

Minutes of the North America Festival of Wales committee meeting, Richmond Inn.
Richmond, B.C. Sunday, April 21, 2002

Present: Alan Upshall (Chair), Lynne Owens-Whalen (Vice Chair), Gerri Baker Parry, Don Murray, Neville Thomas, Helen Steinle, David Lintern, Phil Humphries, Gaynor Evans.

The minutes of the last meeting had been previously circulated and read.

The focus of the meeting is to spend necessary time to set up the NAFOW web site.

Matters arising from the minutes:

3. We still need to clarify the cost of seminars.

5. John Tompkins (free lance journalist) has been in contact with the Western Mail newspaper and they are very interested in printing an article on ' The changing face of the Welsh National Gymanfa Ganu Association'. Alan will meet with John on Monday, April 22 to discuss the history of the WNGGA.

Alan introduced and welcomed Phil Humphries to the committee. He will oversee the Eisteddfod at the Festival weekend.

Treasurer/ Contracts/ Budget:

\$2,000 of the interest free loan from the Welsh Society of Vancouver has been received.
The final \$1,000 is due on May 1, 2002.

Current bank account: \$1,893.42 U.S. funds

\$3,606.05 Can. funds

The only contract signed is with the Richmond Inn. Alan and Lynne are the only two committee members who are able to sign contracts, in order to satisfy WNGGA.

A question arose recently as to whether the NAFOW funds are in any way tied in with WNGGA funds. Alan clarified that our funds are for the use of NAFOW only.

Report on Alan's visit to Wales.

Alan and Don had worked on a power point presentation to take to the Welsh Tourist Board, the Welsh Assembly and the Welsh Development Agency during his trip to Wales.

Alan advised that he had met with many people but unfortunately, because his visit had coincided with a holiday weekend and annual holidays, he was unable to get in touch with the Welsh Assembly or the WDA. However, he was able to make an initial presentation to Roger Pride, a member of the WTB and interest was shown in the Festival. Alan will make another presentation when he visits Wales in July for the Eisteddfod. He will also try to make contact with the Welsh Assembly and Welsh Development Agency at that time. Cymru ar Byd will display our brochures at their shop during the Eisteddfod in July.

'Golwg' a private Welsh magazine has shown interest in publishing an article on 'The Changing Face of the WNGGA'. It was suggested that we use the article John is writing for the 'Western Mail' and have it translated into Welsh for publication in the magazine.

Alan also met up with Mark Burroughs, son of Welsh tenor, Stuart Burroughs. Mark has been organizing overseas tours for Welsh choirs and is very interested to act as an agent for the choirs visiting for the Welsh Weekend. The choirs have been given this information and it is now up to them whether they use him. Mark has also been advised that we are using Air Canada as our main carrier for visitors and performers attending the NAFOW.

Morrison choir had previously accepted the invitation to perform at the Grand Concert but had also received an invitation to tour Australia. At first it was thought that they could accommodate both requests, but as Alan insisted on the full choir attending our function in order to have a successful concert, they decided to decline our offer. Alan subsequently spoke with Dunvant Male Voice Choir and they are very keen to travel to Vancouver and participate in the Saturday night concert. The choir was given the same guarantee of \$15,000 for one concert and we await their response. Alan has tried to contact Grenville Thomas but as yet has not had a conversation with him as to whether his sponsorship of \$20,000 is still available now that Morryston choir has withdrawn.

Alan also met with Eirionydd Baskerville of the National Library of Wales with an invitation to give a seminar on genealogy. After an interesting tour of the library Alan felt that a seminar highlighting the many recourses of the library would be a better choice. Eirionydd is prepared to give a seminar and Alan will contact Rhidian Griffiths, Director of Public Services, to find out if he will in any way sponsor her trip.

