

## BOARD MEETING MINUTES | MAY 14, 2021

LOCATION: Zoom Video + Phone DATE + TIME: Friday, May 14, 8:00am TERM: Month 9/Year 3

### BOARD OF DIRECTORS:

<input checked="" type="checkbox"/> Chris	<input checked="" type="checkbox"/> Ward	<input checked="" type="checkbox"/> Nuria	<input type="checkbox"/> Chrissy	<input checked="" type="checkbox"/> Erin
<input type="checkbox"/> Lulu	<input checked="" type="checkbox"/> Warren	<input type="checkbox"/> Kelly	<input type="checkbox"/> Christina	<input type="checkbox"/> Julie

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

Meeting quorum not achieved, general quick run through to occur

### 1) Consent Agenda

- Review of April minutes
- Payables
- Income & Expense Statement/Balance Sheet
- Executive Directors Summary Report & timesheets

### 2) Housekeeping items

- Term Renewal – We received renewal
- Insurance – Waypoint was the least expensive and we have renewed we will be doing a RFP next year
- Banking – Coast capital has some delays, they are needing credit checks etc therefore it is taking much longer. This will be done within the next few weeks. Warren doesn't need to do any of the credit checks as he is on file. Currently using cheques for this month so that we can have things move, until we have line up.
- Baskets and watering – Companies to assess the water can't give a quote, we should get the system assessed after the baskets are placed.
- Summer Student - Job description out with pacific design academy, VIU and other locations.
- Term planning and strategy meeting date – looking to make sure we have a full planning session so that we can release the term renewal. Strive for the beginning of August.
- Startups and Muni – CBIA advocating on behalf of the businesses not eligible for funding to see if we can get some additional dollars from CAO and mayor, as well as the Chamber of commerce, the muni is exploring other options, it is with the minister currently.

3) Marketing Items, Chamber Partnership, Events – Maps, skinning the waterwheel maps, and around the town maps, also looking at communal dining space, and also talking about leveraging the market more assuming the Chemainus Public Market is also involved creating a large draw. The discussion was to see the market from 12-6 at night for after dinner to get more people locally or the regular 10-3 hours, this is just conversation to pass info along to the chamber. The CBIA can support is this is something that is pushing forward as a placer for our leveraging to keep the traffic flowing.

### 4) Misc.

- Neighbourhood good – We made sure approved for next term before proceeding with launch, ready to go and get the businesses into the wrap, including other exploring radio for \$1,500 for 3 month commitment we will be getting more leverage. This campaign can run through the summer, the market may shift therefore the 16<sup>th</sup> will be the end date. Messaging will change from come into town to shop local to come for a staycation
- Ladysmith and CBIA will be pooling funds, for a staycation and explore the area.
- Sandwich board – maybe re-skin and create a new one.
- Explore billboard Neighbourhood Good if not incredibly expensive more through a visual story telling aspect.
- Kids search and find vinyl on window – summer vinyl overlay so that we can push for a family oriented piece for kids to enjoy for the summer, window needed, when and where to be identified.
- Chemainus Public Market Update – Good talk with them, excited, they will sponsor a public Market page

for visibility and things are moving around and they are planning on the market in the summer.

- Event Board at Waterwheel – Rotary installed, they have come to us and said the CBIA could provide the graphics for the map – just waiting for this.
- Best Western Package – al la cart type package with discount off room, golf and food, plus miral guides etc. It's a great special that required island id to show address.
- Issue with vendors not wearing a mask – 4 businesses when explored were not wearing them. We will let them deal with the health order on their own if it becomes an issues, it should not be up toi the CBIA to enforce.

#### 5) Open Floor

- Denote BIA on the Facebook business page with name so that people identify Krystal and items
- Parking an issue – we are adding a reminder to our newsletter
- Vacancy rates are low currently in town for retail or rental space, see if there is future opportunity for beautification
- Cycling push, seeing if we could speak to the CRD for signage to see at the rail station spot to say café shops and bike shops, including Canada trail.