

BOARD MEETING MINUTES | JUNE 14, 2022

LOCATION: Willow Street Cafe DATE + TIME: Tuesday, June 14, 8:00am TERM: Month 10/Year 01

BOARD OF DIRECTORS:

Chris Ward Nuria Julie (Phone) Heather
 Best Western Christina Patricia (apt) Janet Lulu (MAL)

EX-OFFICIO: CCOC. CVCAS (Sick) Theatre- Michelle Guest: Blush

TEAM MEMBERS: Krystal (ED) MacKenna (CO) Michelle (Events CO)

1) Meeting called to order 8:07am

2) Agenda

- Review of Agenda
- Additions/Strike

Motion to approve agenda called by Janet, Heather; In favour all

Motion passed, agenda will stand.

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3) Consent Agenda

- Past Meeting Minutes: May 2022
- Payables, Income & Expense Statement, Balance Sheet
- Executive Directors Summary Report & Staff Timesheets

Motion to approve consent agenda called by Janet, Nuria; In favour all

Motion passed, all items from consent agenda will be adopted in.

2) Old Business - Progress + notes from past minutes

3) Admin Items

- Insurance renewals – These have been completed and are on track with previous years with minor inflation
- MacKenna – Summer Student Hours – Working for 8 weeks on the CJS grant, with 10 hours filled from the Tech innovation grant at half pay.
- Confidentiality/Code of Conduct for Board Members - To do and have ready for new fiscal plus roles and responsibilities etc.
- Municipality Meeting Agenda – Reviewed. All board members believe everything has been covered adequately.

4) Financials

- Cheque for Superior – To be signed.

5) Beautification

- Quick Overview – Plants are healthy, ordering early helped, Muni has given us a grant to turn them into winter baskets, they are doing well lots of rain and no real hot days yet.

6) Branding and Marketing

- Town Maps, Directionals, Request for additional Maps. etc. – Peter would like to have the map icon on the bottom beside the details.
 - Secondary request (same day after Muni meeting) Logo to be placed directly on the map itself, plus a request to have their QR code on the map itself under their logo to bring people to their <https://shopthetown.ca> website. A website developed under a shop local directive funded by the BC chambers. The board was given this request as a vote and was unanimously rejected. This is due to many factors that directly pertain to the value add that this is for our members as this request does not follow our mandate for items which are hard costs to the CBIA membership.
- A-frames: Old Town (businesses), Downtown – Nuria to get business
- Banners Poles Update – Waiting on Mark for sizing
- CBIA Stickers – August 31 will be distributed before the new fiscal

7) Events

- Cowichan Craft Beer and Food Fest – proceeding as planned, over 300 tickets sold currently
- Canada Day – Proceeding as planned
- Events Policy for coverage - insurance will be much more expensive than previous years due to inflation and market value, we have gotten multiple quotes for this however it is almost double for Canada Day

8) Organization Affiliate Reports

- Chamber of Commerce Report – Peter. The chamber has decided that the Waterwheel map currently will not be partnered with us unless they choose to include a small map. Currently they see that as a marketing device for all of their areas (including Croftin, Thetis, and Salt Air), and they will proceed with art to reflect this. There were questions from board members about this being an in-market billboard asking people to go out of market, however as the Chamber has indicated it is their sole asset they have voted to proceed based off of their mandate and they feel it is stronger for them to have this at Waterwheel. They were in agreement that when a map is needed if listing businesses it does make sense to use the same map together, however at this time there were no applicable uses on their end and they would let us know if they needed anything.
- ~~CVCAS Report not in attendance~~
- ~~Theatre Report not in attendance~~

9) Misc.

- Parking – Mary Lynn Bancroft and Muni Enforcement – continues to have issues
- Chemainus Theatre Seats – Available for any board member who wishes to have them

10) Open Floor

- Heather:
 - Break-in issues as someone has tried to enter her door after hours. That there may be some work getting the local community policing involved. Had asked for name of security system/camers that people are using – Wayze cameras was volunteered by Chris.
 - Heather has in the past worked with a Civil Law group of people to target and identify houses that are issues and asking community surveillance to aid in closing them down. It was successfully implemented in the past.

11) Meeting called to close at 9:14am

Motion to end meeting called by Heather , Janet; In favour all
Motion passed, meeting has been called to a close.