MALI SVET KANADA
YEARLY MEMBERS ASSEMBLY

DEC 5, 2025

Attendees: Stanko, Mich, Dragana V, Pedja, Branka, Rade, Dusko, Vesna, Ilija, Dragan, Cera

Location: Zoom meeting

Agenda:

- Official Notice and Agenda of Annual General Meeting
- Minutes of Annual Meeting held on Nov 30, 2024
- Audited Annual Financial Report
- Annual Report on all activities & plans next year
- Excerpts from media coverage of MSK events/activities
- List of all sponsored students
- List of all support staff from Serbia and Republic Srpska
- Constitution changes/addendums

Minutes:

- Stanko opened the meeting at 7:10 pm
- 14 members with paid membership, 11 attending the meeting, quorum reached
- Stanko presented Meeting minutes from the last Assembly in 2024
    - Assembly accepted the meeting unanimously
    - In 2025 there are14 members with paid membership
- Mich presented Financials update
    - Cash balance (TD + PayPal) - $68K
    - Revenue breakdown (approx.):
        - Rock concert $7.5K
        - Moto trip Alaska $15K
        - Camp $3.5K
        - Dinners Ottava $7.5K
        - Dinner Toronto $10K
        - Paketici (NY present basket) $3.5K
        - *Other (monthly/yearly donations) $21K*
    - Pedja to provide final summary in the Yearly Report
        - Yearly Report to be posted on MSK website
          Note: previous year reports are on https://www.malisvetkanada.org/izvestaji
    - Paketici 2026 campaign is in progress - 27 sold so far. Target 72

- Cera presented Technology update
    - Presentation attached.
    - Domain, Website server, Email server, Scholarship database and online scholarship application fom, Members Forum, PayPal integration, soc media integration, Quick Books, Square, Google docs are technologies used. Supported by Cerait team at no cost to the organization.
    - No downtime or security breaches noted
    - info@msk email forwarding issues for some members with google/hotmail email acconts

        Issue is addressed by using msk email account instead of personal google
        Note: new msk email account created for Vesna, Branka and Dusko. This email account can be configured as a mail box in their email client software

        - Members with continuing problems contact Cera for help

- Cera presented Marketing Team update
    - Stats of social media presence FB, IG, TikTok Youtube
    - Tik Tok (new channel) – 40+ videos, 11.6K views
    - MSK Mass emails sent to 3K+ emails, 3 times for each msk event
    - Ongoing Novine Toronto advertising and Novine mass mails (thanks to Ivana)
    - Support from public figures, via #za osmeh video messages, obtained thanks to the effort and contacts from Scekic family, Vladimir Paskaljevic, Kurkic family and Novine Toronto.
    - Promotions via participation in selected community cultural, sport, charity events
        - We need support from young folks to intensify social media presence and fund-raising campaigns, particularly monthly donation campaigns
    - MSK activities objectives for 2026
        - further promote msk brand
        - reinforce public trust
        - inspire monthly donations
        - engage more public figures
            - Mich to try to contact new Raptors coach for support video
        - broaden membership
            - Attracting young members to the organization to be high priority
        - continue direct creative fundraising activities
        - further increase organizational efficiencies
    - *Note: Marketing team – Ivana, Danijela, Cera*
- Vesna provided update on Current scholarships
    - 72 active scholarships
    - 50 students on the waiting list (14 pending to be ranked)
- Vesna confirmed no changes to the list of associates in Serbia and Rep Srpska.

- Schedule meeting with associates – Pedja

- Bylaws and other changes
  - Proposed Scholarship to be raised from $75 to $85 per month, starting in Jan 2026 (2nd term of 2025/26 school year)
  - Accepted unanimously by the Assembly
- Other
  - Thank you to Rade Anicic & Radovan Gajic for donation from their Academy event
  - Tanja Anicic payment pending
  - Pedja proposed Cocktail party with MC Tesla for Columbia, Alaska, Dempster motorcycle trips presentation. Joint with Srbi za Srbe and Za Nevidljive Heroje.
  - Pedja identified that MSK Forum is not utilized. Members to use it more actively
  - Question raised how to attract Yonge folks to the organization?
    - Previous attempts to attract young folks failed. We need fresh approach
    - Providing young folks open hands for their ideas to be explored.
    - It is identified as crucial for the future of the organization
    - Consult our kids to give us some creative idea how to attract their generation
    - Prepare social media campaigns targeting them and designed for them.
      - Pedja/Mica/Cera + marketing team to connect and brainstorm
    - Some are coming to Tesla Bar, so posts/direct contact there can be tried

- **Plan for 2026**
  - Cocktail party in Tesla Bar - Feb/Mar – with, MC Tesla, ZNH and Srbi za Srbe (Lead Pedja & Dusko)
  - Rock concert #5 in Rosario - 1. May (Lead Cera and Micha)
  - Biker trip Hadson Bay – May 7 dan (Lead Pedja)
  - Camp Madawaska – Aug, 1st week in Aug (Vesna/Stanko/Goran Ottawa)
  - Dinner Ottava – Nov, 1st week (Lead Vesna/Stanko/Goran Ottawa)
  - Dinner Toronto – Nov, 2nd week (Lead Dusko)
  - Online campaign for monthly donations - online (Lead Cera/Ivana)

- Meeting adjourned at 8:20 pm

ZC