Ysgol Gerdd Ceredigion is very keen to take part in the Grand Concert regardless of funding. The choir consists of a wide range of age groups and the choir that will travel to Vancouver will be between 13 and 15 years of age. Another part of the group (18 years and older) also perform clog dancing and they are very interested in taking part also. Alan suggested that we might take advantage of their presence by using them for the seminar on clogging.

Publicity, Sponsorship.

Letter of agreement to be presented and signed ??

Sponsorship:

A sponsorship proposal will be presented to Air Canada explaining what the Festival is about and proposing that we use them as our main carrier. The airline could possibly see approx. 750 visitors flying to Vancouver for the weekend and as they are one of few airlines that fly to Calgary they could see some traffic from extended tours. In return the committee are hoping for some free tickets and reduced group rates. Air Canada will usually give seats but no cash donations

Anyone on the committee can approach an individual or company for sponsorship.

Should we be doing individual sponsorship or have a central group that we bring the information to? Don thinks a personal touch is more advantageous.

Don will set up a covering letter designed and tailored to the specific sponsor giving a good reason why the person(s) concerned should consider making a donation. We need to establish a personal connection showing the benefits we can offer them, such as recognition by advertising the company in our program etc. We also need to prove that we are a legitimate organization.

David asked what is being done locally regarding sponsors. At the moment no-one has been approached, except for the Richmond Inn which is allocating some free rooms and reduced rates for visitors attending the Festival. Richmond Council, Richmond Tourist Board and other organizations can be contacted later.

Alan proposed we create a list by the next meeting of significant sponsors to whom we might send a sponsorship package.

Neville suggested Billy Bishop's Restaurant as a possible sponsor. He could help us by perhaps organizing a group meal at a certain cost and we could sell at a profit or he could buy advertising space in the program or a banner on the web page.

Alan proposed we have a financial goal of \$50,000.

Publicity:

Peggy Fleming will join us later on in the meeting to present 6 logos that she has designed. The objective is to choose one! A one-page teaser must be ready to send to the Eisteddfod in Wales by July and to Harrisburg by the end of August.

As Peggy will be away from July 11 to 31 this should be in print before she leaves.

The key content: an overview of the major schedule; prime performances and artists and a word about seminars and "Poets and Pints". A form for inquiries can be included and we could add a request for sponsorships. Peggy will be asked to have this available by the end of June so that it will be ready for printing by July 11.

Question as to whether Tourism Vancouver will ship the brochures direct to Harrisburg for us? This can be investigated.

Tours:

Lynne advised we have two distinct tours;

Outside: Rocky Mountaineer Rail and the Alaska Cruise

Inside: local tours.

Ginny, of White Rock Tours will organize the outside tours. She recommends using Princess Lines for the cruise and also recommends the seven day sail up and back (Sat. to Sat.) Inside Passage cruise rather than the Alaska Cruise. The weather for Alaska cruise is not favorable in September. She will make a block booking of some outside, inside and balcony cabins once the 2003 cruise information is in print. For every 16 bookings they offer one free cruise.

Rocky Mountaineer Rail Tour.

Ginny recommends flying from Vancouver to Calgary, taking the bus to Banff where one would board the train to Kamloops for an over night stay. There is the offer of a live cabaret show in the evening with the tour continuing on to Vancouver the following day.

Question as to what benefits we might have from the tour? We could encourage the company to put a full page advertisement in our program or find out if they would give perhaps 5% or 10% of the total cost of the tour to the NAFOW.

Ginny is to be advised that Air Canada will be our carrier so that she can get their schedules. Don and Lynne will meet with Ginny and liaise with Air Canada.

N.B. we cannot be responsible for underselling of any of the tours.

Gray Line Tours:

Full day tours: (Mon. - Wed.) Estimated costs (Can. \$) based on a minimum of 30 guests per coach.

Whistler Resort Tour (9.5 hrs.) \$59 +7% GST = \$63.13

Victoria Day Trip (12hrs.) \$105 + 7% GST = \$112.35

Lynne to explore whether Gray Line would lower their prices but we sell at the quoted rates, or we advertise at a slightly higher rate in our brochure (? \$8 break on Whistler and ?4\$ break on Victoria) and pay Gray Line their quoted rate thus making a profit for NAFOW.

