

## BOARD MEETING MINUTES | OCTOBER 9, 2020

LOCATION: Public Market Board Room DATE + TIME: Friday, October 9, at 8:00am TERM: Month 2/Year 3

### BOARD OF DIRECTORS:

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

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

Meeting called to order 08:08am

#### 1) Consent Agenda

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

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

#### 2) Adoption of agenda

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

#### 3) General Housekeeping Items

- Level of board involvement – Board would like to be consulted via a proposal sent to them for feedback and comments before it is launched for any major campaign or event. So long as items fit within the allotted budget, there is no need to seek approval, also board does not need to be consulted for media buys or initiative specifics, board will make suggestions at the proposal stage if they wish to see something specific. The board will remain as a non-working board unless tasked or asked to do something. Major marketing initiatives like billboards, will be sent via vote to ensure all are on the same page.
- Online voting – Continue only as needed on large items. Continue with survey monkey and add an option for discussion on the board page.

#### 4) Marketing

- Moonlight Madness & Holiday promotion - proceeding as usual, two days for the even to ensure COVID factors are being met and adhered to.
- Fall & Winter Marketing Opportunities – Interviews and content.
- Halloween – purchase pumpkins for around the town with numbers to do a search and find. Ward offered to have the entry pumpkin at his location.
- Business Directionals – No movement as other items have been priority

#### 5) Economic Development

- Dates for EDC discussion – November 6<sup>th</sup> has been selected, Facebook live stream for any member
- Grant opportunity – Apply for the grant as discussed for the overarching roadway arch off of the highway, try to also add in artistic signage off the highway if it fits.
- CVCAS discussion – Support the initiative to further First Nations art, details to come

#### 6) Misc.

- Write off bad debts in 2019/2020 fiscal  
Motion to approve bad debts to be written off:  
Declined, bad debts are to be paid.
- Printer Issue, proceed with printer purchase of \$399+ tax, use discretionary or supplies budget
- REQ. Shop Local South billboard (Jan-Mar)
  - REQ. Possible allocation of funding: Proceed with in-Kind billboard usage.

7) Open Floor

- Ward to Talk to Al Sebring about the boardwalk, movement and advancements
- Urban Legends launched a skincare line – share this out

Meeting called to close 09:14 am

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