



**THIRD AGE LEARNING-KW
ANNUAL GENERAL MEETING
FEBRUARY 27, 2020**

RIM PARK, 2001 University Ave., East Forbes Room Waterloo

MINUTES

ITEM	WHO
<p>1 Call to order and welcome: 3:31 pm</p> <p>Attendance: Board Members: Valerie Beckett, President; Marie Beattie, Jean Coughlan-Bednarski, Doug Koegler, Arleen Greenwood, Barbara Kempe, Rick Kitchen, Keith Myra, Wendell Prime, Sylvia Ranson, Ron Rempel, Liz Ruby, Phil Thomas, Melanie Watkins, Gail Wright</p> <p>Regrets: Elaine Wetherup</p> <p>Guests: Pat Appelevic, Pat Bowers, Paula Brown, Kathleen Woodcock</p>	Valerie Beckett
<p>2 Review of the Minutes of February 28, 2019 Annual General Meeting as reported on TAL-KW website www.tal-kw.ca Motion to adopt the minutes by Jean, seconded by Ron. Carried.</p>	Sylvia Ranson
<p>3 Reports</p>	
<ul style="list-style-type: none"> ■ President's Report - (Ref. Appendix A) Motion to accept President's Report by Liz, seconded by Marie. Valerie acknowledged Wendell Prime and Gail Wright who will be leaving the Board this year and thanked them for their efforts and contribution. Carried. ■ Treasurer's Report - (Ref. Appendix B) Motion to accept Treasurer's Report by Wendell, seconded by Phil. Carried ■ Registrar's Report - (Ref. Appendix C) Motion to accept Registrar's Report by Rick, seconded by Marie. Carried. ■ Program Director's Report - (Ref. Appendix D) Motion to accept Program Director's Report by Jean, seconded by Sylvia. Carried. 	<p>Valerie Beckett</p> <p>Rick Kitchen</p> <p>Keith Myra</p> <p>Marie Beattie</p>

	<ul style="list-style-type: none"> ■ Technical Team Report - (Ref. Appendix E) Motion to accept Technical Team Report by Marie, seconded by Barb. Carried. ■ Hospitality and Volunteer - (Ref. Appendix F) Motion to accept Hospitality Report by Keith, seconded by Wendell. Carried. ■ Webmaster - (Ref. Appendix G) Motion to accept Webmaster Report by Jean, seconded by Barb. Carried. 	<p>Wendell Prime</p> <p>Gail Wright</p> <p>Arlene Greenwood</p>
4	Election of Board members	
	<p>Kathleen Woodcock was elected for a 3-year term starting February 27, 2020. Confirming others for an additional year including: Marie Beattie, Jean Coughlan-Bednarski, Barbara Kempe, Rick Kitchen, Keith Myra.</p> <p>Motion to confirm Board membership by Phil, seconded by Ron. Carried.</p> <p>Retiring members: Wendell Prime, Gail Wright</p>	
5	Motion to approve the actions of the Directors and Officers of the past year by Pat Appelvich, seconded by Pat Bowers. Carried.	
6	<p>Proposed Changes to TAL-KW By-Laws (see below)</p> <p>(a) By-law 10.1 Use of Surplus</p> <p>Funds declared beyond the needs of TAL-KW may by resolution of the board be granted to local not-for-profit entities engaged in, conducting research about, or otherwise advancing the fields of gerontology, geriatrics or diseases affecting the elderly. To the extent that all existing commitments have been satisfied, (and in the absence of other viable opportunities in these areas, as determined by the board,) surplus funds may be granted to Third Age Network or to local not-for-profit entities that are aligned with the theme of a TAL-KW lecture series, provided they are used to advance issues of benefit to general society. In no case shall grants be given to organizations with political and/or religious affiliations.</p> <p>Motion to approve By-Law change by Keith, seconded by Liz. Carried.</p>	
7	Website Launch and demonstration - Phil presented an informative demonstration of the new website and logo.	Phil Thomas

8	<p>Opportunity for members to ask questions and offer comments - a question was raised about amount designated for bursaries. We are putting our excess funds into scholarships and bursaries for students of academic institutions in the Waterloo region. This was intended to top up previous funds. We have an investment GIC and have topped up the bursaries due to our excess funds as a result. Our lecture series have sold out but it is important to have cash reserves available for any future considerations.</p>	
9	<p>Adjournment - Motion to adjourn by Marie, seconded by Gail. Next AGM will be held March 4, 2021</p>	

APPENDIX A

TAL-KW President's Report

I am honoured to have a great group of Board members, dedicated in providing quality lectures to our members.