We need to negotiate a little more in our favor and also try to commit the bus company to place a full page advertisement in the brochure.

Half Day Tours: (Thurs. Fri. and Sat.)

x 47 passenger coaches recommended: Est. costs based on a min. 30 guests per coach

Parks and Gardens: \$48.00 +7% GST = \$51.36 Can. per person (lunch not included)

It had been suggested that this tour group stop off at the Cambrian Hall for a boxed lunch and a beverage. Lynne has already spoken with the Welsh Society executive and they are very receptive to this idea. We need to get cost of boxed lunch.

Multicultural Vancouver: \$50.00 + 7%GST = \$53.50 Can. per person

Tour could start at UBC dept. of Anthropology then Sun Yat Sen Gardens and on to Steveston Village where tour could stop for lunch and shopping.

(This would apply to Thurs. am tour only)

Coastal Rainforest Adventure: (Newest tour and extremely popular)

\$78.00 + 7% GST = \$83.46 Can. This includes a mid-way stop for a snack and beverage.

Schedule of Tours:

Thurs.
8.30am - 1pm
Multicultural/
Vancouver

Friday
8.30am - 1pm
Rainforest
Adventure

Saturday
11am - 5pm
Multicultural/
Vancouver

+

Tours continued:

Friday
8.30am - 1pm

Parks and
Gardens

Saturday
11am - 5pm

Parks and
Gardens

12.30pm - 5pm

Rainforest
Adventure

Logo:

Peggy Fleming joined the meeting and was introduced by Don. Peggy displayed 6 different logos depicting a stylized or conventional Welsh dragon and incorporating the Maple Leaf for Canada and a Star to represent the USA. Peggy had also reproduced the designs in black and white and in a reduced size. Two designs were immediately chosen, one stylized red dragon on a white background and the other a conventional red dragon on a green and white background. Alan suggested a few modifications to the designs i.e. a cluster of stars to better represent the USA flag. Peggy will do this right away so that Alan can present the two designs at the WNGGA meeting in Ontario at the end of the month for their approval. The WNGGA committee will have the final decision on which logo we will use for the NAFOW weekend in Richmond.

Neville presented a Welsh magazine published by the Western Mail showing the top 1000 power people in Wales today. It could be useful, in that it gives the e-mail addresses of these 'power people'.

Web Site:

The e-mail address: www.nafow.org

the web site will be made up of three distinct categories;

- 1). **Informational**
- 2). **Commercial**
- 3). **Educational** - what NAFOW is all about.

Raw content: This is the responsibility of the individual committee members.

Program

Tours

Links and banners.

Peggy Fleming will design the home page.

Rob Lintern, web master, will oversee the web site and make changes, update material and generally keep the site up and running. Gerri will assist Rob with structuring and design lay out. David will pass on the CD of San Jose web site to Rob to use as a blue print.

Rob would like information passed on, especially pictures that are electronically suitable. Don Murray will be in charge of editing and marketing and will be in charge of scrutinizing and breaking down all information into concise messages and will put a limit on the length of content. Any changes made to the web site must be OK'd by Don.

There are ten extra e-mail addresses available for individual contacts.

A registration form for the weekend will be included on the web site but only for downloading. Registration cannot be done via e-mail but must be processed through HQ.

Links: Which sites should we link up to? David suggested we send a 'teaser' to as many as possible who might be interested in the weekend.

We should have links with people involved with the weekend such as artists, choirs Tourism B.C. Air Canada and sponsors of the Festival etc.

Don has the responsibility of designating links and needs to come up with a payment schedule. Don will pass all information received, to Alan.

Discussion as to whether we have an automatic response button that confirms information requested has been received. ??

Question as to whether we should have a hand out available for the V.W.M.C. concert on June 29??

