

OVERSTRAND GEOSCIENTISTS GROUP

MINUTES OF PLANNING MEETING – 11 March 2024

Venue: Harold Porter Gardens Restaurant **Time:** 10h00
Present: John Blaine (JB), John Bristow (JWB), Mike de Wit (MdeW), Mike Dormer (MD), Ian Flint (IF), Hennie Greef (HG), Jean Malan (JM), Dave Maurant (DM)
Apologies: Kate James-Kleynhans; Quinton Bapela
In attendance: Marilyn Bristow (MCB)

1 Welcome

JWB opened the meeting at 10:15 welcoming everyone and thanking them for their time and attendance. JM passed on apologies from Oscar van Antwerpen and Mlnrom.

JWB asked who would be attending the one-day field trip to the Sea Point Contact on the 24th March. MD and Elaine, JM, DM and JWB and MCB.

2 Review of the Past (2023) Financial Year

JWB had circulated the Financial Statements for 2023 and asked if everyone was happy with them. MD enquired about the outstanding loan to JWB and JWB confirmed that he would wait till funds were available. MD Members seemed satisfied and the Financial Statements were accepted.

3 Current Financial Status

3.1 Reviewed / Audited Financials

Some discussion followed in connection with the Auditors. JB clarified where the process to get the PBO number was and expressed his exasperation that this was not completed by CMV. MdeW queried whether Tax certificates pertaining to donations could be obtained and JB explained that this process had not yet been completed. In response to a question from IF, JWB confirmed that OGG were registered with the DSD. IF advised that issuing these certificates was quite an onerous task given all the information necessary and in his experience few donors ever asked for a Tax Certificate and further

HG made a point that in his experience CMV had made mistakes in the past but he still considered them a good company to deal with but suggested that it might be an idea now that OGG were established to use a retired accountant that he know who would be happy to do the books at no cost.

JWB noted this and indicated that he and MCB would arrange to meet with CMV (Vic Brand and David Sutcliffe) to discuss the registration of the NPO and why they had not obtained the PBO number initially and request them to sort out this out as a matter of urgency.

In respect of sponsorship queries, JWB reported that he had spoken Charley Hopley (University of Pretoria Geology Department) the student whom the OGG had sponsored in a previous Financial Year. He was making good progress and is in his third year. He no longer requires our sponsorship.

3.2 Summary of Expenses & Income 1 Nov 2023 – March 2024

JB requested clarity on the Marketing expenses and MCB undertook to check it and revert to JB.

JM queried the amount spent on Education and suggested it would be helpful to have a note to explain the Income and Expenses in the Financial Statements. This would be rectified by CMV in the reviewed accounts so that they could be signed off and circulated.

(Note added: The budget categories as suggested by JB were also discussed with David Sutcliffe at CMV, and have been carried through and incorporated in the OGG financials to end-October 2024.)

4. Fund Raising Requirements / Activities

4.1 35 IGC Application

Further to the award of ~R50 000+ received from the 35-IGC Fund received previously, JWB advised that he had communicated with Greg Botha. Greg was very positive with what the OGG have achieved (having initially seen the EAD in Gansbaai).

Although the 35-IGC funding this year is committed to two key events (Korean IGC and 12 International Kimberlite Conference in Canada, he has assured JWB that they would certainly give an OGG proposal consideration if there are funds available. After further discussions with Greg Botha he suggested that the OGG make an application for a possible 2025 grant.

4.2 Other

JWB said that it was critical that members apply their minds to fund-raising ideas and then implementing suitable and effective fund raising options, mindful of the tough economic conditions in the country and competition from numerous other voluntary organisations similar to the OGG. MD recommended that funds could be raised through the YouTube uploads and agreed that he would follow up with this possibility.

The matter of subscriptions was debated at length. HG recommended two options – the first being to purchase QuickBooks, which automatically issues accounts on the anniversary of payment, the second is to use GetResponse which is already used. It was agreed that that GetResponse should be tried out first. JB felt that if OGG was focussed in its endeavours, it would be easier to raise funds. An example would be to

create a Pre-School cycle track with a Geological theme and set out to raise funds for that particular project.

HG suggested buying into the Tourism Market by doing guided Geological Tours. MD reported that he was already registered with Explorio in Gansbaai. It was agreed that what was needed was that the Guides should receive a percentage of what was charged for these tours.

MD had approached Marine Dynamics but their funding has been cut so there were no funds available. OGG would like to put up a Thematic Poster Display in the extended facility at the Penguin Sanctuary which Marine Dynamics is happy with. Posters are in the process of being collected.

MD further reported that Agulhas are keen to have an EAD but this would require funding and they should be asked to contribute.

JWB proposed wrapping up this discussion. In summary - HG would handle subscriptions, MD would follow up on YouTube, and the Poster Display. JB would concentrate on the Bike Track. A list of members and their expertise was required for tour guides. JWB pointed out that this latter port needed to be carefully considered as it would require a great deal of commitment and other fund-raising ideas also needed to be pursued.

5 Projects 2024

5.1 Website Completion – Basic Plan

The Platform and QR Codes have been paid for and thanks to Richard Maurant for all the work he has done in creating the Website.

- Home (Mission, Objectives, Team, Contact Details)
- News/Events (Meetings, Presentations, Excursions, Other)
- Information (Monthly Reports, YouTube Playlist, Excursion Guidebooks, Brochures, Publications, Other)
- Earth Age Displays (EAD's) (HPB, Gansbaai Penguin Sanctuary, Other)
- Gallery
- Join/Get in Touch/Membership/Donations

JB asked for clarification on the QR Codes on Brochures and GuideBooks. After some discussion it was agreed that DM would find out from RM whether he had the time complete the Website including QR Codes.

