

**Sheringham Point Lighthouse Preservation Society
Annual General Meeting, September 11, 2016**

1. President Michael Galizio called the meeting to order and welcomed those in attendance. Executive members present were Michael, Bill Parkes, Bill Turner, John Walls, Elanie Bruton, Robert Vanveen and Terri Alcock. In addition there were 11 Society Members in attendance.

2. Adoption of Agenda
Motion to adopt the agenda as presented.
Robert Vanveen/Diane Dieter **CARRIED**

3. Adoption of Minutes
Motion to adopt the minutes of the June 19, 2016 Meeting.
Bill Turner/Bill Parkes **CARRIED**

4. Treasurer's Report
The treasurer presented 2 reports - see attached documents
Motion to adopt revised financial statement for 2015.
Ted Jones/Elanie Bruton **CARRIED**

Motion to Adopt financial statement January 1 - Sept 6, 2016
John Walls/Diane Dieter **CARRIED**

6. Old Business
President's Report:
A copy of the report is attached and the following comments are some of the highlights:

Access - A two phased approach is being used. A \$10,000 CRD gas tax grant was received to cover clearing the road and upgrading turn outs, etc. In 2017, there will be chip seal paving done based on a commitment to receive an additional 10,000 grant from the CRD.

Rezoning of the LH Property - a public hearing will be held on September 28, 2016 on the rezoning application.

Westaway Foundation - John Walls reported that the proposal has gone from a 10 year phased in restoration proposal to a more aggressive 3 year restoration proposal. He continues to work on this file, and is in regular contact with Peter Westaway.

Fundraising - We are submitting an application to the Federal government for a \$25,000 grant for communication projects, including signage and social media as well as oral history, a video and other projects to increase the society's profile, let

people know about the lighthouse and its heritage status and to increase membership and financial support for communications around the Society's restoration project.

LH Guide Book - The Times Colonist had a full page article in the Sunday Islander. And Heritage Canada may be meeting in BC in 2017, and may allow a speaker. More efforts will be made to promote and publicize the guidebook via other media.

BC Heritage Designation - Using information provided by Bill Parkes communications with the Heritage Branch the Executive decided to wait until the restoration is complete before we consider this.

Oral History Project - Announced from the chair the need for a Committee Chair to take on responsibilities for Oral History, Archives and other historical information and items. An ongoing effort to find someone for this file has not yet yielded a volunteer. The Executive is still looking for a volunteer member to take on this task.

Website Update - we are trying to put more links on the site to programs like Bear Aware, Park Watch, sites dealing with Orcas, etc.

Social Media - Efforts to continue and expand promotion of membership, contributions and volunteer activities across all social media platforms continue. The Society has contracted with a vendor who does some of the work, however, there needs to be a volunteer member who is willing to post photos, create facebook posts, and tweets on a regular basis. The social media program has lots of benefits to the Society, but needs to be expanded.

Flea Beach - The MOT - ROW in Shirley has been upgraded with better drainage, safer driveway and signs to support the reforestation of the land above the beach. More needs to be done to take care of the site. The Society will organize a work party in the coming months.

7. Election of Officers and Directors:

Further to the provisions of the Society Act and the Society By-Laws, the Society announced the AGM and elections at the start of the year on the website as well as via the newsletter sent out in the spring. At the AGM, Society Volunteer member Ian Fawcett presided over the elections, and the following people were elected to the Society Board for 2017:

President	Michael Galizio
Vice President	Robert Vanveen
Treasurer	Bill Parkes
Secretary	Terri Alcock
Directors	Bonnie Arden, Bill Turner, John Walls, and Gary Geddes (Chair of Board of Advisors)

8. New Business

A. Lighthouse - already covered in previous discussion

B. Access info for people with special needs - Mary Brown
It was agreed to add this to next meeting agenda

C. Membership Fee Structure

Motion to raise individual membership to \$15 from \$12.

Bobbie Metzger/Robert Vanveen

CARRIED

Membership structure is now \$15, \$100 for life member, \$60 for 5 year membership, \$25 for family membership and \$8 for youth.

D. Water Connection to Park

There was a discussion of whether there was still a water connection to the park. Rob, Dominique and Bill will look into this.