I want to personally thank Board members, Wendall Prime and Gail Wright for their significant contributions to the success of TAL-KW. You will both be missed.

Some “housekeeping” efforts continue to support the effectiveness of TAL-KW. For instance, Arleen Greenwood our webmaster, has created e-mail accounts for the executive members to assist in streamlining communications with others especially with Board members changing. As well, we are considering options to electronically file documents to support ease of transition between board members.

The implementation of survey monkey and increased significantly the feedback we receive from members about our series as well as provides the Board with valuable feedback to help in ongoing planning.

City of Waterloo staff at RIM park continue to provide good service to TAL-KW and our members. We have been informed that the beverage cost will increase in the Fall. We hope to keep prices the same for our members.

I am looking forward to the launch of the TAL-KW website in February 2020. It has been designed to streamline efforts for TAL-KW Board, members and the general public and modernize our past site. Phil Thomas, Arlene Greenwood, Liz Ruby and Alex Leuschner (Website designer) worked on this initiative throughout the year.

I have reached out to the Third Age Network to share their insight regarding potential incorporation, for our upcoming discussion in May.

Gail Wright and Melanie Watkins have organized a volunteer recognition event on February 25th to support all the volunteers who assist TAL-KW. Without volunteer efforts our events would not run as smooth as they do. This year we implemented the new board recognition policy.

Respectfully submitted, Valerie Beckett, February 2020

APPENDIX B

TAL-KW Treasurer's Report

I am including two documents, Statement of Revenue and Expenses and Balance Sheet for period ending Feb 29, 2020. These statements will include accruals for revenues and expenses as the statements were produced before the end of current fiscal year end.

When comparing 2020 vs 2019 revenues and expenses, we recognize the fall series of 2018 had 14 lectures instead of the usual 16 lectures. This is apparent in the revenue and expense variances.

During this fiscal year, three of the four lecture series were financially successful. This led to a net revenue over expenses of over \$7,000.

Statement of Revenue and Expenses Notes:

1. An annual subscription to Survey Monkey was initiated.
2. Board expenses are higher:
 - a. Registration fee for Val and Ron to attend a conference in May 2019.
 - b. Purchase of a board pass to the film series held at Princess Cinema.
 - c. Out of town meetings for upcoming lecturers.
 - d. Change in venue for board meetings.
3. Refreshments for lectures are lower due to the change in refreshment offerings at the lectures.
4. Legal fees were incurred to review the agreement between TAL, Renison and Princess with respect to the film series.
5. TAL's website redevelopment cost was \$2,500 and expensed entirely in this fiscal year.
6. TAL is moving its website to a new host. The initial costs associated with this move were approx. \$200.
7. The first two pledge payments to Wilfrid Laurier University of \$5,000 each were made to increase the capital in TAL's Graduate Student Bursary in Gerontology and Movement Disorders. The remaining pledge payments will be made in September 2020 and January 2021.
8. See other notes on the statement.

Balance Sheet Notes:

1. The Savings account is solely used as collateral for TAL's TD Visa card.
2. Accounts Receivable reflects the accrual for door sales.
3. Accounts Payable is the final payment for the website development including the HST amount.
4. The Credit Card amount is the amount paid to Hostpapa for the new web hosting service.
5. Accrued Liabilities reflects the accrual for the lecture refreshments. Note the amount for 2020 is for two months (Jan and Feb), whereas the amount in 2019 is for one month (Feb).
6. HST is filed and remitted on a calendar year basis, not fiscal year.
7. See other notes on the statement.

