

Canadian Association of Shrine Temples (C.A.S.T.)

Sunday, February 14th, 2021, 14:00 Eastern

Attendees: Noble David Penney (President), Philae Shriners, Halifax, Nova Scotia
Ill. Sir Ernie Hilland (First Vice President), Al Azhar Shriners, Calgary, Alberta
Ill. Sir Blaine Brooks (Second Vice President), Luxor Shriners, Saint John, New Brunswick
Ill. Sir Lew V Rossner (Director), Gizeh Shriners, Burnaby, British Columbia
Ill. Sir Wayne H Miner (Director), WAWA Shriners, Regina, Saskatchewan
Ill. Sir William C Sweet (Director), Rameses Shriners, Toronto, Ontario
Ill. Sir Ken McDougall (Advisor), WAWA Shriners, Regina, Saskatchewan
Noble William Radford, (Advisor), Mazol Shriners, St, John's, Newfoundland
Ill. Sir Joe Trerice (Advisor), Gizeh Shriners, Burnaby, British Columbia
Ill. Sir Ken Wheelans (Advisor), Philae Shriners, Halifax, Nova Scotia
Ill. Sir Rick Shumilak, (Secretary/Treasurer), Al Shamal Shriners, Edmonton, Alberta.

Regrets: Ill. Sir Peter Rippstein

The meeting was called to order by Noble David Penney at 11:01 Pacific time (Meeting Chairmen will be on a rotating basis).

Opening Prayer was given by Ill. Sir Blaine Brooks

1. Approval of Agenda

With one addition, it was moved by Ill. Sir Lew V Rossner, 2nd by Ill. Sir Blaine Brooks to approve and accept the Agenda as circulated. CARRIED.

2. Approval of January 31st, 2020 Minutes

Moved by Ill. Sir Lew V Rossner, 2nd by Ill. Sir Ernie Hilland, to approve the Minutes of January 31st, 2021 meeting, CARRIED.

3. Reports

Hospital by Ill. Sir Blaine Brooks and Ill. Sir Ernie Hilland

- Having a Hospital Board meeting this week.

Financial by Ill. Sir Rick Shumilak

- 4 donation cheques for proposed June 6th walk deposited.
- We need to acknowledge the Temples that donated, this helps pay for our communications, website etc.
- Setting up at bank for payee for the ZOOM and constant contact accounts.
- Cheque signing authority is only one to streamline payments.
- Have a bank card and can make deposits online.
- We need to get the promised cheque to the First Ladies project.

Ill. Sir William Sweet introduced Noble Reddy Sampath, Director of Social Media for Rameses Temple. Helped win the social media Dromedary award last year for Rameses.

Fundraising by Ill. Sir Wayne Miner

- Shrine International is going ahead Shrine Awareness on June 6th and will be sending out related material.
- Ill Sirs Wayne and Ernie will meet on planning of event.
- The two branches of raising income (a) Canadian Temple activities fundraiser and (b) CAST activities fundraiser.
- Ill Sir Blaine relayed about having a Shrine flag displayed in your area during the week of June 6th. Relayed positive response from town council in New Brunswick area. Ill. Sir Blaine to share communication from area town council.
- Noble William Radford to sent information on purchasing Shrine flags in Tampa.

Temple Liaison by Ill. Sir Lew V Rossner

- With the help of John Hansen and Ill. Sir Byron Nelson, they have addressed issue of electronic balloting. It appears that Tampa has adopted a diluted version and encouraged Temples to deal with this issue on their own individual level. Ill Sir Lew suggested that we adopt a standard of electronic voting and use of electronic conferencing for Canadian Temples. Most Temples have not addressed electronic voting into their bylaws so far.
- Ill Sir Bill Sweet spoke of frustration that Rameses is dealing with. Gizeh has done their elections, but there was tribulation and took some time. Not all followed the rules.
- Motion by Ill Sir Blaine that Ill Sir Lew proceed with draft electronic voting to be sent to Imperial, 2nd by Ill Sir Bill Sweet, carried

Communications by Noble David Penny

- Working on an online interview with the new Chief of Staff at Montreal Hospital.
- Discussed that Montreal Hospital reports need to be sent to the Temples as information sharing.

Upcoming Leadership Roundtable

- Ill Sir Ernie did not have anything new currently.

New Business

- Highlighted the Fun and fellowship competition and only Canadian Temple that a finalist is Tunis. We can vote every day online for our choice till March 25.
- Ill Sir Lew circulated a communication from Gizeh's Potentate, Ill Sir Darren Chruikshanks for discussion
- *I was just in Marketing and Communications meeting and one of the ideas that came out of the meeting was a Canadian national advertising campaign which we both know Shriners International doesn't seem to deem as important. The committee's idea is utilizing CAST to create an advertising program that would be funded by the temples of Canada who would each chip in on an annual basis. It could involve television or perhaps sports organizations such as football or hockey (BTW I have a very great contact with Hockey Canada). Or perhaps we could do an annual education scholarship via Hockey Canada's organizations. Could you please bring this to your next meeting for discussion?*

*Yours in the faith,
Darren Chruikshanks*

- Ill Sir Ernie mentioned that Al Azhar has done promotional Hockey games in their area which helped promote Al Azhar Shriners. Note: *Al Shamal has done the same in February 2020.*
- Noble Reddy shared views on marketing strategy. Need to target Corporate sponsorship and do it right the first time. Need to advertise the Shriners, as a lot of people do not know who we are. Recapped that advertising is not cheap. He is willing to help but needs to know what we are looking for. Noble Reddy will share his contact information with C.A.S.T. group.
- A company called Social Know How, which is a marketing managing company. Had success helping the public recognize the Shriners.
- As 5% of Shrine membership is in Canada, it would help to get 5% of the Shrine advertising budget from Tampa. Need to target our advertising in a Canadian premise.
- Motion by Ill Sir Lew to initiate a CAST advertising program funded by the Canadian Temples. 2nd by Ill Sir Bill Sweet, carried, Ill Sir Lew will start working on this initiative.
- Ill Sir Ernie informed that Kaleb is being groomed to be a Shrine Patient spokesperson.

5. Date & Time of Next CAST Board Meeting:

Next meeting to be held by ZOOM Video Conference on Sunday, February 28th, 2021 at 14:00 Atlantic time.

PACIFIC TIME 10:00, MOUNTAIN TIME 11:00, CENTRAL TIME 12:00, EASTERN TIME 13:00

ATLANTIC TIME 14:00, MARITIME TIME 15:00, NEWFOUNDLAND TIME 15:30

6. Adjournment:

The Meeting was Adjourned at 15:14 Atlantic time by Ill. Sir Lew Rossner.

Minutes respectfully submitted by Ill. Sir Rick Shumilak, Secretary/Treasurer