

BOARD MEETING MINUTES  
RICHMOND INN, SUNDAY NOVEMBER 11, 2001

PRESENT: Alan Upshall, Lynn Owens-Whalen, Helen Steinle, David Linton, Don Murray, Neville Thomas, Gerri Baker Parry, Gretta Upshall

Meeting called to order at 10:15 am

1. Presentation/questions - Sue Redmore, marketing/publicity team leader, San Jose

One of their main objectives was to target sponsors and to get Wales involved. This was approached from two different angles, business involving the Welsh Assembly and the WDA (they concentrated on attracting business back to Wales) and the cultural aspect by targeting the Wales Tourist Board. Presentations were made by the local society to the WTB who were really concerned with San Jose's plans to attract youth, this is the group they want to attract to Wales. WTB, WDA & the Assembly were in favor of The Celtic evening at Montalvo. The Irish act attracted a lot of interest. The budget for this event was separate from the main functions. During the evening the locals had a booth where the banquet and concert were heavily advertised. For marketing purposes the Gymanfa was treated as a separate event- addressing different audiences. To help advertise the event, the musicians/artists hit the music stations while the WTB concentrated on travel spots on

the radio. For the 2-week period prior the weekend, there was a lot of radio involvement with cd's going to the media. The banquet and concert were heavily advertised in the two newspapers the Mercury and the Chronicle. A week before the event there were lots of billboards around town with phone numbers for ticket sales. *If things could be done differently – Sue wishes that ticket sales on the night of events should have been pushed harder.*

Budget – they went with previous budgets for the main events. The focus was on what was absolutely needed for the event like brochures, web site (the inquiry form on the web site was essential) and international promotion. International promotion was the main focus from Ottawa's National to the Christmas. January on concentrated on the National focus. May saw the heavy local focus with an extra push in August. There were 3 people in her team with more volunteers coming in at different times. A publicist was hired to handle the media angle, radio and TV slots were booked, media packs were sent out a week before the event and followed up. A big mailing was done with the WTB- this mainly focused on the West Coast. Local mailing lists were targeted. Part of the WTB's sponsorship was tickets back to Wales, Raymond Mathias organized the sponsors. They gave us a lot of free publicity. The Wales Art Council sponsored the musicians. The point of the Festival was to attract new people to Wales, the traditional audience is being depleted. The WTB promoted Wales and Sue utilized their contacts to spread

the word. San Jose had around 1200 registrants, 60% of these came from CA.

## Questions

1. Were the contracts with the WTB and WDA - Idris and Howard dealt with them
2. What was the reaction back in Wales to the Gymanfa in San Jose – Ottawa was big for them, there they made a big pitch namely on what they intended changing at their weekend otherwise the feeling is the sponsorship wouldn't take place
3. Re WDA did the San Jose group set up business contacts – Vaughn from WDA did that – the WDA were told that the San Jose group did not have the resources to deal with it.
4. Who made the contacts with the Assembly – Idris made a presentation to them when Rhodri Morgan agreed to become banquet speaker, everything fell into place.
5. Did the SJ team approach educational establishments – yes through the Celtic Studies department in Berkley who helped get speakers for the seminars
6. Who did you go to for advise re the artists – combinations of things but mainly through contacts in Wales.
7. Who brought the TV & BBC – this snowballed because of Rhodri Morgan. Megan knew Hywel Gwynfrin who interviewed her at the Eisteddfod in Wales. Mike Wear introduced Sue to the Western

Mail and gave a pitch to them. Dafydd Ewan brought his own crew out and another wanted to do the Gymanfa.

8. Where there problems with the Assembly entourage – Sue thinks the British Consulate woman, Emma got the wheels rolling there which got the Governors and mayors involved in the diplomatic issues. The TV and radio did not cause problems. A lot of liaison was needed with various venues but the site team dealt with that.
9. What would you do differently – make sure the web site is up and running, that was delayed
10. Did you do many sales over web – yes in spurts and starts. That was promoted when mailings and publicity went out.
11. Is web site structurally still there – yes until December – NEED TO CONTACT JOHN MURDON RE THIS SITE
12. Can existing site be moved to new host – structure needs to be changed, it needs to be updated. The structure is not complicated- DON suggests it would be better to start from scratch. The inquiry form can be up after Harrisburg. One person can contact websites for links to our site to promote ourselves. San Jose used email extensively, direct mail used carefully because of costs. Email was sent with reference to the web site, full brochure was mailed when it came out. Posters were mailed out with cover letters targeting churches, choirs etc; different events were directed to specific audiences; fact sheets went out and were dumped everywhere.