Respectfully submitted, Rick Kitchen, Treasurer

	Fall 2019	Winter 2020	Total 2019/2020	Fall 2018	Winter 2019	Total 2018/2019	Notes
Ordinary Revenue/Expense							
Revenue							
Daily Ticket Sales	3,042	5,432	8,475	1,996	4,268	6,264	(1)
Membership Fees							
Season Ticket Sales	39,079	27,046	66,125	31,433	30,655	62,088	
Total Membership Fees	39,079	27,046	66,125	31,433	30,655	62,088	
Total Revenue	42,122	32,478	74,600	33,429	34,923	68,352	
Expense							
Advertising & Promotion							
Surveys	204	204	408	-	-	-	(2)
Board Expenses							
Symposiums & Other Meetings	283	-	283	50		50	
Board Misc	40	-	40	75	3	78	
Board Travel & Accommodations	471	-	471	298	-	298	
Board Refreshments & Other	166	121	287	174	209	383	
Meeting Room Rentals	132	113	245	(50)	50	-	(1)
Total Board Expenses	1,092	234	1,326	548	261	809	
Facilities Rent							
Rent for Events	4,581	4,581	9,162	4,097	4,683	8,780	(8)
Total Facilities Rent	4,581	4,581	9,162	4,097	4,683	8,780	
All Refreshments							
Refreshments - City	6,897	8,910	15,807	9,714	9,553	19,267	(1)
Total All Refreshments	6,897	8,910	15,807	9,714	9,553	19,267	
Registration Expense							
Ticket Sale Fees	5,525	3,848	9,372	4,889	4,157	9,046	
Other Costs			-		79	79	
Printing and Copying	1,474	1,517	2,991	1,233	1,223	2,456	
Total Registration Expense	6,998	5,365	12,363	6,122	5,459	11,581	
All Speaker Expenses							
Speakers Honorarium	6,500	6,900	13,400	5,975	6,000	11,975	(4)
Lecture Handouts			-	42		42	
Speakers travel & other expense	272		272	1,424		1,424	(4)
Total All Speaker Expenses	6,772	6,900	13,672	7,441	6,000	13,441	
Administration							
Legal Fees	445	-	445	-	-	-	(6)
Office Expenses	85	30	114	30	30	59	
Computer & Other Supplies	235	-	235	421	17	438	
Insurance - Liability, D and O	702	702	1,404	702	702	1,404	
Memberships and Dues	38	38	75	38	38	75	
Postage, Mailing Service	18	27	45	55	74	129	(3)
Government Interest		-	-	9	-	9	
Website Expense	2,619	202	2,821	256	-	256	(7)
Total Administration	4,141	998	5,139	1,510	860	2,370	
Total Expense	30,686	27,192	57,878	29,432	26,816	56,248	
Net Ordinary Revenue	11,435	5,286	16,721	3,997	8,107	12,104	
Other Revenue/Expense							
Other Revenue							
Interest Income	116	211	327	46	234	280	
Total Other Revenue	116	211	327	46	234	280	
Other Expense							
Contribution to Bursaries	5,000	5,000	10,000		-	-	(5)
Total Other Expense	5,000	5,000	10,000	-	-	-	
Net Other Revenue	(4,884)	(4,789)	(9,673)	46	234	280	
Net Surplus (Deficit)	6,551	497	7,048	4,043	8,341	12,383	

Notes

- (1) Amounts shown are the net of the accrued amounts and actual amounts from Fiscal 2019
- (2) Fall Portion for Annual Fee of Survey Monkey
- (3) Includes Mailbox rental at RIM
- (4) A lecturer could not lead the second of two lectures in Winter 2019 season
- (5) First two of four installments to WLU to add to TAL's bursary
- (6) Fee to review agreement with Princess and Renison
- (7) Includes \$2,500 fee for website redesign, \$2,000 paid until Feb 15, 2020
- (8) 14 lectures only in Fall 2018 instead of the usual 16

	<u>29 Feb 20</u>	<u>28 Feb 19</u>	<u>\$ Change</u>	<u>% Change</u>	<u>Notes</u>
ASSETS					
Current Assets					
Chequing/Savings					
Savings	2,000	2,000	-	0.00%	
Cash	200	200	-	0.00%	
Toronto Dominion Bank	65,653	53,847	11,806	21.93%	
Total Chequing/Savings	67,853	56,047	11,806	21.07%	
Accounts Receivable					
Accounts Receivable	1,424	1,649	(225)	(13.65%)	
Total Accounts Receivable	1,424	1,649	(225)	(13.65%)	
Other Current Assets					
Accrued Interest Receivable	211	234	(23)	(9.75%)	
Prepaid Expenses	214	273	(59)	(21.62%)	(1)
Undeposited Funds	840	-	840	100.00%	
Total Other Current Assets	1,264	507	758	149.52%	
Total Current Assets	70,542	58,203	12,339	21.20%	
Other Assets					
TD Cash GIC Mat 2019-06-30	15,983	15,653	330	2.11%	
Total Other Assets	15,983	15,653	330	2.11%	
TOTAL ASSETS	86,525	73,856	12,669	17.15%	
LIABILITIES & EQUITY					
Liabilities					
Current Liabilities					
Accounts Payable	825	1,250	(425)	(34.00%)	(2)
Total Accounts Payable	825	1,250	(425)	(34.00%)	
Credit Card	228	-	228	100.00%	
Other Current Liabilities					
Accrued Liabilities	10,047	5,430	4,617	85.02%	(4)
HST TAX PAYABLE					
HST Collected	14,237	4,540	9,697	213.58%	(3)
HST Paid on Purchases	(11,465)	(2,969)	(8,496)	(286.13%)	(3)
Total HST TAX PAYABLE	2,772	1,571	1,201	76.45%	
Total Other Current Liabilities	12,819	7,001	5,818	83.10%	
Total Current Liabilities	13,872	8,251	5,621	68.12%	
Total Liabilities	13,872	8,251	5,621	68.12%	
Equity					
Retained Earnings	29,003	29,003	-	0.00%	
Unrestricted Net Assets	36,602	24,219	12,384	51.13%	
Net Income	7,048	12,384	(5,335)	(43.08%)	
Total Equity	72,653	65,605	7,048	10.74%	
TOTAL LIABILITIES & EQUITY	86,525	73,856	12,669	17.15%	

