

## BOARD MEETING MINUTES | JANUARY 15, 2021

LOCATION: Zoom Video + Phone DATE + TIME: Friday, January 15, 8:00am TERM: Month 5/Year 3

### BOARD OF DIRECTORS:

Debbie       Ward       Barb       Nuria       Chris  
 Lulu       Warren       Guest potential board member: Kelly

EX-OFFICIO SEATS:  Krystal (ED)       CCOC       CVCAS       Chemainus Theatre

Meeting called to order 08:09 am

#### 1) Consent Agenda

- Review of December Minutes (non-quorum, informal meeting)
  - Payables
  - Income & Expense Statement/Balance Sheet,
  - Executive Directors Summary Report & timesheets;
- Motion to approve consent agenda: Lulu, Chris; In favour all

#### 2) Adoption of January agenda;

Motion to adopt agenda: Chris, Lulu; In favour all

#### 3) Fiscal End & Renewal

- Notice to reader – Coming through on first round to board shortly
- Date for digital AGM meeting – virtual meeting last week/day of 26<sup>th</sup> at 5:30 pm – 6:30 pm
- Renewal boundaries, increases, term, etc – table until next meeting

#### 4) Summer Hanging Baskets

- Request for proposal (RFP) summer 2021 discussion – proceed with approval online
- Watering issues causing a loss of 60%+ material – issues with clogged waterlines
- Issues with drip irrigation consistent through businesses, need to make sure issues are addressed before install in 2021

#### 5) Marketing for Early 2021 & Brand Enhancements

- Website Refresh – working on as we have time, lots to consider but needing to flush this out so that it is strong and we have lots of content that is COVID related and inclusive for other organizations. We would like to have e-commerce on here as well which is important. Trial with gift certificates which were great as a trial and all of the people wanted to buy gifts for local members for Christmas so it showed some financial capture.
- Walking Map Refresh (Spring), something Emily and Krystal will sit down and speak about so that there is some consistency – *Joint venture between CCOC and CBIA*
- Chemainus Card – *CBIA venture, supported by CCOC*
- Valentines Day Gift Guide, focus on the courier doing something outdoors, walk through downtown and target. Promote guts as well as food. Love your town. Also send an ad to courier for the community for them showing love to the businesses.
- Local Business Directional Signage – Barb and Krystal working on this which we will then need to get going with the muni.
- Best Of Chemainus Valley, something we will explore maybe not so serious more fun- *Joint venture between CCOC and CBIA*

6) Misc.

- Barb, identified that a new mac mini computer should be sent to the board for approval to attain a computer asset. Update: mac cost sent and approved \$899 plus tax, with potential option to need the mac compatible office suite if not able to use previous personally owned suite.
- Increase video on February, March to start the video so that we can start the work towards release in March.
- Billboard update – Starting as of Feb/Mar/April to shop local, we have let the Best Western billboard slide because the reface for local is happening so quickly. May we should expect the refresh billboard. The Muni also talked about making this a digital billboard at Fuller Lake, we need to be looking to the muni to see if this is going to be changing and it is a line item on here. We can write council if we need to push this, from a board level.
- PPE: Masks collective order – Mask company has a good filtration rate we can see if business owners are interested in doing these as a safe option to masking in a bulk order.
- Economic Dev. Update – The response is positive and we need to meet again if
- Community meeting

7) Open Floor

- Silvermine is now up and talking. Barb will get more information when ready to launch on social media will wait until the okay from the Mural society, and will be highlighting for still standing. Barb will update Krystal with more info.
- Leverage work from the visitor centre by helping to contribute any marketing dollars via this.
- Trees down the Chemainus corridor may not be lit – Barb will keep us up to date on this.
- Banners around town – Mark from Back To Britain pubs to get these up. We have asked him to put these up multiple times and we have other ways to get him.
- 4 Banner brackets can be used for anyone who would like them. We have 10 banners from around town. Lulu will talk to Neil and Dianne about this.

Meeting called to close 09:14 am

Motion to close meeting: Barb , Warren; In favour all