

BOARD MEETING NOTES | MAR 10, 2020 | 7m / 2 yr

DATE & TIME: Tuesday, March 10, 2020 at 8:00 am | LOCATION: Owl's Nest Bakery and Bistro

ATTENDING DIRECTORS:

<input checked="" type="checkbox"/> Debbie	<input type="checkbox"/> Ward	<input checked="" type="checkbox"/> Barb	<input checked="" type="checkbox"/> Karla
<input type="checkbox"/> Julie (Phone)	<input checked="" type="checkbox"/> Chris	<input checked="" type="checkbox"/> Kara	<input checked="" type="checkbox"/> Lulu
<input checked="" type="checkbox"/> Nick	<input checked="" type="checkbox"/> Warren	<input checked="" type="checkbox"/> Nuria	

EX-OFFICIO:

<input checked="" type="checkbox"/> Krystal (ED)	<input checked="" type="checkbox"/> CVCAS	<input checked="" type="checkbox"/> Chemainus Theatre	<input type="checkbox"/> GUESTS: _____
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Meeting called to order 08:09 am

1) Consent Agenda

- Approval of February Minutes
 - Payables
 - Income & Expense Statement/Balance Sheet
 - Executive Directors Summary Report
- Motion to approve consent agenda: Chris , Debbie; In favour all.

2) Board Consideration Requests

- New member applications: Nuria from Vintiquity, Warren from Chemainus Public Market
Motion to approve Nuria as a new director: Debbie, Karla; In favour all
Motion to approve Warren as a new director: Karla , Debbie; In favour all
- CVCAS grant for re-discussion: the incorrect amount historically had been pulled and voted upon during the last meeting, we are proceeding with what was historically allotted in both cash and in-kind.
Motion to approve \$1,500 for CVCAS: Lulu , Chris; In favour all

3) Campaigns & Events

- Shop your town campaign & Chemainus card – We will proceed with this campaign similar to two years ago with an added layer of the Chemainus Card which we are exploring and will be sent to businesses shortly.
- The Classics Car Show – June 6th. Let's see if we can pull this more into Old Town with more space allotments between the cars, maybe the elementary school pac can help or grad kids. Explore and report back.

4) Marketing

- Billboard information – Review package, package proposed is good and we will continue on this. One caveat is a concern or discussion that splitting the billboard equally in half without the interjection of branding continuity between the two may be an issue. Discuss with the board further in upcoming month as issue arises. Leon's quote is so far off others, there is a need to get them out to visit and review their plans and signage to ensure they are accurately quoting as opposed to going off of last years specs.
- Website Discussion – We have gotten quotes for both updating and upgrading and rebuilding the site from scratch which is in the 4,800 range. We could instead sacrifice 2 weeks of Krystal's time to adjust platforms and rebuild as needed with enhanced security. The board wishes to proceed with this model as opposed to paying to have this done.
- Signage around Chemainus – mayor is looking into land along the highway for some clearing for a sign. Agrees the letters on their wayfinding are too small and will discuss internally, we can approach for directional signage plan at a later date.

5) Board Duties/Opportunities

- Volunteer for Secretary: Lulu
Motion to approve: Chris , Nick; In favour all
- Volunteer for Treasurer: Chris
Motion to approve: Debbie , Warren; In favour all

6) Misc.

- Visitor centre brochure/map – reach out to discuss if our agendas align and we come to an agreement we will proceed, if not that is fine and we can proceed without own anyway.
- Business Info update – admin personnel update businesses \$200 + integration into the website \$150 with some leeway either way. Complete for under \$400 if possible.
Motion to approve proceeding with person:
Chris , Lulu; In favour all
- Member Ambassadors – businesses will sign up for the businesses that they know and be designated those they do not after
- Member retreat – March 27 from 5-8pm reminder – we are still looking for space to accommodate and will be having dinner items catered.

7) Open Floor

- Little town Christmas has reached out to Chris to discuss hosting on the same day. We do not feel we can as we will need to have Moonlight Madness in November to maintain sales seen this past year.
- Chemainus Public Market will be opening May 28th , 50's sock hop – please all businesses share, CBIA look into billboard addition if possible under the fuller lake billboard.
- Art in public spaces – Chris to get Nick onto that board if able.
- Discuss Heritage Square crosswalk flashing lights again
- Some traffic frustration will be felt in the summer, brainstorm ways around this at the retreat.

Meeting called to close 9:16am

Motion to close meeting: Chris, Nuria; In favour all