Notes

(1) Includes mailbox rental, new cheques

(2) Owing on website redesign

(3) HST is reported and paid on a calendar year basis

(4) Accrued winter term refreshment costs (Jan & Feb 2020, only Feb 2019)

APPENDIX C

**TAL-KW Registrar’s Report
February 27, 2020**

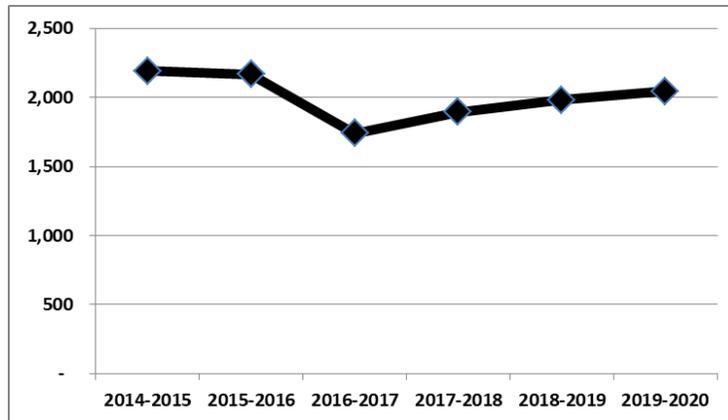
Ticket Sales (2019 – 2020 Fiscal Year)

From a ticket sales perspective, three of the four series offered over the past fiscal year proved to be extremely popular. There was one sellout (“Populism and the Threat to Democracy” (Winter 2020 season)). In addition, on a combined Tues/Thurs basis, the total of 1,130 series tickets sold during the Fall 2019 season was the third best for any TAL-KW season in history. (Fall 2015 was the #1 all-time top-selling season when a combined total of 1,170 tickets were sold for the “Canadian Arctic” and the “Italian Art, Gardens and Architecture” series.)

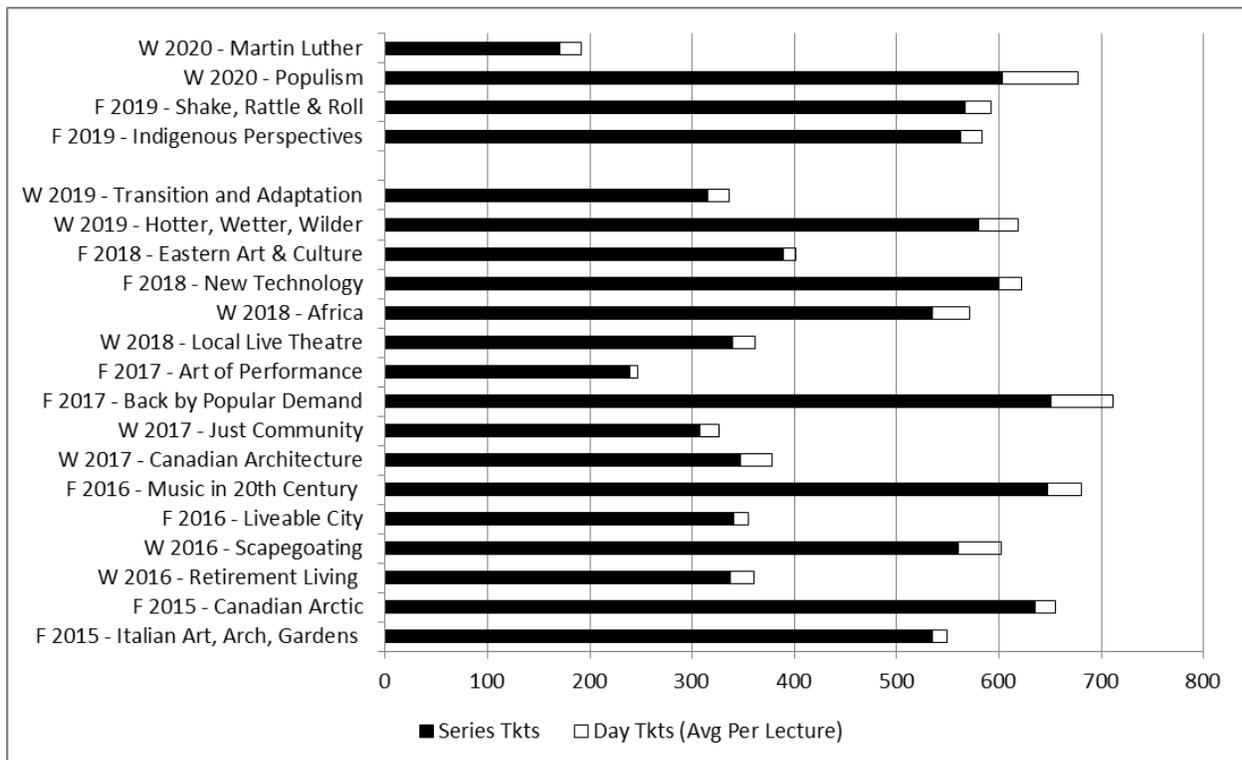
Ticket Sales: 2018-2019 Fiscal Year			
Session	Topic	Season Tickets	Day Tickets
Fall 2019 - Tuesday	Indigenous Perspectives: Paths to Understanding	563	160
Fall 2019 - Thursday	Shake, Rattle & Roll: Our Restless World	567	201
Winter 2020 - Tuesday	Populism and the Threat to Democracy	603	592 (est)
Winter 2020 - Thursday	Shifting Paradigms: Martin Luther's ... Impact	171	158 (est)
TOTAL		1904	1111

