



TAL-KW
THIRD AGE LEARNING KITCHENER-WATERLOO

Agenda
Annual General Meeting
June 3, 2025, 1:30 pm via Zoom

1. Welcome, introductions and call to order
2. Review of the minutes of the June 4, 2024 Annual General Meeting
3. President's Report (Appendix A)
Motion to accept the President's Report includes approval of the actions of the Officers and Directors in 2024-2025
4. Nominating Report (Appendix B)
Motion to elect Brenda Halloran to a three-year term on the Board
Motion to confirm Board appointment of Isla Horvath as Marketing Director
Motion to confirm Lee Copp as Member-at-Large
Motion to re-elect the following board members for an additional one-year term: Kathleen Woodcock, Sue Simone, Sande Minke
5. Motion to approve the Officers of the Board of Directors for 2024-2025
President: Brenda Halloran Secretary: Denise Cormier Treasurer: Kathleen Hohner
Registrar: Sue Simone Program Director: Betsy Petker
6. Finances
 - a. Treasurer's Report – see separate document
 - b. Reviewed financial statements for fiscal year ended March 31, 2025 – see separate document
Motion to approve and receive the reviewed financial statements
 - c. Appointment of MAC LLP to provide a review engagement for fiscal year 2025-2026
7. Additional Board Reports
 - a. Program Committee (Appendix C)
 - b. Registrar (Appendix D)
 - c. Marketing Committee (Appendix E)
 - d. Tech Team (Appendix F)
8. Discussion and new business
9. Adjournment of AGM



TAL-KW
THIRD AGE LEARNING KITCHENER-WATERLOO

Minutes

Annual General Meeting

June 4, 2024, 1:30 pm

By Zoom

Vision: mature learners pursuing knowledge, exchanging ideas and embracing innovation

Mission: TAL-KW enriches the lives of its patrons by providing intellectually stimulating programs

Values: respect for all perspectives, accessible and affordable learning, connection with our community

Attendance:

Ron Rempel, President, Valerie Beckett, Kathleen Hohner, Doug Koegler, Sande Minke, Betsy Petker, Sylvia Ranson, Sue Simone, Phil Thomas, Arlene White, Kathleen Woodcock

Regrets: *Sande Minke, Liz Ruby*

Patron Attendees: *Pat Aplevich, Bill Bean, Brian Bentley, Jean Coughlin-Bednarski, Denise Cormier, Jeanne Foster*

1. Welcome and call to order. Ron Rempel welcomed everyone and called the TAL-KW Annual General Meeting to order at 1:38 pm.
2. Review of the minutes of the June 12, 2023 Annual General Meeting and the October 23, 2023 additional meeting of TAL-KW corporate members. Motion to approve the minutes by Valerie Beckett, seconded by Betsy Petker. Carried
3. President's Report (Appendix A) Ron Rempel reporting. Motion to approve the President's Report by Phil Thomas, seconded by Doug Koegler. Carried.
4. Motion to approve the actions of the Officers and Directors in 2023-2024 by Valerie Beckett, seconded by Arlene White. Carried.
5. Nominating Committee (Appendix B) – Presented by Ron Rempel. Members are elected for a three-year term and may be re-elected on a one-year term for up to three additional years. Retiring from the Board are Sylvia Ranson, secretary, and Valerie Beckett, Past-President. Motion to elect Denise Cormier to a three-year term on the Board by Ron Rempel, seconded by Sylvia Ranson. Carried.

Motion to confirm Board appointment of Arlene White as Member-at-Large by Ron Rempel, seconded by Doug Koegler. Carried.

Motion to re-elect the following board members for an additional one-year term: Ron Rempel, Doug Koegler, Phil Thomas, Kathleen Woodcock, Sue Simone by Valerie Beckett, seconded by Arlene White. Carried.

