. Treasurer's / Financial Report. Total of \$13,207.39 balance in the bank at the end of September. Invoice for Net Spectrum internet: \$56.44. \$111 received in donations and \$420 in sales from the calendar. No invoice has been received to date from the Township of Ryerson for the summer student. **Motion to accept the treasurer's report and pay the monthly invoices: Moved by Nieves Guijarro, Seconded by Lorne Main. Carried**
3. Project Manager's Report. Presented by Diane Brandt and discussed items with Members.  
*Logo:* Three samples of logos were supplied by Brad Crozier and presented by Diane Brandt. Members selected design #3.1 for the Burk's Falls & District Society logo for its' dark colour, layout and design.  
*Signs:* Rough layout signs were presented by Diane Brandt. Diane to obtain quotes for multiple sign sizes and to look into signage at the Arena.

*Guest Book:* Public that attend the Heritage Centre do not always sign the book. Linda Maurer suggested placing the guest book on the kitchen table of the Watt Heritage Centre as a central location instead of being on a shelf at the front door.

*Donations:* Several items were donated at the Watt Heritage Centre in October including fine china and books. Thank you cards were requested.

*Craft Sale:* Advertisements placed and flyers have been distributed. Promotions have been placed with Hunter's Bay Radio, Bargains & More & the Parry Sound Radio Station.

4. Karen Jones Consulting Update: Power Point presentation was viewed by Members detailing a marketing plan. The RED Grant is within budget for the proposed Marketing Plan. Fees for the Project Plan include: Marketing & Strategy: \$15,000, Branding & Design: \$4,000; Outreach & Promotion: \$5,000; & Social Media & Website Design: \$6,000 (all plus HST). **Motion to accept the Karen Jones Consulting Business & Economic Development Strategies quotation for the RED Grant deliverables of \$30,000 (Plus HST): Moved by Rakel Gray, Seconded by Bruce Campbell. Carried**
5. Calendar Committee reported. Quite a few calendars are still available for sale. September's sales were \$110. Nieves Guijarro presented \$100 to the Treasurer from the library's calendar sales. It was determined that calendar sales are profiting at this point.
6. Education Committee: Dona Crawford has prepared an educational program that can be used for school groups that attend the school house. Portions of the report were read by Linda Maurer. Children Programming is a focus with plans to start a "Pine Cone Club." Attempts will be made to implement and co-ordinate the historical program into local schools and home schooling programs.
7. Donna Crawford indicated that she is working on a 1921 census and Soldier recruits from WW1. Bruce Campbell indicated that Ken Gavine has a quilt of soldiers from WWII (1941-1944), attempts to co-ordinate with the legion to display the art was discussed. Betty Caldwell indicated that Ken won the quilt from a draw when he was a child. The legion indicated that picture(s) of the quilt may be an option for display purposes. The theme for a portion of the month at the museum will be honouring our veterans and Dona Crawford has agreed to set up a display.
8. Archiving Committee unfortunately Rebecca Zanussi was unable to attend the meeting and the archiving committee has not had an opportunity to meet. It is hoped in the New Year we can get started.
9. Christmas Fundraiser update was presented by Linda Maurer and Diane Brandt. The event will run from 10am-3pm on November 7, 2015 at the Watt Farmhouse. Nine artists have been booked to date. Light refreshments will be supplied to guests. Fine china tea cups will be used. Members to supply cookies & squares.

10. A library area off the dining room in the Watt Farmhouse has been suggested. Shelves upstairs have been cleaned to accommodate historical books. Nieves Guijarro will review the library books to determine which historical books and excess inventory can be put on display at the heritage centre and to make use of the available space. Linda Maurer indicated that there is additional storage space for books in some of the bedroom closets.
11. Next meeting will be on Monday, November 16, 2015 at 7:00 pm at Fell Homes. The December Meeting will be a Potluck Dinner on Monday, December 7, 2015 at 6:00 p.m. at the Watt Farmhouse.

12. Other Business Items were discussed including:

- November 7: Donna will decorate the Watt Farmhouse for Remembrance Day
- November 14: Plans to decorate the Watt Farmhouse for the holidays. Donation requests for holiday decorations presented, including a Christmas tree, holiday lights & decorations.
- February 2016: Scouting Month @ Watt Farmhouse with a celebration of location scouting. Linda Maurer to inform local scouters of the event in attempts of obtaining historical Scouting paraphernalia. February is significant for Lord Baden-Powell's birthday (founded Scouting Movement)
- February 2016: Suggesting co-ordination of an event for Family Day?

Newsletter: Lorne Maine indicated that the Winter 2015 Newsletter will be his last. It was agreed after discussion with the Members that Lorne will create one more newsletter before passing on the newsletter task.

Appointment of Secretary: **Motion to appoint Charlene Watt to be the secretary for the Burk's Falls & District Historical Society. Moved by Lorne Main, Seconded by Betty Caldwell Carried**

13. Adjournment: There being no further business, Linda moved to adjourn the meeting at 8:45 p.m.

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Recorded by  
Charlene Watt

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Approved by  
Linda Maurer, President

**Notes to the Minutes: We have just confirmed the Burks Falls Scouts will be attending the Watt Farm house on November 18, 2015 at 6:30 pm. It is felt that we should leave the Vets display up for their visit. Is it possible with members to change the date of our Christmas Decorating to November 21, 2015 from 10 am on. Bring your lunch, we will have coffee there.**

**Also update: The Seniors plan on visiting the Watt Farm House on November 26, 2015 from 1:30 pm if we can get the Bus to pick them up. We will have tea coffee and cookies for their visit. Everyone is welcome to attend.**