Ticket Sales (Historical)

As depicted by the following graph, following a dip in sales that occurred during the 2016-2017 fiscal year, total ticket sales on an annual basis have increased somewhat over the past three years. Total ticket sales for the fiscal year are defined as the total number of series tickets sold for the four series that comprise the fiscal year, plus the average number of day tickets sold per lecture:

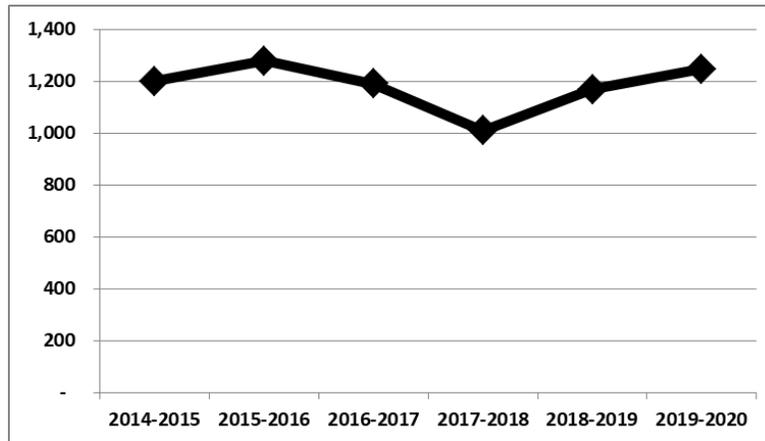


The next chart shows sales for each series over the last five fiscal years. Note that since fiscal year 2018-2019 ticket sales were capped at 600 (vs. 650 in previous years). Although total sales for the two fall series are generally higher than for the two winter series, not surprisingly, ticket sales are generally dependent on the breadth of appeal of the topic rather than the season (Fall/Winter) or day of the week (Tues/Thurs).



Membership Statistics

Currently we have 1,247 active households (those members who have purchased tickets within the past two years or requested to be added to the mailing list), a net increase of 78 over the previous year.



Other Activities

Most of our Registrar processes and procedures continue to work well, including an arrangement with Centre in the Square to sell and distribute our series tickets that has been in place for five years now. Assistant Registrar, Liz Ruby, and I continue to evolve our processes, the most significant change over the past year resulting in improvements in handling sales of day tickets for sold out series (e.g. improved web site information, redirecting traffic flow into the lecture hall, additional on-site signage, issuing a physical pre-numbered ticket to those in the waiting area, etc.). Thank you to board members Gail, Jean, Melanie, Ron and Valerie who assisted us during these hectic rush periods and to the City of Waterloo for being so responsive in accommodating our needs!

Looking ahead, with the increasing use of email blasts (up to 15 email blasts over an eight month period), we will likely need to improve the software that supports this function. In addition there is an ever increasing need for marketing expertise to ensure that our emails are “eye-catching” and likely to be read.