6. Motion to approve the Officers of the Board of Directors for 2024-2025 by Phil, seconded by Doug. Carried.

President: Ron Rempel
Registrar: Sue Simone

Secretary: Denise Cormier
Program Director: Betsy Petker

Treasurer: Kathleen Hohner

7. Finances. Kathleen Hohner, Treasurer, reporting. (Financial Statements attached). The Board requested that Kathleen ask the accountants to align their statement of operations to our budget lines for the next year of reporting.
 - a. Reviewed financial statements for fiscal year ended March 31, 2024
Motion to approve and receive the reviewed financial statements by Ron, seconded by Betsy. Carried.
 - b. Appointment of MAC LLP to provide a review engagement for fiscal year 2024-2025 by Ron, seconded by Arlene. Carried.
 - c. Budget for fiscal year ending March 31, 2025, approved by the Board May 2, 2024 (Appendix C). For information only. Ron moved, seconded Doug to authorize the Treasurer to invest up to \$20,000 in short-term GICs. Carried.
 - d. Valerie Beckett expressed concern about the amount spent on the board appreciation dinner this year being significantly greater than the amount spent in previous years. This budget for this event will be discussed further prior to next year's board appreciation event.
 - e. Endowments to be made in new fiscal year.

Ron thanked Kathleen for all her work with the financial statements.

8. Additional Board Reports
 - a. Program Committee (Appendix D). Betsy Petker reporting. Motion to approve acceptance of report by Betsy, seconded by Kathleen Woodcock. Carried.
 - b. Registrar (Appendix E). Sue Simone reporting. Sue thanked Elizabeth Ruby for the enormous contribution she has made to the TAL-KW Board and the Registrar team, in both the Registrar and Assistant Registrar roles and particularly for her guidance during the transition to hybrid offerings. We have had very robust ticketing during the past year. Single-day entries have contributed to our high ticket sales. Motion to accept Registrar's Report by Sue Simone, seconded by Phil Thomas. Carried.
 - c. Marketing Committee (Appendix F). Arlene White reporting. Suggestion to upload photos folder to Shared Drive. There was another suggestion to add the FB page to our opening slide, as well as postcards and posters. Ron thanked Arlene for stepping up to work in this area. Motion to accept Marketing report by Arlene, seconded by Betsy. Carried.
 - d. Tech Team (Appendix G). Phil Thomas reporting. Motion to accept Tech Team report, seconded by Kathleen Woodcock. Carried.
9. Discussion and new business.
 - a. Question by Jeanne Foster re rationale to maintain the Zoom delivery package in the winter. When we do that we can reach out to speakers not in our area to provide these lectures e.g. mining expert from Queen's University. Offering lectures on Zoom can diversify our program with a wider outreach for speakers. Secondly, we do worry about the weather. We cannot record the sessions due to copyright issues, so being able to offer sessions by Zoom widens our scope of lecture offerings.
 - b. Comment: Bill Bean mentioned he did not attend many sessions in the winter. He found it easy to not attend by Zoom due to other distractions at the time. Also, he felt there was more socialization at in-person sessions.
 - c. Brian Bentley mentioned he appreciated our service.
10. Adjournment of AGM – Motion to adjourn by Ron, seconded by Betsy. Meeting adjourned at 2:45 pm. Carried.

Vision: mature learners pursuing knowledge, exchanging ideas and embracing innovation

Mission: TAL-KW enriches the lives of its patrons by providing intellectually stimulating programs

Values: respect for all perspectives, accessible and affordable learning, connection with our community

"I am a firm believer in lifelong learning and I appreciate what TAL-KW provides."

"The opportunity to learn something new or to hear differing points of view."

"Appreciate the breadth of the topic themes and the depth of the content of the individual lectures."

"Stimulating lectures provide an opportunity to stay connected with issues our communities are facing."

These few quotes are just a sample of responses from surveys following each lecture series. It's always good to hear what is most appreciated about the lectures and also what things could be improved.

The Annual General Meeting is a time to review highlights and key actions of the Board since the last AGM on June 4, 2024. The volunteer Board met five times guided by its vision and mission in providing two lecture series and in overseeing the health of TAL-KW as a non-profit corporation. In its work, the Board....

