

Annual General Membership (AGM) Ukulele Club of Winnipeg
October 27, 2019

Called to Order: 3:40PM

Presidents Report

1. Membership
 - a. UCW Members
 - i. 2018-2019 ended with 123 paid membership, down slightly from 2017-2018 (147) but may have been due to no festival to push renewals
 - ii. 2019-2020 membership currently at 50
 - b. Board of Directors
 - i. Addition of the Directors Emeritus viewed as a positive step in maintaining the long-term sustainability of the Club
 - ii. Addition of the Directors at Large has been beneficial
2. Communications
 - a. Social Media
 - i. Facebook group has grown to 601 members, though many are from out of province/country. Trying to maintain local connection integrity.
 - b. Newsletter
 - i. Open rate and Click rate both increased ~ 5%
 - ii. E-lists
 1. 329 subscribed members
 2. 31 inactive
 - iii. Most effective method to communicate with members along with website
 - c. Website
 - i. Analytics App was not renewed. Limited data available but it shows that our website continues to garner attention from across the country and around the world.
 - ii. 1,978 Unique Visitors
 - iii. 4,154 Visits
 - iv. 11,010 Page Visits
 - v. 3808 Canadian, 251 USA, 16 France, 15 Australian, 10 Mexican, 12 Other; UK, Ireland, Finland, Germany, Romania, Greece, Spain, Italy, Netherlands, India, China, Brazil
 - vi. Addition of member Forum has been slow to gain traction
3. Events
 - a. Open Mic
 - i. Reception to the new home (The Saddlery) has been mostly positive.
 - ii. Staff have made our people feel very welcome
 - iii. Addition of full-service menu has added to the event
 - b. Performances
 - i. Boyne River Picnic was well attended. Planning for next year has been started
 - ii. Honorariums received from;
 1. St Norbert Farmers Market
 2. BeachScape
 3. St James Seniors

4. Kiwanis Activity Centre
5. Sturgeon Creek Retirement Resident
6. Tall Grass Prairie
7. South Interlake 55+

4. Merchandise

a. Shirts

i. Insert Uke Shirts

1. Slow pre-sales had this item still on the backburner for most of the summer. Recent sales have it approaching numbers for ordering

ii. UCW Shirts

1. First printing sold out!
2. Possibly ordering some additional shirts with the Insert Uke order

b. Songbooks

i. Taking more time than expected in trying to get it correct

ii. Discussion on the availability of a PDF version. Would like to offer but as Song Book is a main fundraiser for the Club uncertain how to limit online sharing of the file

c. Other

i. Buttons and Luggage tags

1. Selling a couple every event they are available at

5. Performance Groups

a. King Street Strummers

i. Looking for more member involvement as performances are a great way for the Club to increase funds

ii. Songs are all in our Songbook, perhaps people can suggest playing them at our jams so that more people become familiar with them

b. Prairie Aloha

i. Suggestion that the songs be recorded so newer members can familiarize themselves with the words and tunes and be able to participate in performances

6. Finances

a. Overall earnings down as no songbook sales for this fiscal year

b. Opening balance for 2018-2019

- i. Cash: \$81.16
- ii. Chequing Account: \$1,279.42
- iii. PJUF Account: \$24.83
- iv. Total all accounts: \$1,385.41

c. Closing balance for 2018-2019

- i. Cash: \$222.56
- ii. Chequing Account: \$3,143.79
- iii. PJUF Account: \$24.83
- iv. Total all accounts: \$3,391.18

d. Outstanding liabilities

- i. 11 Songbook pre-orders: \$165.00
- ii. 14 T-shirt pre-orders: \$210.00
- iii. Total outstanding: \$375.00

e. Earnings 2018-2019: \$1,630.77 (Closing less Opening less Liabilities)

7. PJUF

- a. Dates of September 25, 26 and 27, 2020
 - i. Deposit placed with hotel
 - ii. Slight adjustments to layout – moving away from Ballroom and having all of the event occur on the second floor
- b. Similar format to inaugural event with minor adjustments;
 - i. Friday: Meet & Greet, Blues & Boogie Workshop for all, Open Mic, Jam
 - ii. Saturday: All Day workshops, Gala Concert, Jam
 - iii. Sunday: Hallelujah Hootenanny, Strum N Suds, Closing Ceremonies
- c. Based on feedback we're offering a plated sit-down lunch
- d. Viscount Gort continues to provide us exceptional rates
- e. Trying to keep cost for participants to be a maximum of \$225, and offering a limited number of discounted early bird passes
- f. Sponsorship requests have been sent out to some companies, more to follow
- g. Promotional material is complete and ready for printing
- h. Concert to be held at the West End Cultural Centre (WECC)
 - i. Allows for cross-promotion with their E-lists
 - ii. Reduces cost as sound system and tech provided in rental
- i. Changes to room usage allows maximum participants to increase to 140 from 105
- j. Preliminary budget appears acceptable. Barring any unforeseen expenses event Profit or Loss will most likely depend on Concert Sales.

8. Date of next AGM

- a. October 25, 2020

Adjourned at 4:15 PM

Attendance: Janice Chase, Twinkle Reyes, John Prentice, Betty Winterhalt, Paul Bergan, Janet Pelletier, Wayne Moore, Gary Frankel, Glen Napady, Rosi Napady, Shirley Canty, Leanne Canty, Diane Smyth, Wendy Chapman, Doug Henry, Tim Hogue