Liz continues to provide great support as Assistant Registrar. Given that I will be entering my sixth and final term on the board in the year ahead, in the interests of succession planning, Liz and I are recommending that she move into the role of Registrar in the coming year. This will allow me, in my new role as Assistant Registrar, to be available to support her and ensure a smooth transition.

Respectfully submitted, Keith Myra, Registrar

APPENDIX D

TAL-KW Program Report

This year 2019-20, four series of lectures were presented.

In Fall 2019 both the Tuesday series **Indigenous Perspectives: Paths to Understanding** and the Thursday series **Shake Rattle and Roll: Our Restless World** were most enthusiastically received by our subscribers. Both series were very close to sold out and each garnered impressive day sales.

The Indigenous series featured nine speakers Darren Thomas, Jean Becker, Lori Campbell, Kelly Laurila, Erin Hodson, Cody Groat, Allan Downey and a joint presentation by Kim Anderson and Rene Meshake.

Twice speakers of the Tuesday series, Darren Thomas and Kelly Laurila received standing ovations. Many people mentioned that this series provided them with information that was new to them and that they now wanted to deepen their understanding and requested reading suggestions. Book sales after the Kim Anderson and Rene Meshake lecture were very impressive. Cody Groat's book found an appreciative audience. Many people also sought to obtain the book by Allan Downey from Wordsworth.

Alan Morgan our sole presenter for **Shake Rattle and Roll**, received praise for his knowledge of his subject, his impressive presentation style and his dry sense of humour. It is difficult for a single speaker to manage eight lectures but Alan clearly spent considerable time and energy into making each lecture informative and interesting.

Many people sought out Board members to express their delight in the quality of the speakers and the information that was presented. Evaluations results reflected the high level of approval for each series.

The Tuesday winter series, **Populism and the Threat to Democracy** was an immediate success with the series selling out in December and with each lecture having impressive day sales requiring us seek empty seats and add additional chairs. This series has likely receives such support due to the topical nature of the content and the fact that people would like to better understand what is happening in the world. We were very fortunate to find presenters who gladly and expertly took on that task.

Eight lectures were provided by seven speakers. James Skidmore presented the introduction by defining Populism and provided a lecture specific to Germany. Eva Platch presented a fascinating talk about Poland. Doug Peers took on the task of explaining Brexit, Gavin Brockett focused on Turkey. Jasmin Habib presented a focus on the frustration of American and Israeli voters. Paul Freston chose to explain Brazilian populism and finally Chris Anderson spoke about Canadian Politics.

Our Thursday series, **Shifting Paradigms: Martin Luther's Enduring Global Impact**, has had a very disappointing reception by our subscribers in spite of energetic promotion by Martin Luther University College and by our own attempts to boost sales via email blasts. Eight speakers, all connected to Martin Luther University College at WLU, approached the program committee wishing to provide lectures about Martin Luther and the reformation. They wished also to increase public awareness of the change of focus by Martin Luther University College formerly known as the WLU Seminary. It does seem that those who selected this series are found the lectures interesting and the speakers impressive.

Many of the speakers for this past year have expressed their appreciation for the way our audience has responded to their lectures and also for the way board members have facilitated their presentations. Several speakers advised me they see our organization as a well oiled machine. They have said that they would not hesitate to return for a future series and to encourage other professors or acquaintances to accept our invitations.

In a new participation with Cort Egan of Renison and John Tutt from The Princess Cinema, **Film Talk** has now been launched. Our role has been confined to promoting this series to our members via email blasts and announcements to our lecture audiences. Cort and John chose the films, arranged for the speakers and sold the tickets and screened the films at the Princess Twin. Participation from TAL-KW subscribers has been less than anticipated. Thus far three excellent films have been screened and those in the audience have enjoyed the format of audience discussion of the film with expert speakers. A Memo of Understanding was signed by all three and will be reviewed after the planned six films have been screened.

Planning for the upcoming Fall 2020 and Winter 2021 is well under way. In the Fall Tuesdays, we will offer the series **Spotlight on Sports: Fun and Games or Serious Business**. Barb Kempe, who is leading the planning has confirmed eight speakers. Planning for the Thursday series, led by Elaine Wetherup, **Research Into Lifespan Development Issues** is also progressing well in identifying and confirming speakers. Similarly, we are hoping to present a winter 2021 series which will examine changes into the practice of Pharmacology. We have yet to firm up ideas for the second series of 2021.