9. Adjournment

Motion to Adjourn

Bill Turner/Bobbie Metzger

CARRIED

President's Report:

Annual General Meeting **PRESIDENT'S REPORT**

Sunday - September 11, 2016 -- 2:00 PM SEAPARC -

WELCOME - Thank you for your support, your participation and for the help to make the Society efforts such a success. Articles posted at the meeting: Book/ excerpt/Telus-Parkes Contribution/Caruthers award/various others. Material available on the table includes:

- Map of the sub-division on the adjacent land
- Map of the DOF access to the LH Property
- Large ariel map of the LH and Trail Property
- Newsletter from August 2013
- Map of the 3 parcels and 1 road owned by DFO/Federal Lands
- Various pieces of correspondence
- Communications and information about/from Volunteer Canada
- Agreement with Adjacent Landholder
- Certificate of membership – Volunteer Canada
- Various articles and handouts from past meetings
- Various historical documents including the original grant deed (copy) for the LH land
- Copies of the FOI request results from MOT
- Copy of the Mission Statement/Goals and Constitution and bylaws
- Newsletter/Calendar from Dr. Keith Martin featuring the Society
- Final LH Trail sign information
- Adjacent landholder disclosure citing LH action on gate issues
- Poster for the Nature Conservancy event
- Copy of the Heritage Lighthouse Preservation Act
- Package of material on Heritage status and a petition for heritage designation

also available are various items sold in the LH Store - mugs, coasters, shirts, trivets etc

Intro - Officers and Directors

Adopt Agenda - Motion to adopt agenda

Last Meeting Minutes, Motion to Adopt -

Correspondence (Terri or MVG can read)

Letters, e-mails sent and received

Treasurer's Report (From Nel)

Financial Statements — adopt

2015 Report Correction - adopt

Old Business

1) President's Report:

-LH Heritage Site - update

Since the last meeting - Electrical, zoning change continues, site prep, sign improvements - new signs at front and at lighthouse gate, new warning signs installed, broom bashing continued, plan for restoration, CRD access agreement.

In addition, there will be a new gate and fence for improved security - people have been climbing over the fence during site closing times and work will begin on a trail with better views and route to the tower that will help with accessibility issues.

Please note that we have available here at the meeting and on the website: motions, agendas, minutes, articles and ads that feature the Society, MOT information, restoration plan, report from the conservation engineer, past newsletters, correspondence, reports to the Parks Commission on trail maintenance, DFO and Public Works background information, acquisition information, and other documents, letters and papers.

Thank you to Bill Turner for leading the effort on the access agreement and the zoning - Thank you to the board for all the hands on assistance on all the projects - Lots of activities at the site — New electrical system with a solar component, erosion mitigation will both begin in the next few weeks - Ian Fawcet continues as Society Project Manager. Once the phase one is completed, the plan is to begin tower and engine room restoration in the Spring of 2017.

Restoration:

If you've been paying attention to this space, you'll know that the Society has acquired the Canadian Heritage Lighthouse site at 1 Sheringham Point Road, including the parcel that holds the lighthouse structure. After almost 106 years, the site is will now be opened at a passive park and available to the public. The Volunteers of the Society are excited to announce that efforts are now underway to restore the site, tower and engine room. Included in the 2017 schedule is new trail connecting the lighthouse view trail, re-connection of the electrical with solar, and new and improved front gate system and fence to enhance security. Work will begin soon so please check the website for updates and more information.

Public Access to the Lighthouse Heritage Site: The Society signed a 5 year renewable agreement with the CRD to maintain the existing public access via Sheringham Point Road (off West Coast Road) Planning for a road clean-up and small improvements to the access and parking area began immediately. The work on the road will begin shortly including improved turn outs and road surface. Safety and continued public access via Sheringham Point Road are the hallmarks of this project.

John Walls will have more on this, but a big thank you to Peter Westaway and the Westaway Foundation for their 3 year and beyond commitment for the Society site restoration project. It is a huge financial commitment with a commitment to review where we are at the end of the time to see how we continue to work together. This coupled with the generous grant from Fidelity directed by Dr. Marv Caruthers - puts the Society acquisition and restoration efforts ahead of schedule from a fundraising

perspective. Commitments for multi-year funding from people in the neighbourhood like Diane Dieter and Ted Jones as well as contributions from Ray Cray have helped the Society continue the work on its mission.