- Planned and delivered an eight-lecture series in fall 2024 on the theme of More Than Words, and an eight-lecture series in winter 2025 on the theme of North of 60.
- Continued with a program delivery model used in the previous year, i.e. a hybrid format for the fall 2024 series, and virtual only in the winter 2025 series.
- Decided on the following program delivery model for the coming year: in-person only for the fall 2025 series and virtual only for the winter 2026 series.
- Reviewed the space needed for in-person lectures, given registration trends of past several years and explored possible alternate venues should the large room at RIM Park no longer be needed.
- Decided to hold the fall 2025 in-person series at RIM Park.
- Studied registration trends over the past four years and noted the need to continue attracting new registrants as some discontinue participation for a variety of reasons.
- Approved a marketing plan for the coming year which will include more eblasts, a refreshed and updated website, and direct mail to those who can no longer be reached by email.
- Initiated several marketing initiatives such as experimenting with a group viewing arrangement at Luther Village, and exploring a possible cross marketing agreement with Laurier Lifelong Learning, which did not gain traction but may be re-visited in the future.
- Approved the treasurer's report for fiscal year 2025 which showed both revenue and expenses at less than budgeted, leaving a small surplus for the year.
- Drew on accumulated reserves to add \$20,000 to the TAL-KW endowment at Wilfrid Laurier University, which provides bursaries for graduate students in the field of gerontology.
- Rescinded a budgeted \$10,000 addition to the TAL-KW endowment at Conestoga College and decided instead to set aside some of the reserve to upgrade the TAL-KW website and do further market research.
- Engaged in searches to find persons to fill key board positions. After the October 2024 resignation of Arlene White as Marketing Director, the Board appointed Isla Horvath to that role at the January 7, 2025 Board meeting. At its April 15, 2025 meeting, the Board appointed Brenda Halloran as Vice President and Lee Copp as Member-at-Large. The search to replace Phil Thomas, who has capably served as Tech Director for the past six years, continues.

On a personal note, I want to express appreciation for the opportunity to serve on the TAL-KW board for the past six years – initially as Member-at-Large, then as Vice President, and as President for the past three years.

I started attending the lectures seven or eight years ago. I was drawn in by the range of interesting and timely topics and the wide range of community participation. I found it inspiring to be part of a broader movement of lifelong learners not only in Waterloo Region but across the province and beyond.

Along with other Third Age Learning chapters, we have navigated the challenges of a pandemic with changing attendance preferences and technologies to enable participation. We continue to benefit from the rich resources of local universities and community leaders who provide excellent lectures that keep us informed and engaged in a changing world.

Best wishes to the Board as it continues to provide leadership in the years ahead.

Respectfully submitted,
Ron Rempel

Nominations report

Appendix B

Note: According to the TAL-KW by-law 5.02, “a director is elected for a three-year term and may be re-elected for no more than three additional one-year terms”.

- a. Election of new Board members to a three-year term
Brenda Halloran
- b. Confirmation of board appointees
Isla Horvath (appointed at January 7, 2025 meeting)
Lee Copp (appointed at April 15, 2025 meeting)
- c. Re-election of following Board members for an additional one-year term (year of initial election in brackets)
Kathleen Woodcock (2020)
Sue Simone (2021)
Sande Minke (2022)
- d. Board members still in their initial three-year term (year of initial election in brackets)
Kathleen Hohner (2023)
Betsy Petker (2023)
Denise Cormier (2024)
- e. Board members completing 6 years of service (year of initial election in brackets)
Ron Rempel (2019)
Doug Koegler (2019)
Phil Thomas (2019)

Assisting the Board in its work the past year were the following volunteers:

Program Committee – Betti Erb

Marketing Team – Bill Bean, Ginny Hostetler

Registration data analysis – Elizabeth Ruby

End of series surveys – Valerie Beckett

Ticket checkers for in-person lectures – Christine Brown (coordinator), Debbie Koegler, Kaye Rempel, Elaine & Peter Wetherup, Pat Moore, Carolyn Keirstead, Lyse Cameron