I wish to thank my team Barb Kempe, Elaine Wetherup, Doug Koegler, Jean Couglan-Bednarski and Bob Wiffen for their great ideas, hard work and enthusiasm that has produced a very successful year and promises another stimulating series of lectures next year. I wish to express my special thanks to Bob Wiffen who has volunteered as a non board member on the Program Committee for the past five years. We will miss his hard work and always charming introductions to our speakers. At the same time, I wish to welcome Norma MacFarlane who is stepping into a non board member position on the Program Committee.

Respectfully Submitted, Marie Beattie, Program Team Chair

APPENDIX E

TAL-KW Hospitality and Volunteer Report

Throughout this winter session, we continued to use a self-serve process on one side of the hall and on Thursdays, as numbers were quite low, we used self-serve only. This works very well and we recommend going full self-serve for the 20/21 season.

In the survey results from December, there was no negative feedback, which was encouraging.

Furthermore, self-service eliminates the ongoing difficulty of recruiting volunteers. We will continue to need volunteers for checking tickets.

RIM has followed through on providing larger tea urns which has allowed us to provide sufficient tea for our members.

John has also provided extra blue bins and reduced the number of garbage cans as requested.

Occasional reminders to dispose of the cups appropriately would still be beneficial. We will also encourage more members to bring their own cup. The reusable cup promotion suggested by our member Ella Schmidt is another option which will be discussed at the upcoming board meeting.

This year's Volunteer Appreciation Event is being held on Tuesday, February 25 downstairs at the Benchwarmer immediately following the lecture.

All volunteers from the winter series will be sent thank you cards at the conclusion of the lecture series in appreciation of their support.

[Gail Wright and Melanie Watkins]

Respectfully submitted by Gail Wright – Hospitality and Volunteer Coordinator

APPENDIX F

TAL-KW Technical Report

The need for assistive hearing devices has been raised with City of Waterloo staff at Rim Park for some time. This budget item has now been approved by the City of Waterloo and these will be available for our Fall 2020 sessions.

On a personal note I am pleased to have known and worked with the very accomplished individuals on the Board of TAL-KW who work very hard to bring a quality product to the public. Several of our Speakers have voiced their praise of and respect for this organization to me. My thanks to Phil, Arlene and the other members of the Board for their support.

Respectfully submitted, Wendell Prime

APPENDIX G

TAL-KW Website Report

I will divide the report into Part (A) reporting on our original website and Part (B) creation of new website

PART A. (The original website)

This past year has been an active one for the TAL Website. Program Director Marie Beattie, Registrar Keith Myra and Secretary Sylvia Ranson have contributed greatly to keeping the information on the website up to date.

Marie sent me information about our speakers and their topics and I posted:

- biographies for our speakers as well as the synopsis of their subject
- slideshows of several of the speakers inserted into our “Past Speakers” section. (Not all speakers are able to share their slideshows.)

Keith sent an updated version of the TAL Policy which I posted, and he was Webmaster for the “Buy Tickets” page.

Secretary Sylvia Ranson provided me with a list of board members and their contact information in March of 2019 and I posted that on the website.

We publish 2 brochures per year, in July and October, that are sent out to our members. I posted both of those on the website after converting format of the brochure from the 8 ½ x 14 landscape-oriented document (that is sent out to our members) to an 8 ½ x 11 portrait-oriented document that people can easily print at home.

There was also a special notice posted to advise about the new arrangement with John Tutt of the Princess Theatre and Cort Egan of Renison University College to offer film viewings followed by discussion.

INFO about the 2019 website:

