

## ADMIN BOARD MEETING MINUTES | MARCH 21, 2023

LOCATION: PUBLIC MARKET    DATE + TIME: Tuesday, March 21, 8:00am    TERM: Month 7 / Year 2

BOARD OF DIRECTORS (X is in attendance):

Nuria     Ward     Lulu (MAL)     Julie (Ph)     Heather  
 Christina (Ph)     Patricia

EX-OFFICIO:     CCOC     CVCAS – Steph.     Theatre- Michelle     Guest:

TEAM MEMBERS:     Krystal (ED)     MacKenna (CO)

1) Meeting called to order 8:09am

2) Agenda

- Review of Agenda
- Additions/Strike
- Approval of Agenda

Motion to approve agenda Lulu, Nuria, all approved. Motion to proceed carried.

3) Consent Agenda

- Past Meeting Minutes: February 21 Meeting 2022
- Payables, Income & Expense Statement, Balance Sheet
- Executive Directors Summary Report & Timesheets

Motion to approve consent agenda Lulu, Heather. All approved. Motion carried, consent agenda passed.

2) Old Business

- Bylaw committee: Review of bylaws – Nuria and Heather reviewed – No bylaw changes, bylaw proceeds as was. Not changes to the Society act but does not affect our bylaws as it retains to dissolution of organization.
- Parking Bylaw – Ward to review and get back to us

3) Admin Items

- Board Member Invites – Approach: Board will think about who we can contact.
- Chamber Of Commerce discussion overview – Great chat with Bill, we are looking at the waterwheel map, visitors guide, a sheet of services, etc.
- Board Member status: Annette – has not come to a meeting since requesting to be a director. We have now removed her and when she is active once more we can re-approach.
- AGM Update/Year End – Bylaws and expense hold up, now ready to proceed.
- Students:
  - o Mackenna (April) – Has funding until April for 5 hours. Would like to continue until June  
Motion to approve fees for Mackenna for 5 hours/week during May Lulu, Ward, all approved motion passed to Keep Makenna at her salaried hours for May despite not having a grant to offset costs against.
  - o Cara (summer) has been approved through tentation but not for the full amount. Waiting on CJS to see if we can bridge funding.
- Alignment /Strategy Meeting – March 30<sup>th</sup>. We would like to open this to all the members so that they can get more of a say with regards to what we focus on during the next 18 months, 3 years, 5 years.

4) Financials

- Grants: Tech Nation Career Ready (Summer) – as stated above.

5) Beautification

- N/A – nothing to report.

6) Branding, Marketing, Campaigns, etc.

- Branding: Banners will be done in the next 4 weeks with the logo (waiting on 150 stuff), and Old Town Insert comes as well + Muni review of signs trying to schedule a time for them to meet with me. Looking for volunteers of a sign committee (Ward may be interested)
- Billboard: Best Western will come down now and wants June, July, August + Theatre wants to take the large board for in-kind and do their own banner + Henry Road is a bit dated and faded (examples in package)
- Roadway Signage: Updates (Muni + Min. Transport) – Still waiting for an update, emailed Nikki, waiting from February initial communication
- Campaign: Neighbourhood good update – See the campaign proposal attached and the Chemainus Discover Card
- Website: Member Content Updates + Changes – Lot changes, itineraries, top 10 and mobile friendly is next
- Tourism Branding: Visitor Guide (digital) see attached for sample of how we work in the chamber call to action, Print VG's – see samples from Duncan etc, Walking Map – kicking off again

7) Events

- Planning: Canada Day Updates – We have CVCAS doing sound, Kathy looking into getting an elder, bouncy items reserved, waiting on Museum, and others.
- Discussion: Municipal 150 Celebration – This will be the only Muni celebration held in North Cowichan. They would like to close down the street have a big sidewalk sale, music, cake, bouncy castle, etc. a duplication of Canada day. We asked them to float the idea by council to do it at Kin Beach to bring some movement to old town and break it away from the Canada day duplication.
- CBFF: Waiting on one final grant to see if we get it.

8) Organization Affiliate Reports

- Chamber of Commerce Report – Melody  
New president, no VP as of yet. Board is changing with new members. Wednesday marketing proceeding, Golf Tournament and Street Sale going forward.
- CVCAS Report – Stephanie – N/A
- Theatre Report – Michelle (unable to attend due to time restraints) – N/A

9) Misc.

- REMINDER:  
Director Documents – Roles + Responsibilities, Confidentiality, Code of Conduct – Signatures needed
- Photographs and video – Need to be done this summer, want to contract a photographer, sourcing.

10) Open Floor

- Fraud in businesses a concern – can we create a facebook page or something to get the word out. We do use our business page and emails when we have direct information.

11) Meeting close 9:37 am

- Motion to close meeting Nuria, Julie all approved.