

Minutes of meeting of the  
Directors of the Québec Genealogical eSociety (QGeS)  
held on 08 August 2018 at 10:00 am (EDT) via GoToWebinar

Present: Mark Gallop  
Johanne Gervais  
Michael Laekas (chairperson & secretary)

Absent: Michael Baker  
Bruce Dawe

Michael Laekas opened the meeting, confirmed a quorum, and the meeting proceeded with the agenda.

**1) Review action items from 13 June 2018 Board meeting.**

Revise Policy 2 (Finances) to exclude members from the Public Accountant vote if they are temporarily absent from the meeting at time of vote.

Because the next AGM is not until April 2019, the meeting decided to delay the issue of the revised Policy 2 to March 2019. This will provide members with the opportunity to review the change shortly before the AGM, when they may affirm / reject the revision.

Action: Mike L.

Prior to the 2019 AGM, the details of the revision will be conveyed to members in a regularly scheduled newsletter. Action: Johanne

**2) Review website development / modification activities.**

**a) Website Join Us page:** *“Add another bullet under the current list stating “I have read and accepted the terms of membership defined in QGeS Policy #3. This statement should hyperlink to Policy #3.”*

The meeting discussed the two options on the table (*tick-in-the-box* vs a related note on the page with a *hyperlink* to Policy 3) and agreed to proceed with the note approach, in that it would not require the website developer’s involvement. The *tick-in-the-box* option will be retained as a fallback. Action: Johanne

**b) French name change:** Registrar has approved and updated public record. Progress on the following outstanding items:

**b2) Logo – Complete**

**b3) Text in menus & sub-menus - Complete**

**b4) By-law changes – Complete**

**b5) Policies changes – Complete**

**b6) Newsletter** – The 2018-07-29 newsletters (French & English) included an item on the French name change. Because of the name change, French newsletters under the old name are now archived under *Bulletins* and the sub-tab *Bulletins-ancien nom* on the French face of our society. The next French newsletter will advise members where they can find these archived newsletters. Action: Johanne.

**c) Membership automatic renewal:** *QGeS Policy 3.5 - Membership Renewal: Memberships are renewed automatically on the anniversary date the member joined. Members will receive an electronic renewal notice thirty (30) days prior to their anniversary date.*

Johanne indicated work would start in August-September. She said that when first advised of the requirement, Koumbit provided an estimate of \$1500. Mike L requested a confirmation of that estimate by Koumbit. Action: Johanne.

Post meeting note: Koumbit notified Johanne that work on this item would commence the beginning of September. Estimate is \$1000-\$1500.

**d) Members' Forum:**

Mark acknowledged Mike B's efforts in developing the Forum mock-up. In terms of the end product, Mark said he would opt for "good enough" as opposed to "perfection." The meeting agreed that the level of detail in the mock-up was sufficient to obtain an estimate from Koumbit. Action: Johanne.

**3) Marketing:**

**a) Sign-up data:** Mark suggested a bar chart approach to the members' sign-up statistics would be clearer in terms of presenting the data. He also suggested a less frequent publication of the data (quarterly). Action: Mike L.

**b) Members' Survey:** The meeting agreed with the suggestion for a members' survey to collect constructive feedback aimed at improving QGeS services. Following some discussion regarding the timing of the survey (e.g. one blanket distribution vs timed release from date member joined), the meeting agreed on an individual approach triggered by a member's date of joining, and ideally after the Members' Forum was up and running. Target - October 2018 for survey kick-off.

Post meeting note: Mike L volunteered to develop a draft survey.

**c) Tour de Quebec:** Johanne shared her belief that the society's efforts expended towards gaining members from the English pockets in Quebec are misdirected. Though the QGeS offers these genealogists a means to research their Quebec ancestors, she said that ancestors of Anglophones in Quebec were predominantly from elements of the United Kingdom, not France. With their greater access to local societies than Anglophones, Francophones living in Quebec also offer less potential in terms of new

members. Because the QGeS focus is Quebec, she said QGeS efforts should be directed towards areas where the French were known to migrate, such as U.S. States bordering Quebec and Ontario.

Mark suggested checking the U.S. Censuses to locate concentrations of French in the states.

Pending further discussion on this subject, scheduled visits to areas of Quebec will continue as planned.

**d) Non-member access to webinars:**

The data to date indicates that the free Webinar summer program attended by non-members has not attracted people to join the QGeS, as was intended. The meeting agreed to conduct one more session to conclude the summer program. Future webinars will continue to be advertised on the various Facebook pages, but the individual session's registration information will not be included. Action: Johanne.

**e) Facebook:** Johanne mentioned a problem she faced as a result of the French name change and Facebook, namely she couldn't change the society's French Facebook page to the new name without having to create a new French Facebook page. Mark volunteered to take over as Facebook administrator for both the QGeS English and French Facebook pages and address these and other Facebook issues.

This discussion concluded the items on the agenda. Mike Laekas closed the meeting.

To accommodate a member's timetable over the next few months, future Board meetings will be held on Tuesdays at 10:00am (see revised schedule below).

Tuesday Sept 11 @ 10:00am (EDT)

Tuesday Oct 09 @ 10:00am (EDT)

Tuesday Nov 13 @ 10:00am (EDT)

Tuesday Dec 11 @ 10:00am (EDT)