

BOARD MEETING MINUTES | SEPTEMBER 24, 2020

LOCATION: Owl's Nest

DATE + TIME: Friday, September 24, at 8:00am

TERM: Month 1/Year 3

BOARD OF DIRECTORS:

Debbie Ward Barb Nuria Chris
 Kara Lulu Nick (unavailable) Warren

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

Meeting called to order 08:17am

1) Consent Agenda

- Approval of August Minutes
- Payables
- Income & Expense Statement/Balance Sheet
- Executive Directors Summary Report & timesheets

Motion to approve consent agenda: Debbie, Chris; In favour all

2) Adoption of revised agenda

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

3) General Housekeeping Items

- Meeting time change – this works for everyone present and we will continue this way moving forward
- Online voting & loop – like this style, we need to have more pronounced buttons for creative and voting

4) Marketing

- Fall Campaign
 - The following will be completed in the campaign:
 - 2 interviews per week mid October
 - Continued marketing per business in local paper
 - Co-op ad for businesses see opportunities through magazines and TCS
 - Try for exposure via stories in Duncan paper
 - Explore radio at a cost of 1,000 for no co-op and 1,500 for co-op for October 15 December 15 (multiple creative if co-op)
 - Online targeting promoting sector marketing with focus on fall into parksville, Victoria and Nanaimo. Potential to market via survey 5 Questions about comfortable traveling to a town, what would make you comfortable dining in, with the idea let us become your comfortable community meeting these needs.
 - Suggestion of: Charming Seaside Village
- Moonlight Madness & Holiday promotion – Committee Call
 - Barb, Lulu, Warren, Nuria, open to any other business
 - Meeting to take place on Tuesday at 8:00 am, location to be confirmed
- Signage: Billboards – Art and business approval Chemainus Theatre for this next billboard
Motion to approve billboards to proceed: Barb, Debbie; In favour all
- Chemainus Road Banners – Approval of costs up to \$5,000
Motion to approve costs for Henry road banners: Barb, Lulu; In favour all
- Town Directional – Update
 - Waiting on quote to determine how many of these we can do plus competing quote, once we have this we can walk the town and identify locations

5) Economic Development

- EDC – request to have them come and address the group in person
- Infrastructure grant – Explained bounds of grant and asked all to review and see if they believe anything fits and how we can work on this together.

6) Misc.

- Due to time constraints, send all required voting items via an email survey.

7) Open Floor

- Follow up on article about what the CBIA is doing and how hard they are working for you, use the image of the group along with maybe the flower people blowing leaves etc.
- Neil Newt –Facebook Page
- Muni – Email to clean boxes
- Nuria is not seeing basket maintenance down their way – follow up and review with Sabrina

Meeting called to close 09:11 am

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

NOTE:

*A survey was sent with the results attached. Only one comment was made during the survey about appreciating seeing others comments before voting, and as identified, it was placed on Facebook for discussion.