

BOARD MEETING MINUTES | AUGUST 11, 2020 | 12m /2yr

LOCATION: Zoom.us & Chemainus Bandshell
COMPUTER/TABLET/CELL: Video + audio
JOIN: https://bit.ly/CBIA_AugBoardMeeting
ID: 982 4605 8423 | PASS: CBIAAugust

DATE + TIME: Tuesday, August 11, at 8:00am
PHONE - Audio only
JOIN: +1 647 558 0588
ID: 982 4605 8423 | PASS: 9220248875

BOARD OF DIRECTORS:

Debbie

Julie (Phone)

Nick

Ward

Chris

Warren

Barb

Kara

CVCAS

Nuria

Lulu

Chemainus Theatre

EX-OFFICIO SEATS:

Krystal (ED)

Meeting called to order 08:08 am

1) Consent Agenda

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

Motion to approve consent agenda: Nick , Barb; In favour all

2) General Housekeeping Items

- Meetings moving forward + member attendance – put this to board members, what would be better to fulfill board commitments? Keep meetings in person and by zoom. Phone each board member to see what will work best for them to ensure they are attending the meeting. Ward has not been attendance for quite some time, should he still be on the board? Krystal to follow up to see why he is unable to attend. Where is Warren, his interests are included on the agenda and he has not attended for some time as well. Krystal to follow up.
- Ambassador Selection of Businesses – Barb requests this be put online and businesses can identify the ones they are most closely associated with so that they may be an ambassador for these.
 - Barb feels Facebook is not working for member communication, emails, then phone calls should be sent each time.

3) Marketing

- Current Campaigns: Stories, Customer Thank you, Enjoy Chemainus – Barb requests this be more of a tourism based draw, that there be more of a spend for these campaigns moving forward in the Times Columnist, Radio, etc. Krystal to look into costs for radio and newspaper advertising for: Coast, CFAX, Ed Bain, CHEK TV, Times Col, Around the Island, Boulevard, etc.
 - Barb would like to contact Paul to request we have access to use the Chamber photo/video assets
 - Discussion of campaigns moving forward and forming marketing sub committee
 - Barb requests we create a new different sub-committee called “moving forward” – this committee would move the board to a working board and would plan and control all spending for campaign expenditures and events, as well as creation of all of the details for all items forward in detail. The following generalized comment was made - whichever board member did not want to join the subcommittee would not have a say in where finances were spent or the details of initiatives moving forward. Barb and Nick would be happy to spend the money wherever they would like moving forward -this was said to entice directors to join this working committee.
 - Specific details would be passed along to the ED for booking, but the group would do the detailed minute planning of spending funds when, how much, where, what size/duration, and all details, etc. Barb requests the meeting for this take place on August 24th. This is where the proposed sub-committee would define all campaigns and expenditures moving forward including next

- year's budget. Muffins should be brought for a snack by who ever the ED chooses - maybe two businesses.
- Barb will call Nikki regarding photos as they have yet to be fully received.
 - Update, there was an issue with the upload and they were received that day.
 - Nick requests that the ED should not be making the shot list as it is not in the job description to his understanding, that rather the board should be identifying the shot for shot details and any story boards moving forward.
 - Request to hold on anything else until we have the meeting.
 - High vacancy rate in town, can we get a seat on the Economic development board to be a squeaky wheel?
- Fall Campaign: Spend More Win More – hold as this needs to be discussed as a larger group – Barb would prefer the focus not be on residential and more be on tourism. The initial idea of this campaign and markets etc, was to be discussed today, but was not able to be discussed. Barb would prefer the probable cost of around \$1,200 (with advertising and printing) instead be spent more on tourism actions like more radio, or Times Col. ads etc. This will be discussed at the meeting to take place. Requested ED take no further action.
 - Promotion: Chemainus Card – see comments from above. This will be discussed at the meeting to take place, requested ED take no further action.
 - Signage: Billboards & Town Directional – Billboards: the printer has now confirmed the beginning of September for install, we now have a date to get out to businesses. Krystal to follow up with the Mayor to gauge response re: directionals, forward all plans to Barb to review. Krystal to follow up with Print Craft about the costing – which she would like re-quoted due to the high cost of estimated materials.
 - Online: Website – one of the planned tourism draws was to come up with some good fall itinerary when we re-look at the website with an online push for tourism This was also asked to be put on hold and discussed at a later date.
 - Assets: Photography & Video – Not to proceed. Barb requests that we source video for individual snippets, which would be used to create this video. Nick wishes to craft/idealize the shot list and identify those to Krystal for execution. The original concept was to be more general. Barb would like these video be comprised of a few minutes of paid businesses to be rolled together as the promotional video for Chemainus. This is to be held until we have our meeting with the proposed sub-group.
- 4) Events/Mini Enticements
- Halloween Discussion – No action until the proposed sub-committee can discuss and decide what is best.
- 5) Chemainus Public Market
- Discussion of promotion of tenants – Requested from attending group to promote tenants individually not as public market – each tenant would have the same access and full use of the CBIA and its initiatives as the brick and mortar businesses by way of advertising spends, and overall marketing. Discussion was about the profile wrap-up, and if they should be eligible for the full advertising and photography costs. It was determined as the campaign is wrapping, that they share the costs with us if they wish to be involved. Eg 50/50 split of costs just for this one program and promotion for this instance only, all others should be on same abilities as all others in Chemainus.
- 6) End Of Year
- Financials, Notice To Reader, Annual Report – source a set of competitive quotes every year from here out to save money. ED asks if we should do an annual roll-up, as we will be doing this for February when looking for a re-vote from the Members – recommendation was to do a one page roll-up. The group confirmed, it was also confirmed that this is one item this can be proceeded with and does not require feed in from proposed group. This will happen in September as the fiscal is not yet complete.
 - Plan for next fiscal – Budget, campaigns, and initiatives: The request is that the planned committee will make all decisions regarding specific campaigns, dollar spends down to the publication and timing for the next fiscal.
- 7) Misc.
- Question: Debit forgiveness for this fiscal to write off anyone who owes under \$50 – Barb does not feel

comfortable but wishes to review the list before making any decisions. The aging summary is in the consent agenda packet for review.

8) Open Floor

- Send CHEK TV Interesting ideas/stories to see if they will come to Chemainus.
- Look into Vancity group where you buy a gift card and get some back – Update, it is a gift card databank which each business is to go in and add their own gift card for this site to sell, we can not do anything from a town based prospective – information sent to Barb to see if she wishes further action.
- Look into Get In The loop – Kathy to send link – Update we are speaking with them currently.
- Nick – wishes to see more artists in town, Krystal suggested we see if Anthem would be willing to do short term, week – month, leases for pop-up shops. This would help for artists to do small galleries for vacant businesses.

Meeting called to close 9:39 am

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