13. What about articles for Ninnau and Y Drych – Sue did these
14. What about signage – signage, @ \$10,000 was done for free for a couple of ads in program upcoming weekend was advertised by going to other Celtic societies & events.
15. Who set up meetings with the various agencies – Ifona & mike with the National Assembly; Carys Pugh is VP of marketing. Some of the journalist accompanying the Assembly entourage were suffering from culture shock – some of the events didn't happen in Wales anymore.
16. Did she feel event costs were high – people from outside of CA found the hotel especially to be expensive; the banquet was a headache as the hotel's costs were very high.
17. Were the Airline discounts – American Airlines were approached as the Bay is their hub, they had a discount with them.
18. Did they have any big sponsors – No - they did try but they did get free PR and exposure; also got a lot of donations from members. They did some of their own fundraising by having picnics and some other events.
19. How many people came from other countries – don't have figures for this. They did advertise the San Jose Welsh Festival at the Eisteddfod in Wales, flyers were handed out at the Cymru ar Byd booth.

### UPDATE ON BANK ACCOUNT – HELEN

Bank accounts in both Canadian and US Dollars are finally open at Royal Bank of Canada after some problems with signers having to be present. The second treasurer is Margaret Linton. Alan signed signature cards at meeting, he will be the third signer. Any 2 can sign the checks. There's no charge for non profits, limit is 50 checks per month. There is some money in the US account. The funds will be used to support running costs of the organizational meetings.

### UPDATE ON MEETINGS WITH CONSULATES – LYNN AND ALAN

Both Alan and Lyn met with David Roberts, vice Consul in Vancouver. He was very interested in upcoming event, he will be very helpful with contacts but won't do anything directly, feeling is he'll be there when we need him. They already done a survey and have connections back to Wales. There is a mission coming over in February in Biotechnology. Alan met with the Seattle Consul, he is also very interested and has agreed to meet with David Roberts from Vancouver **British consul Can would like copy of our proposal Don suggests we keep the Consulate on the agenda in case doors open. ACTION ITEM DON AND ALAN**

### SEMINARS – NEVILLE

- Handout passed around table listing seminars from previous Gymanfa weekends- there is a concentration of topics appealing to the chapel going Welsh- nothing linked with Dylan Thomas and nothing about the

South Wales Valleys. Another handout given with Neville's list of suggestions for seminar topics. Alan wants the group to come up with a workable number of seminars – suggested number was 15 at the most. – Neville agreed with the proviso that others can be added if need be. Neville requests everyone to go through his suggested seminar list, and get back to him within 2 weeks with list of their favorite ones also other topics /suggestions can be added. He would also like to see some kind of seminar using computers – any ideas! Re the Dylan Thomas conference with Geoff Madoc-Jones of Simon Fraser University, could it overlap with our weekend so we could have a workshop *Neville to approach Geoff to see if some overlap between the two events is a possibility, what dates Geoff has in mind.* Re the possibility of having Welsh films at the weekend, Don suggests we have Welsh films on pay per view - all agreed this was a good idea **ACTION ITEM NEVILLE**

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ENTERTAINMENT – GERRI, ALAN

1. a. Alan's focus is the Grand Concert. Ysgol Gerdd Ceridigion has agreed to come and ***Alan will write to Don Mills to clarify his sponsorship commitment*** The idea of two choirs coming from Wales for an Eisteddfod and then fusing together for a grand concert is no longer viable – the choirs contacted were either not interested or did not reply. Alan heard the Morryston Orpheus Choir whilst in New York and they are on his list

of choirs to ask. Alan met with Grenville Jones who spoke about the Morryston Rugby Club choir, they have sung in the 1,000 voices at the Albert hall. Alan has emailed Hayden James and Eifion Thomas for an opinion. After the Vancouver Welsh Men's concert Grenville intimated to Alan that he might be willing to sponsor a choir for the grand concert. Would get a choir from Wales especially if there is sponsorship. The repertoire of any choir would need to be clarified