We do not have as strong a commitment for Society ongoing costs and operations, so we will have to put our heads together to try and find a way to raise money for the more mundane part of the Society efforts.

Thanks to Dominique Bernardet and the team of folks who open a close the site, manage the site operation as independent contractors. Without their help, it would be impossible to keep the site open for all the hours during the year.

Zoning Update – Bill Turner **Access Update - Bill Turner**

Insurance - The Society has two main policies. One for Directors/Officers and Volunteers liability via Volunteer Canada (along with a “office package” to protect files, equipment etc used in the administration of the Society) and a second for site liability via Ecclesiastical Insurance to cover the Lighthouse Site. Both will need to be reviewed and renewed in the Spring of next year.

Society Act - In accordance with the requirements of the updated act - the Society will need to review and create a conforming set of by-laws and constitution. Bill Parkes has kept the Society informed about this issue. A Committee will need to be formed to work on this in a timely manner.

-Fundraising - John on Westaway/MVG on Grant/
Membership, Fundraising program later in the year - We need a more overall FR strategy, corporate, individual and sponsorships. How do we accomplish the fundraising we need to run the Society?

-Lighthouse Guide Book – John Walls – report on sales. promotion, etc

-BC Heritage effort - Decided that we would hold on BC Heritage and after restoration look at options again - Bill Parkes thank you and any updates?

-Oral History Project - need chair of committee and more information, website update.

Web Site Update - adding more Society items including a summary of restoration and site projects for complete transparency

Social Media - Contracted with Uptown Studios to provide posting, photo promotion, tweets and other social media platform work on a monthly basis. In addition, US maintains the Society \$10,000 per month Google Grants ad works grant for a monthly fee. Fees total \$1000 per month USD however have been scaled back to \$850 pm.

There is a need for a Society Volunteer to take over some of the work posting and promoting on line. Looking for volunteers. Social Media report is attached.

Trail stewardship - update - The Society will plan to address the long term management of the Lighthouse trail obtained under the community compromise agreement in 2008 at some time in the near future. As the Society lost the ability to manage and maintain the trail it obtained because of CRD Parks Staff misinformation and confusion, it is incumbent on the Society volunteers to educate members of the Parks Commission and staff as to the history and agreement made with regard to the trail. Future meetings will discuss this pending issue.

Flea Beach – MOT right of way - clean-up in the fall, danger tree being removed this week, planting in the fall. The Society continues to manage and maintain the right of way called Flea Beach under license from the Ministry of Transportation. Upon completion of the Community Consultation phase of the process, the Society created a work plan that was subsequently approved by the Ministry. The Society is now working with local volunteers and others to complete the work plan, and has removed unsafe trees, begun ecosystem restoration and watercourse restoration, and completed drainage improvements, and a repair of the road. Other work needs to be done including planting and beach clean-up.

Election of Officers and Directors - Complete the election further to the by-laws and the procedures outlined in the Society Act.

New Business

- LH Site
- Consultation/Engineering report - will be placed on the website for the membership to be able to read and review

- Planning - access etc

- LH Trail update – stewardship agreement

Adopt membership fee structure NOW: 12/100/family at 25/youth 8/5 year individual 60/. Change:?

Grants and fundraising action

Other new business as necessary

Adjournment (3:30 pm time certain)

Social Media Report:

Social MEDIA RECAP - SEPTMEBR 2016

Below is a recap of how Sheringham's social media channels performed in September. Let me know if you have any questions while reviewing.

Overall:

I've noticed an increase in visitors sharing photos on Instagram with the hashtag #SheringhamPoint and #SheringhamLighthouse. I am checking the SPLPS Instagram about once per week to engage with those that share photos and to share the photos on SPLPS Facebook and Twitter.

Please continue sharing photos and updates when you can! These "in the moment" posts are engaging and followers tend to respond to them more.

Facebook:

- Post Engagements: 147
- Impressions: 8,507
- New Facebook Fans: 33
- Total Facebook Fans: 363

Twitter:

- Organic Impressions: 2,547
- Engagements: 57
- Retweets: 6
- Mentions: 7
- New Twitter Followers: 9
- Accounts followed: -4
 - Total Twitter Followers: 220

Instagram:

- Media shared: 4
- Total Engagements: 104
- New followers: 13
 - Total Instagram Followers: 154

--

Mia Lopez
Digital Marketing Manager