

BOARD MEETING MINUTES | DECEMBER 13, 2022

LOCATION: PUBLIC MARKET DATE + TIME: Tuesday, December 13, 8:00am TERM: Month 4 / Year 2

BOARD OF DIRECTORS (X means in attendance):

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

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

TEAM MEMBERS: Krystal (ED) MacKenna (CO)

1) Meeting called to order 8:10

2) Agenda

- Review of Agenda
- Additions/Strike
- Approval of Agenda

Motion to approve agenda called by Heather, Lulu; In favour all
Motion passed, agenda will stand.

3) Consent Agenda

- Past Meeting Minutes: November Meeting 2022 (includes Executive Position Motions)
- Payables, Income & Expense Statement, Balance Sheet
- ~~Executive Directors Summary Report & Staff Timesheets – Monday.com not able to generate reports or enter new data on going due to not for profit status re approval~~

Motion to approve the agenda called by Nuria, Lulu; In favour, all
Motion passed, consent agenda will be adopted.

2) Old Business - None

3) Admin Items

- Meeting Reminder for January – January meeting will be stayed, next meeting February 14th
- Update: MacKenna + Student – Student has been hired, details are being ironed out, but we have partial funding for her at 15 hours. MacKenna will be transitioning out in the new year. We will issue her a good letter of reference.
- ~~Alignment Meeting Date – to be determined at another date~~
- New Directors Search – Anyone who knows anyone please ask them, Krystal to speak to some newcomers who had shown interest before Christmas.
- Bylaws Committee Call for Volunteers – Nuria and Heather
- ~~Digital Christmas Card signature – Not needed.~~

4) Financials

- Grants: Municipal Grant Applications – This has been applied for and include funding for banners, entry sign, and winter baskets, TAVI Grant – Went to Murals for archway, and we are happy to support where necessary.
- Customer Summary: Bad debt write off (Top Hat Antiques: \$25 Vancouver Island Soap: \$35 Odika Cafe: \$35, plus Puppcats \$40)

Motion to approve bad debt write off called by Lulu, Ward; In favour, all
Motion passed, the above-mentioned bad debts will be written off.

5) Beautification

- RFP Responses – Multiple RFP's have been given with a difference in cost and materials. This needs to be examined. Ward has offered to speak to the other considered party.
- The board agrees that Krystal and Ward can be given the authority to award the basket RFP to a selected company as they both see fit.

Motion to approve Krystal and Ward to award RFP as they see fit, called by Nuria, Lulu; In favour, all
Motion passed, the baskets will be awarded as identified.

- 6) Branding, Marketing, Campaigns, etc.
 - ~~Branding: Town Maps, Directionals, Banners, and Old Town Insert + Muni review of signs (board review) – Not enough time to discuss~~
 - Campaign: Holiday Passport & Advent Calendar (radio, online, ads) – Proceeding as usual. Offering co-op advertising for the radio as donuts. BTU is taking advantage of those discounted points.
 - Campaign Fall/February: Neighbourhood good will run and be our fall campaign Feb – April.
 - Marketing: Valentine's Day – Do not focus on Valentine's Day instead the focus of any advertising should be on Family Day/Weekend.
- 7) Events
 - Past: Moonlight Madness – Review/Post-mortem, this event although popular for many can use an overhaul. There was some discuss about the excitement not being as it had been – which was a conscious and discussed decision we made in order to not compete with town events. It is recommended that we combine with the Market weekend and see if we can tie in marketing as a full event. This event needs an overhaul and re-tool.
 - Craft Beer and Food Festival Committee – Lulu and Nuria. Krystal will continue to search for grants and other essential things that are required for this event to happen.
- 8) Organization Affiliate Reports
 - Chamber of Commerce Report – Peter – Not in attendance, no notification as to why
 - CVCAS Report – Stephanie – Not in attendance, no notification as to why
 - Theatre Report – Michelle – Not in attendance, no notification as to why
- 9) Misc.
 - Martina from TCS has departed, there is no defined person who is currently looking after the DMO however TVI is continuing to manage. This continues to create an issue with different messaging and lost information between so many different directors, managers and coordinators that have come and gone through the years. It has been noted that it is felt that very little is happening from this organization for Chemainus.
- 10) Open Floor – No comments
- 11) Meeting Close
 - Motion to close the meeting called by Nuria, Lulu; In favour all
 - Motion passed, meeting is now closed at 9:31 am.