1. Series Review for the 2024-2025 Season

Fall 2024

More Than Words (Communications in a Changing World)

- Eight lectures presented in hybrid format

Winter 2025

North of 60 (Window into the Canadian Arctic)

- Eight lectures presented virtually via Zoom webinar

2. Fall Series for the 2025-2026 Season

October 14 - December 2, 2025

Back By Popular Demand will be an eclectic and intriguing line-up of former speakers and topics, all of which were highly recommended by our patrons, former TAL volunteers, and through information gained from audience surveys. Each week we will hear an expert in a different sphere of research and study. This series idea was first presented about 8 years ago, and it became one of our most highly attended lecture series ever.

Included in this fall's presentations:

- how humour speaks to the space between the everyday and the spiritual
- the culture-upending Trump phenomenon and its effects on Canada
- a spotlight on two mighty world powers – China and Russia
- advancements in identification of neurodegenerative conditions such as Parkinson's and dementia
- the power and effect of protest music
- self-tracking and quantification of health/fitness

Title or General Topic	Presenter	Date
Spirituality and Humour: The Good, the Bad and the Ugly	David Seljak	Oct 14
Putin and the Making of Modern Russia	Len Friesen	Oct 21
Neurodegeneration: Should I be worried?	Quincy Almeida	Oct 28
Back by Populist Demand? Trump, the Power of Performance and the Performance of Power	Jasmin Habib	Nov 4
What is it Good For: Protest Music in the Age of Trump	Darren Mulloy	Nov 11
Reimagining Canada in Times of Trump: Towards a New "National Policy"?	Jorg Broschek	Nov 18
Uneasy Superpower: China in a Multipolar World	Blaine Chiasson	Nov 25
Self-tracking and the Quantification of Health and Fitness	Jonathan Finn	Dec 2

3. Winter Series 2025

(January 13 to March 3, 2026)

Being Canadian in Canada Today (*Working theme - title tbd)

The 2026 Winter Lecture Series will focus on what it means to be Canadian in Canada today, covering a range of issues and areas of life that define where we, as Canadians, find ourselves at this pivotal time in our nation's history. What is our unique Canadian identity and how does it play out in the changing political landscape, food production, the arts, economics, immigration, state of iconic Canadian institutions like HBC, health care, etc.

4. Action Items for Program Committee from Survey Results

- Continue developing effective partnerships with our academic communities as well as other community resources, to develop pertinent and engaging lecture series
- Work collaboratively with Marketing and other Board committees to attract more patrons and celebrate what we offer to the community
- Focus on succession development for our committee