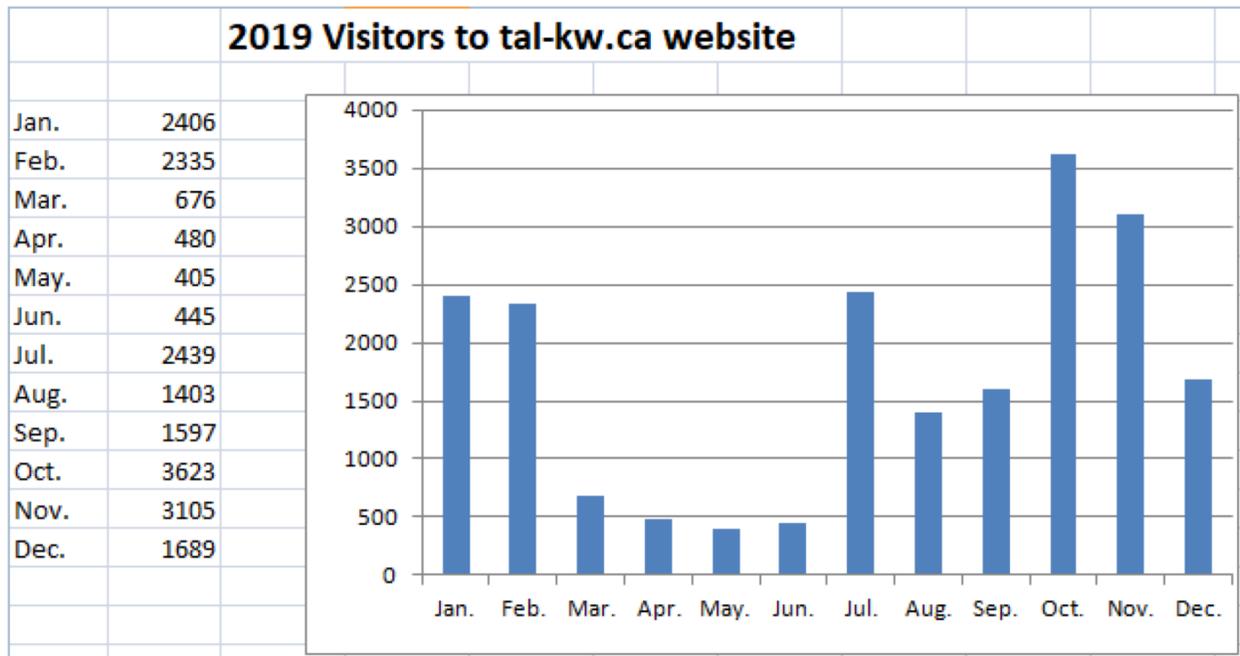
The **storage space** required by our current website is 885 Mb (ours is a rather small website) out of a maximum allowed of 1Tb, which is more than 1000 times larger.

During the year, we received 40 emails from people using the **FORM on our Contact page**. The form sends messages to webmaster@tal-kw.ca. I read the messages and forward them to the appropriate board member. This seems to have worked well.

We continue to maintain 11 **tal-kw.ca email addresses** for the various positions on the board.

These email addresses will be ported over to the new website host and will continue to serve to keep the personal email addresses of the board members private.

Traffic to our Website



The visitors each viewed an average of 2.5 pages. Clearly there are certain times when people choose to view our website. Some visits will have been from Board members and from me, checking that my uploaded links work.

Visits to our webpage by page in 2019

HOME	3399
winter-2020-tuesday-series	2414
fall-2019-tuesdays.html	1657
ordering-tickets.html	1491
fall-2019-thursday-series.html	1447
winter-2020-thur-series	1404
new-film-option	719
home.html	599
winter-2019-tuesday.html	420
past-lectures.html	400
about-us.html	337
winter-2019-thursday.html	336
contact-us.html	218
roledescriptions	64

PART B. (The new website)

At the May 2019 Board meeting, we discussed my concern about our hosting situation with Execulink, whose software and support have been somewhat deficient, and also the possible need for a professional redesign of the site. Ultimately a sub-committee was struck consisting of Liz Ruby, Phil Thomas and myself, with Valerie Beckett assisting.

The committee met several times over the summer and fall. Liz did an amazing job of organizing the structure of our work and Phil led the contact with our chosen designer and created a contract for our hiring of our Website Designer. Keith Myra contributed many great ideas to the process (the RFP, contributing to the contract details and design of the Tickets page)

We identified possible candidates for the design and creation of the new site, and interviewed two, finally choosing Alex Leuschner who is a local designer. Our cost is expected to be \$2825 for the design and implementation of a new logo and a new website.

We first chose a new logo for TAL after some consultation with the board on their preferences.



Then throughout the fall, Alex created the new website on his server and gave our committee access to it. Much back and forth ensued as our team made corrections and changes. Liz set up a “Bug Tracker” spreadsheet on Google Sheets for us all to use to record our suggestions for Alex. He recorded when he completed his corrections.

The new website uses a form of WordPress for the editing process and should be much easier to maintain.

The final thing we had to do was to choose a new host for our new website, and after investigating and discussing, we chose to go with HostPapa, and Treasurer Rick Kitchen helped me to set up the TAL account with that service. (He’s the man with the TAL credit card!)

Alex Leuschner will be moving the new website to HostPapa and we expect to go live Feb 27.

Huge thanks to all Board members who contributed to this process, most particularly Liz Ruby, without whom I would have been in procedure purgatory, and Phil Thomas, who was the prime contact with Alex Leuschner, and Valerie Beckett, who was so supportive and a great resource. Keith Myra and Rick Kitchen were much appreciated contributors to our new website as well.

Respectfully submitted, Arleen Greenwood