

BOARD MEETING MINUTES | SEPTEMBER 12, 2023

LOCATION: PUBLIC MARKET DATE + TIME: Tuesday, September 12, 8:00am TERM: Month 01 / Year 3

BOARD OF DIRECTORS:

Nuria - Chair Julie- Vice (Ph) Patricia – Treas. Heather – Sec. Lulu (MAL)

Christina Ward Zach

EX-OFFICIO: CCOC CVCAS – Steph. ~~Theatre~~–Michelle – Out of Office

TEAM MEMBERS: Krystal (ED) Cara (STUDENT)

- 1) Meeting called to order 8:10 am
- 2) Agenda
 - Review of Agenda
 - Additions/Strike
 - Motion to approve agenda Heather, Lulu, all approved. Motion to adopt agenda carried
- 3) Consent Agenda – moved to online approval
- 2) Old Business – hold to next meeting
- 3) Admin Items
 - Taxation Renewals – Discuss:
 - Boundary: We can approach Village Square to see if they wish to come in. The Best Western has confirmed that he is going to suggest that we maintain the boundary as is with them in it. That removing them would be shortsighted on the part of the owners.
 - Rates: We continue as is, due to the COVID loans coming due in December and out of abundance of the fact that businesses have been re-assessed over the last year therefore a higher rate plus additional taxation due to re-assessment is not favourable. We should adjust in the next assessment as rates have not changed in 9 years.
 - Timeframe: Keep the 3 years
 - Calendar Fiscal Update – CRA has the letter and we are just waiting on their approval
 - Student Contract Renewal – Renewed for one season
- 4) Financials
 - ~~Financials/Budget for hold over finances for 2023– Separate meeting schedule~~
 - Engagement Letter for Year End Financials – Chan, Nowosad, Boates – Confirmed, as this could be a conflict of interest, it is requested that only staff not associated with the ED should be on the notice to reader team.
 - Bookkeeper update – Still looking
- 5) Beautification
 - Update – Request to pull baskets early as they are dead. Question: Who does Ladysmith baskets as they are looking much better than ours at the same time of year.
- 6) Branding, Marketing, Campaigns, etc.
 - Billboard: Out of Market, MacMillan Blodel (theatre request). Request approved for the theatre to proceed with using the billboard at the negotiated rate with the discount identified.
 - Tourism Branding: Visitor Guide (digital), Asset brokerage with the Chamber – Confirmed to move forward.
- 7) Events
 - Planning: Fall Fest, call for sub-committee, discuss. Lulu has volunteered, Nuria, Melody will be the sub-committee participate. We are unsure if Chris will be available. Connect with Ron Waller whop may be able to call the race.
 - Approach Trail stewards for volunteers. Nuria will also reach out for volunteers, ask the community.
 - Discussion: Moonlight Madness, call for sub-committee, change in name and time. Moving to combine with Chamber for November 18th. Sub-committee: Amy, Lulu, Nuria, Julie, Melody will be part of the sub-committee.
- 8) Organization Affiliate Reports
 - Chamber of Commerce Report – Melody. The market went well, they are in the progress of fall fest planning and the combined Christmas event.
 - ~~CVCAS Report – Stephanie – Unavailable to attend.~~
 - ~~Theatre Report – Michelle~~

- 9) Misc.
- 10) Open Floor
 - Derelict Property on Willow, safety concerns, also vermin and brush concerns
- 11) Motion to close meeting Heather, Ward all approved.
The meeting is now closed at 9:11 am