5. Information Updates

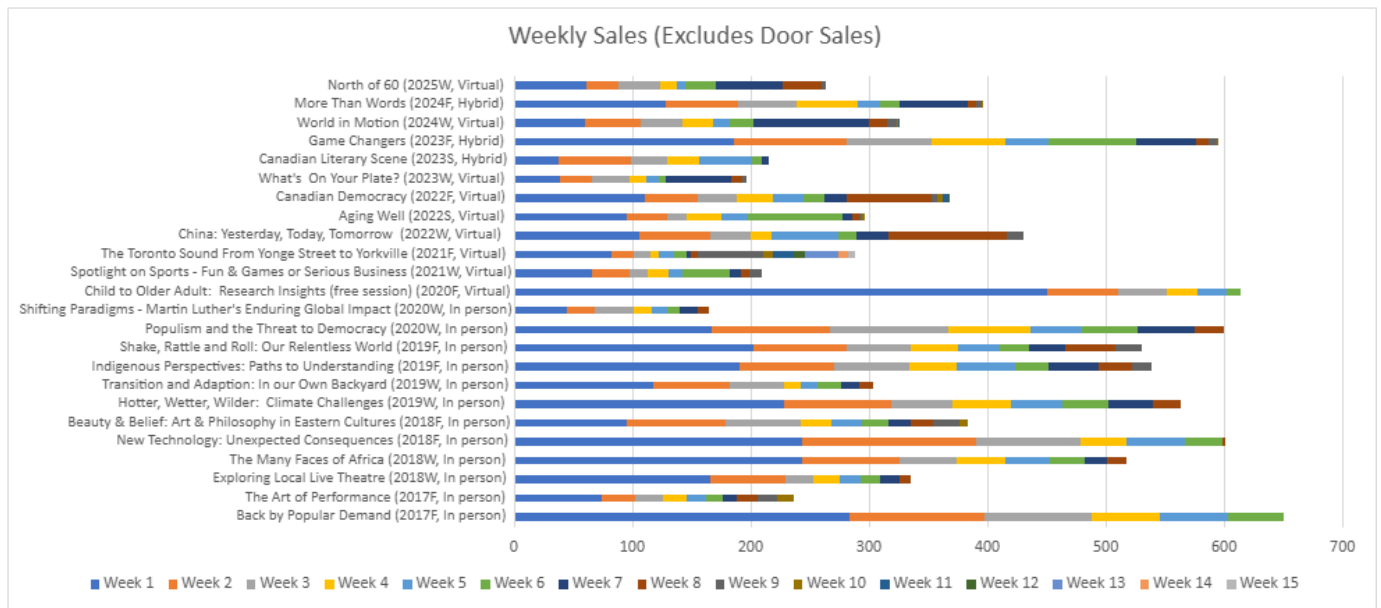
- Betsy Petker will continue in the role of PROGRAM DIRECTOR
- For the 2025-26 season the Series Leads will be:
 - Fall 2025 Everyone will share the communication load with speakers
 - Winter 2026 TBD
- Program Committee continuing members:
 - Betti Erb and Doug Koegler will continue to serve as active volunteers, without Board involvement
 - Kathleen Woodcock, Sande Minke, Betsy Petker will continue in their current roles

Respectfully submitted by Betsy Petker, on behalf of Doug Koegler, Sande Minke, Kathleen Woodcock, Betti Erb

Ticket Sales and Demographics

Fall 2024 “More Than Words” (Oct 15-Dec 3, 2024): We sold 397 series tickets for this 8-week hybrid series, with 257 In-Person tickets and 140 At-Home tickets. We also sold 80 single day lecture tickets and 3 series tickets on-site at RIM Park.

Winter 2025 “North of 60” (Jan 14-Mar 4, 2025): We sold 264 series tickets for this 8-week virtual series.



Very similar to prior years, the sales data for Fall 2024 and Winter 2025 show that over half (54%) of our patrons are 70 to 79 years old, and most patrons (61%) are attending the lectures on their own.

Ticket Sales Process

For the Fall 2024 and Winter 2025 series, ticket sales were efficiently handled by the Centre in the Square box office. Tickets were purchased on-line (74%) or directly from the Centre in the Square box office staff (26%). For the Fall 2024 series, the TAL-KW Registrar also managed on-site ticket sales at RIM Park.

Centre in the Square will act as our ticketing agent again for 2025/26.

Registrar Team

The Assistant Registrar position is currently vacant. Liz Ruby, who formerly held the Assistant Registrar and Registrar positions, is an active volunteer with TAL-KW assisting with data analysis and communication tools.

Respectfully submitted,

Susan Simone
Registrar, TAL-KW

TAL-KW Marketing Committee Report

Appendix E

The goals for the 2024-2025 year:

- patron retention and growth
- increased awareness of TAL-KW organization and offerings

Marketing initiatives taken during the 2024-2025 year:

- E-blasts to existing patrons when tickets go on sale and when early bird special ends.
- Direct mail postcard to patrons who cannot be reached by email given anti-spam legislation.
- Postcards and posters provided for patrons to share with friends and to make available in public spaces such as libraries, community centres and retirement residences.
- Short announcements of individual lectures for posting on the TAL-KW Facebook page and on community event calendars.
- Press release for local media, with uptake from 570 NewsRadio.
- Group viewing experiment at Luther Village.
- A cross-marketing proposal drafted together with Laurier Lifelong Learning. The plan did not materialize.
- Discussion of the need to refresh and update sections of the TAL-KW website. No implementation steps taken in 2024-2025 year.

