

## BOARD MEETING MINUTES | FEBRUARY 21, 2023

LOCATION: PUBLIC MARKET    DATE + TIME: Tuesday, February 21, 8:00am    TERM: Month 6 / Year 2

BOARD OF DIRECTORS (X indicates present):

Nuria     Ward     Lulu (MAL)     Julie (Phone)     Heather  
 Christina     Patricia     Annette

EX-OFFICIO:     CCOC – Melody     CVCAS – Steph.     Theatre- Michelle     Guest:

TEAM MEMBERS:     Krystal (ED)     MacKenna (CO)

1) Meeting called to order 8:06 am

2) Agenda

- Review of Agenda
- Additions/Strike
- Approval of Agenda  
 Motion to approve agenda called by Lulu, Heather; In favour all  
 Motion passed, agenda will stand.
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3) Consent Agenda

- Past Meeting Minutes: December Meeting 2022 (January meeting was stayed)
- Payables, Income & Expense Statement, Balance Sheet
- ~~Executive Directors Summary Report & Staff Timesheets – to be presented at a later date issues with Monday.com not able to generate reports or enter new data on going due to not for profit status re approval unable to approve this section.~~  
 Motion to approve the agenda called by Nuria, Lulu; In favour, all  
 Motion passed, consent agenda will be adopted.

2) Old Business

- Bylaw committee: Review of bylaws – Nuria and Heather will review and present any changes by Friday.

3) Admin Items

- Update: Mackenna + Student – Student is Cara now doing the 15 hours based on the grant from Tech Nation. Mackenna is doing 5 hours a week based also on Tech nation. Both are permitted until the end of April.
- Alignment Meeting Date: March 30<sup>th</sup> at 5:30 to 8:30 or 9:00
- Director Documents: Roles and Responsibilities, Confidentiality, Code of Conduct – Review and changes to be in by Friday for next meeting adoption and signatures.

4) Financials

- Grants: Canada Summer Jobs – applied for 3 positions including the coordinator position, Tech Nation Career Ready approved for Spring, applied for the summer for Cara only as Mackenna will no longer be applicable, Community Service Recovery Fund - Canadian Red Cross application to be submitted for restructuring back end, Municipal Grants – applied for waiting and not received because their budget is much less this year. The overall Basket grant has been approved as their line item for the same cost as last year.
- Community Grant Program Request: CVCAS, Chemainus Theatre (Alternate opportunity) – to be put online so that they can apply.

5) Beautification

- Awarded to Cryan Gardens and Superior Growers (update on Municipal funding for this)  
 Motion to approve the afore mentioned contracts called by Nuria, Lulu; In favour, all  
 Motion passed, contracts as mentioned above will be awarded agenda will be adopted.

6) Branding, Marketing, Campaigns, etc.

- Branding: Directionals trying to push the muni on these, Banners – waiting for Mark to come re-measure so they are done correctly as his measurements and art files are different, and Old Town Insert will come with street banners + Muni review of signs – working on what that looks like.
- Billboard: Request and Discussion (Theatre and Best Western) – Suggestions on what can happen to be sent to the board. The billboard for the Best Western (Bruce Adamson) will be offered up to them, the theatre will be offered a variation of the billboard. Krystal to send a separate proposal of the details. Update: This was completed and the result was that the theatre would take the bottom banner as a rental and the CBIA would brand the upper poster at Fuller Lake with the Theatre Image.
- Provincial Signage: Traffic/signage review – formal request submitted.
- Interest: Feb-Mar: Antiques, Mar – April: Food, April – May: Top 10 Things To Do – Just an FYI

- Campaign Fall: Neighbourhood good – Online, Newspaper Spread, Ads bi-weekly, Magnets, stake signs, long fence banner, co-op opportunities, photographs, live pop-in's to be planned for March and April
- Co-op Document: Refresh in March
- Tourism: Digital Visitor Guide Book, Maps Tear Away, Published VG's – Proceed with this as planned.
- Progress Report to Members in March

#### 7) Events

- Planning: Canada Day – As through the years many organizations who had been used to helping have either been unable to help due to volunteers or given the items over the CBIA, it has become increasingly difficult to plan. With that said, the challenge is that as we are a CBIA and the aim is to get people into businesses Canada Day sees many businesses closed therefore not being as impactful as it should be. Discussion with the board was about CBIA stepping back to be the marketing, grant, and insurance arm with minimal games. CVCAS will be asked to do the Music coordination and the other groups can contribute as they will but CBIA will not take on extra activities for those who do not contribute. Contact 4H again about a petting zoo.
- Discussion for upcoming events:
  - Car Show – Continue to invest to lever what is happening at the Public Market.
  - Craft Beer and Food Festival – As there are no grants available, we do not have funds for a coordinator, it would be a strain on our existing resources, and volunteers in the community are still so limited it does not seem plausible to continue with this event.
    - REQUEST: We will need to issue a press release as well as speak to Don about a newspaper article about why an event like this will not be taking place.
  - Fall Fest – Focus on this event and the run.

#### 8) Organization Affiliate Reports

- Chamber of Commerce Report – Melody (unable to report as we ran out of time)
- CVCAS Report – Stephanie report about the events happening. Kitchen party sold out, the auction is going well, and questions about how they can help for Canada Day.
- Theatre Report – Michelle – Unavailable not present

#### 9) Misc.

#### 10) Open Floor

Ward Yegar comments/notes:

- Requested the parking by-law to see if its enforceable to ask for them to push the 2 hour parking limit or move to a 3 hour limit. Anything to stop this issue. Also a request to remind businesses to speak to their staff about leaving those spaces open.
- Can we integrate signage on the walking signs that the muni have indicating parking and washrooms
- Secret Garden Map + Volunteer poster
- Can we use the parking fund to do some of the signage or add in parking maps to direct behind the Library

General Discussions:

- Best Western Maps
- AGM date and info to discuss at next meeting
- Volunteer Opportunities on Website
- Posters asking for people to volunteer – Maybe with the community communication group

#### 11) Meeting close

Motion to close the meeting called by Nuria, Heather; In favour all

Motion passed, meeting is now closed at 9:34 am.