2. b. Gerri's focus is on all other entertainment. A lot of time has been spent by Gerri researching folk /rock groups in Wales. A lot of information has come from Nancy Carlin and Carrie Fox. Some of the music was played at the meeting, David 's suggests that Gerri makes the decision. One group Gwirnos seemed very versatile and could be useful . *Gerri will find a contact name, number and perhaps more cd's from them.* Don mentioned a local group "Mad Pudding" who had a good following might also be involved in any Celtic concert we might be interested in. *Don will chase a tape of Mad Pudding.* Stephen Rees, a contact of Neville's might have more numbers and contact names for folk groups – Neville to contact him? **ACTION DON;**  
**ACTION GERRI ; ACTION ALAN**

HOTEL/SCHOOL STATUS – LYNN



The hotels are fixed. Had a letter back from School District, MacNeil already has the walls up. We are confirmed there. The ideal location would be Richmond, site is pre loaded, don't know if school will be ready for 2003. We have full agreement of school district, we will get to go where we want. A minimal amount of money is involved. If we have more attendees that San Jose (1400) and San Jose didn't have the tourist pull that Vancouver has, the chances are we might need 2 concerts.

### SUNDAY SERVICES AND GYMANFA- DAVID

Alan suggests details of Sunday service be left for another day. He would like to tie up a Gymanfa director as soon as possible. Haydn James' name was put on the table as he had just directed a very successful Gymanfa in Vancouver. He expressed a strong interest in directing while at the weekend. Consensus was the committee could probably get him cheaply and we could use him in the Eisteddfod, in fact he could be used in a few capacities. All agreed Haydn be asked to direct. We would meet with the director to discuss what is expected from him. The question of an accompanist was brought up. It was suggested that Haydn be asked for an opinion. Alan asked David to write to Haydn to confirm his willingness to direct the two Gymanfas.

### **ACTION DAVID**

### MARKETING AND PROMOTION – DON

Money needs to be spent on this before any revenue comes in. We will need to set up an 800 number, decide where mail is going and when Ellis is getting involved. It's important we have the web site set up; need to have a tourism/travel page; need host domain name ; need cover/logo design asap – it is important that sponsors get the information. Brochure would need to have a sponsorship sheet perhaps on inside sheet. Re sponsorship for individual events, if in kind donations are given these also need to be recognized. referring to Don's hand out re tiers/levels of sponsorship, Don asks if this is the way to go. Would everyone who donated want recognition. Don looking at CBC for in-kind publicity. We are not looking for Festival Title sponsors but event sponsors would be more realistic. *Alan request Don to refine his plan after more discussion (emails?)* Alan says sponsorship needs to be tastefully done Sponsorship needs to be looked at for future planning, perhaps interest people in longer time projects. *Don will talk to Air Canada about travel opportunities/ticket discounts.* **ACTION DON**

### ANCILLARY ACTIVITIES

These might include a salmon bake, Golf, rugby. Re golf, Neville says the guy has already indicated he'll do it, it could be made part of a tour packet or could take place on Thursday. Rugby – Alan/Neville met with Rick Evans who was very interested in the concept. He will contact his connections. Perhaps this is something for the WDA to sponsor.

### TOURS – NEVILLE

Neville passed out handout with ideas for tours. He visited White Rock Travel but wasn't too impressed. Alan recommends we get bids for tours with Vancouver tourism. Lyn suggests she take over the tour project as she has made excellent contacts with the Vancouver Tourism office.

**ACTION LYNN**

EVENT COSTS

There will be an email circulated to suggest costs for all events - Alan **ACTION ALL**

OTHER

Gerri to update cards when she gets new email address. Thanks expressed to Gerri for all the hard work done by her making business cards and letterhead. It was suggested the site address be changed from Richmond, BC to Vancouver, Richmond BC as Vancouver is more familiar.

*Alan will contact National Board re sponsorship decisions*

Meeting adjourned at 5pm

**NEXT MEETING SCHEDULED FOR JANUARY 13  
at 11:00am**