Marketing Team transition:

- Board member and Marketing Director Arlene White chaired the Marketing Team in putting together the 2024-2025 plan and implemented some parts before needing to resign in late 2024 given full time work responsibilities. Other team members included Board President Ron Rempel, Registrar Sue Simone, and several non-Board volunteers, Bill Bean and Ginny Hostetler.
- Isla Horvath was appointed to the Board in early 2025 and accepted the role of Marketing Director as the team prepared for the 2025-2026 program year. Other members of the Marketing Team continue.

Marketing Plan, 2025-26

The Marketing Committee met several times in early 2025 to develop a new marketing plan, and focussed on 2 areas:

1. Ensuring that up-to-date and effective **marketing tools** are available (e.g., website, Facebook)
2. Implementing strategies for marketing to raise awareness and increase ticket sales to the following audiences:
 - a. **Active** and existing contacts
 - b. **Inactive** and soon-to-be inactive contacts
 - c. **New audiences**

Strategy	Operation highlights
Marketing Tools: Refresh the website: More user friendly, attractive, vibrant	<ul style="list-style-type: none"> • Overall website refresh and update • Add scrolling banner on homepage, including rotating testimonials from participants and bursary recipients • Add calendar of events
Marketing Tools: Maximize Facebook	<ul style="list-style-type: none"> • Post more frequently on Facebook, pre-and post-lectures • Posts about interesting TAL-KW facts (e.g., history, numbers of lectures, participants).
Active Contacts: Increase e-blasts to active patrons	<ul style="list-style-type: none"> • Send more emails, including teasers about future series/lectures; and reference past lectures • Promote individual lecture ticket sales
Inactive Contacts: Retain soon-to-be-inactive patrons in our contact list	<ul style="list-style-type: none"> • On a regular basis, send eblasts to patrons who will soon be dropping off our contact list, inviting them to stay on the list, and promoting upcoming lectures.
Inactive and New Patrons: Print and distribute postcards for the Fall series	<ul style="list-style-type: none"> • Postcard mailing to inactive patrons, six weeks before the fall series, and distribute in the community; promote “join our mailing list and Facebook”
New Patrons: Leverage existing patrons to connect with new patrons in the community	<ul style="list-style-type: none"> • Find champions in seniors’ buildings who have purchased tickets for current promotion • Contact Superfans who have purchased more than 10 tickets to solicit ideas for promotion • Promote “bring a friend” for one free lecture; collect email addresses
Ensure inclusion in appropriate Community Events Calendars	<ul style="list-style-type: none"> • Take advantage of any free events calendars
Access Local Media Print and radio	<ul style="list-style-type: none"> • Send press releases to media • Special feature: Ontario Retired Teachers’ Association Magazine – story in the works, to be release Fall 2025
Other	<ul style="list-style-type: none"> • Good quality photos needed for postcards, website, advertising • Continue to access Survey Monkey to collect testimonials, solicit volunteers, gather suggestions, etc.

Respectfully submitted by Isla Horvath on behalf of the Marketing Committee: Bill Bean, Ginny Hostetler, Sue Simone, Phil Thomas, Ron Rempel

Tech Team Report

Appendix F

To support the hybrid format, additional technical equipment was acquired and successfully utilized during the Fall 2024 series. The updated configuration improved visual presentation for in-person attendees while enhancing production capabilities for the technical team. Overall, the hybrid series was delivered effectively, with the exception of minor audio issues affecting part of one session.

In Winter 2025, the Zoom-based series was delivered smoothly, leveraging our extensive experience with the platform.

Website content updates were done without issue.

Respectfully submitted
Phil Thomas