Eifion Williams will act as correspondent for North American newspapers and local societies etc.

Seminars:

Neville handed out a written report outlining his progress with seminars.

1. Welsh Lessons: Neville has contacted Dafydd ap Stephen via Sain Studios, N.Wales for information on the 'Teach Me Welsh' CD. Dafydd is the author of the series and is interested in giving a seminar. Neville feels that we should perhaps look at other options as we could have difficulty providing the necessary technical materials. Also, we would need to fly Dafydd from Holland, where he now lives.

David felt that we would not need the tech. materials but could use a projector and screen.

We need to rethink how this seminar will be done. Neville will contact Elfina (Toronto), Dafydd's teacher to find out if she would be interested and available to give this seminar. If not available, Helen has contact with Gaynor Samuels, Shawnigan Lake, who might be interested.

2. Ysgol Gan: Hayden James has agreed to organize this seminar.

3. North America's Unheralded Welsh Contributors: Don had passed on information from Yr Enfys to Neville re. Welsh author, Terry Breverton. He has written many books on Welsh history and Neville feels there is a great opportunity here for a seminar(s). Neville asked Terry to list 20 possible seminars and of these Neville has highlighted four.

- a. the Welsh Saints of the Dark Ages.
- b. The Welsh Laws of Hywel Dda.
- c. Welsh-American Famous People.
- d. The state of Welsh literature - poetry and prose - Welsh and English.

It was agreed that Neville should write and ask him to take part in the Festival and also inquire whether he has a contact for sponsorship to cover his expenses, as we have to work within a budget. We need to find out what he, as a professional, expects from us. We can offer a booth at the market place to display and sell his books and he would be given an honorarium. It was suggested that we try to get a revue on his books. It was discussed and decided that the base amount for an honorarium be \$100 Canadian.

4. King Copper: Ronald Rees, New Brunswick, will be approached and an honorarium of \$100 offered. At this point we are unable to offer any more.
Question : Has it been past policy to make a profit on the Welsh Weekend or break even. We need to make a profit!
5. Photo Tour of Wales: John Baker, Boise, is prepared to play a role in the weekend. Neville is waiting to see what role the Welsh Tourist Board will take. Alan will bring back more information from Wales in July.
6. Business opportunities in Wales Today: on hold for now.
7. Teithiau Cerdded: tied to #1. above.
8. Folk Dancing: The Vancouver Welsh Dancers will look after this.
Clogging: Ysgol Gerdd Ceredigion could possibly be involved.
9. Genealogy: Alan has contacted Eirionydd and she is keen to give a seminar on the National Library of Wales and what it has to offer. We will also offer a booth in the market place.
10. Welsh Music: Gerri is looking after this. Depends on which folk group is chosen for 2003.
11. History of Welsh Contributors: (second session) see #3 above.
12. Early Industrial Revolution in Wales: Not selected.
13. Diamonds: Grenville has a great deal of appropriate material but wonders whether many people would be interested. Go ahead with this seminar.
14. Faggots, Cockles and Laverbread: Reserve list.
15. Dylan Thomas: Geoff Madoc-Jones sees no problem offering two seminars. Topics can be determined later.
16. Distinctive Welsh Breeds: Neville has names for three possible corgi contacts. He also has a contact with a man who is knowledgeable on Welsh cob horses and is looking for local breeders. Helen also has information of a contact on Vancouver island.

Rufus Adams, an acquaintance of Don, gives lectures on David Lloyd George and has shown interest in giving a seminar.??

Eisteddfod: It has not yet been decided if the Eisteddfod will be a one or two day event. It will depend on the number of entrants.

Volunteers: Brian Parry will be joining the committee and will oversee the market place. Volunteers will needed to help committee members with their different jobs and for Hospitality group.??

Ellis Jones, WNGGA,wants to attend one of our meetings.

Next meeting: Sunday June 2nd 11am

Future meetings: Sunday June 30 and Sunday August 18