HG agreed that accessibility of Video talks/YouTube Playlist would be of great importance on the Website as well as Donations, with Bank Details available. Potential monetisation of the extensive collection of YouTube material would also be looked into.

MD offered to undertake an initial investigation of this matter and revert (see link at end of the minutes related to this idea).

DM enquired as to what Publications would be included in the Website and JWB explained that he thought that these should be aimed at the lay person not technocrats. Particularly books like Nick Norman and John Compton's recent publications.

JB suggested links to interesting articles in Scientific Magazines and this initiated a debate about who would be managing the Website. Discussion followed and a number of suggestions were put forward, amongst them Richard Mourant, Maxitec. JWB asserted that funds were necessary to have someone managing the website and DM proposed that he would find out from RM whether he had the time to do this and at what cost.

Discussion once again reverted to funding and JB said he felt that the people attending the monthly talks without attending the breakfast should be charged an entrance fee. HG explained that that would be a problem at Onrus Manor.

MdeW mentioned the Donations Certificate and felt it was imperative that this was sorted so they could be issued to all Donors. IF pointed out that in his experience very few people requested them and they required a fair amount of Admin to issue them.

5.2 Brochures

JB presented the Brochures he had prepared, which still needed to be printed. MdeW indicated that he felt that was exactly what people, particularly overseas visitors would enjoy. Funds are needed to print the Brochures.

5.3 Educational Projects (e.g. HR Pre-School, SANParks Cape Agulhas EAD, Pebbles School, Other)

JWB felt that projects such as Bike-track at HR Preschool needed to concentrate on GeoEducation. MD is advanced in discussions with SANParks at Agulhas and their new development there. Referring to Pebbles School JB pointed out that they were already incredibly well funded.

JWB asked for other suggestions. MD thought it would be a good idea to offer to speak to schools and home schoolers about Geology as a career. JWB advised that OGG had recently (16 February 2024) taken a Group of Home Schoolers up the Valley to see the Peat Beds.

MD suggested a series of talks to High Schools in the area to promote Geology. Discussion followed and it was agreed that this should be pursued as this was the mission of the Group to educate young people to develop an interest in Geology.

JWB indicated that he had over a period of time and at minimal expense compiled a range of excellent thematic posters (eg. Geology, dinosaurs, fossils, water etc.) that could be utilised for inexpensive educational displays at schools, HPG and other such organisations.

The possibility of adding an EAD display at a suitable venue in Kruger National Park has also been discussed with interested parties in the KNP. Greg Botha had identified a site that offered excellent possibilities in a recent visit to KNP. Further updates would be provided by JWB.

6. Field Excursions

6.1 CT Sea Point Contact and other – Sunday 24 March @10:00

A field guide has been prepared by JM assisted by JWB. Discussion followed on costs of producing the guide books. HG proposed that we approach companies in Hermanus to sponsor Field Brochures and guides and acknowledge them by adding their logos to the publications.

6.2 Karoo Fossil Excursion (3 days – proposed dates)

Field trips were debated at length. MdeW suggested that OGG should stick to day trips and have 2 or three trips that are repeated every year with Die Kelders being one of them. It was also agreed that away trips can prove costly, with both accommodation and fuel costs on the rise. Members were asked to come up with ideas for day trips, possibilities mentioned were Bot River Estuary, Hemel en Aarde Valley (particularly the Peat Bed area) and the Kelders Caves.

(Note added: A very successful extended half-day Excursion was held around the Klein/Bot River Estuary and surrounds on Saturday 19 October, 2024. The event was organised by Jean Malan and Mike De Wit, with thanks from All concerned, and attracted 38 participants, young and old. The half-day event model again worked particularly well).

7. Marketing + Potential Revenue Sources

7.1 Monetising YouTube product

Further to MD's suggestion about possibly monetising the extensive and high-quality OGG YouTube presentations play-list, he had done some initial work on the matter and the link at the end of these minutes provides insight into this matter. MD would follow-up further on this matter and revert.

7.2 LinkedIn Account

JWB had recently assisted Loni Gallant (Chair of the successful and very active Northern Cape GSSA Branch) with the program for their May 2024 West Coast Diamond meeting. He had discussed how they successfully went about marketing and

fund raising, bearing in mind that they had a captive audience with several large mining companies in their midst.

Loni had indicated that a simple inexpensive LinkedIn account had proved very successful, and was prepared to assist the OGG create a similar platform.

8. Peoples Movement/Holidays

JWB asked members to advise when they might be away during the year. JWB is away June and August. HG would be travelling in April and May.

9. Any Other Business

JM mentioned Gaps in the EAD wall. MdeW said that he felt that in some cases Gaps should be left to indicate that not much happened. JWB agreed but there were some ideas to put up a few new boards which as JB pointed out required funding. More rocks samples were required and this should be considered a priority.

JWB asked for closing comments. JB pointed out that he felt a trip up the Onrus River section (Hemel & Aarde Valley) below Camphill School to the bottom end of the Peat Beds would be of great value and interest. It was decided that this could be planned for a Saturday Morning and JB agreed to organise it.

There being no further business the meeting closed at 11:45

MCB: 14 March 2024

How to monetise your YouTube Channel:

https://www.epidemicsound.com/blog/how-to-monetize-your-channel/?_us=adwords_max&_usx=14492154145_&utm_source=google&utm_medium=paidsearch&utm_campaign=max_14492154145&utm_term=&gad_source=1&gclid=Cj0KCQjw-rvBhC-ARIsAGgUO2CT9RNY5LbvEKdgtQ9l3MnW201QV43iSmUEl8Ub4gB8UTOlq-ZBKTwaAjIREALw_wcB