



# Green Timbers Heritage Society

## Meeting Minutes

Tuesday, January 11, 2022

Via Google Meet

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<b>In Attendance:</b>	<b>0</b>
<b>Regrets:</b>	<b>0</b>
<b>Meeting Called to Order:</b>	<b>0</b>
<b>Reports:</b>	<b>0</b>
SNAP:	0
Finance:	1
Advertising:	1
Membership:	1
Website:	1
<b>Ongoing Business:</b>	<b>1</b>
AGM:	1
Fraser Highway:	1
Website	1
<b>Ongoing Business:</b>	<b>2</b>
<b>Communications:</b>	<b>2</b>
Tree removals north of 100th Avenue	2
2022 Environmental Extravaganza	2
<b>Meeting Adjourned:</b>	<b>3</b>

### **In Attendance:**

Don Schuetze, Nathan Evans, Nick McMahon, Leana Kininmont

### **Regrets:**

Jim Foulkes, Allison Baker,

### **Meeting Called to Order:**

6:46 pm

Approval of last meeting minutes

### **Reports:**

#### **SNAP:**

Interviews with four candidates start tomorrow, virtually. Canada Summer Jobs program deadline is January 25. Amy Kim at the City is helping out with this, huzzah!

## **Finance:**

GTHS bookkeeping for 2021 done; SNAP still in process.

Do we still need double signatures on the accounts? If not, can we change to one signature to facilitate e-Transfers?

**To Do:** Nathan to look into feasibility; talk to Jim for why it was the way it was; maybe set up an appointment to change.

## **Advertising:**

Second FB campaign completed.

Google ad grants has hit a stumbling block. We are denied:

Thank you for your interest in Google Ad Grants. Your request couldn't be approved because your organization's website doesn't meet the Ad Grants website policy standards.

It's not clear if the issue is the load time (Michael spent some time making it faster), content, or something else.

**To Do:** statement in the footer to say it's a nonprofit. Check About Us page that we're a nonprofit. Check for social good activities publicized. Where that's unclear on a website, they seem to get rejected

## **Membership:**

New memberships continue to trickle in from the website.

## **Website:**

### **Top performance metrics for December 2022**

*Stats compared to previous month*

Users: 999, Increase 22.8%

Sessions: 1.1K, Increase 24.6%

Bounce Rate: 20.0%, Increase 59.7%

Average Session Duration: 00:42, Increase 16.6%

### **Breakdown of visitors acquired by channel**

Organic Search: 73.3%

Direct: 23.9%

All Other Sessions: 2.7%

## **Ongoing Business:**

### **AGM:**

Reservation cancelled with new health regulations in December. Plan to reschedule for March.

Per Society Act of BC, an AGM need only be held once per year, so any time in 2022 will do. It is recommended within six months of the fiscal year end because that is when the CRA information return filing is due (March 31 for us).

**To Do:** Nathan to see if finances have to be approved by GTHS or directors;

Should we cut off, and only do virtually? Revisit monthly, cutoff of May meeting, for July 19 AGM at Ricky's.

Advertising the event: FaceBook, Google Meet, newsletters, community calendar

### **Fraser Highway:**

Nick sent letter to Robin about damaged trees on Fraser Highway. Robin was to look into it and respond.

### **Website**

Part of a new design would include links apps for iNaturalist and Merlin.

Looking for a website redesign. **To Do:** Allison will reach out for feelers for requests for quotes.

Story map: We can post as a guest post on the FB page, possibly on the website too, linking to this project.

**Ongoing Business:**

Walk in GT: Sat Jan 22, 11 am. Meet at SNC.

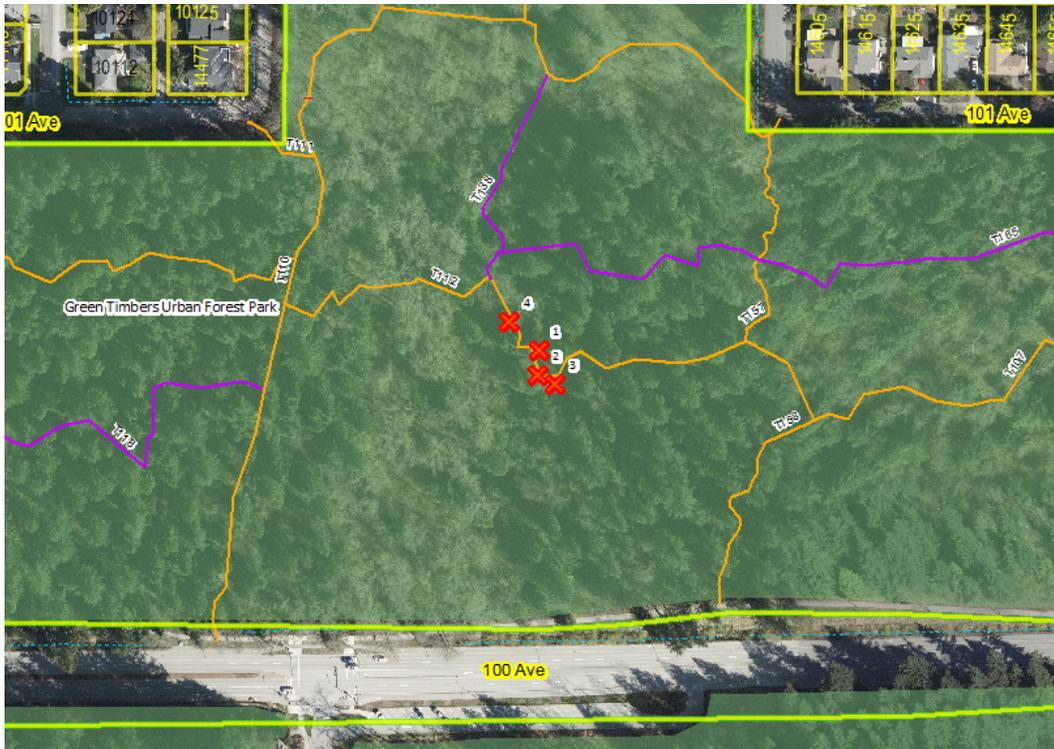
**Communications:**

**Tree removals north of 100th Avenue**

Hi Nick and Don,

Hope you are doing well!

We need to remove 4 dead alder trees that are targeting the trail (see map below). The tree work is scheduled to be completed by mid-January. Eight trees will be planted this fall in Green Timbers to compensate for these tree removals.



Let me know if you have any questions.

Sincerely,

Ken Crosby | Natural Areas Coordinator

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**2022 Environmental Extravaganza**

Happy Holidays Extravaganza Partners,

I hope this email finds you happy, healthy, and looking forward to restful holiday season. Before we break for the holidays, I wanted to share that we've started looking ahead to the 2022 Environmental Extravaganza and are hopeful we can bring back in-person programming. I will confirm and provide further updates in early January.

Until then, I wanted to reach out and ask if your organization has capacity and would be interested in participating in the 2022 Environmental Extravaganza? Can you please respond to this email and indicate whether you are interested in discussing options to participate.

I'm looking forward to connecting with all of you in the new year. Cheers to wonderful memories and fun festivities that come with this season. May this be an enjoyable holiday for you and your family.

Warmest,  
Shannon  
SHANNON CRESSEY | STEWARDSHIP PROGRAMS COORDINATOR

**Meeting Adjourned:**

7:31 pm

Next meeting February 8, 6:30 pm