

## BOARD MEETING MINUTES | JULY 12, 2022

LOCATION: SECRET GARDEN    DATE + TIME: Tuesday, June 14, 8:00am    TERM: Month 11/Year 01

### BOARD OF DIRECTORS:

Chris     Ward (Sick)     Nuria     Julie (Phone)     Heather  
 Danielle     Christina     Patricia     Janet     Lulu (MAL)

EX-OFFICIO:  CCOC - Peter     CVCAS     Theatre- Michelle     Guest: Blush

TEAM MEMBERS:     Krystal (ED)     MacKenna (CO)     Michelle (Events CO)

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- 1) Meeting called to order at 8:09 am by Chris Istace.
  - 2) Agenda
    - Review of Agenda
    - Additions/Strike
    - Approval of Agenda  
Motion to approve agenda called by Chris, Nuria; In favour all  
Motion passed, agenda will stand.
  - 3) Consent Agenda
    - Past Meeting Minutes: June 2022
    - Payables, Income & Expense Statement, Balance Sheet  
Executive Directors Summary Report & Staff Timesheets  
Motion to approve consent agenda called by Janet, Nuria; In favour all  
Motion passed, all items from consent agenda will be adopted in.
  - 2) Old Business - None
  - 3) Admin Items
    - August Meeting – As the summer will be in the height of the season, and the CBIA team will be busy with the last bits of Beerfest, it is recommended by the ED that the August meeting be stayed.  
Motion to approve consent agenda called by Nuria, Chris; In favour all  
Motion passed, the August meeting will be stayed.
    - Employee (contract end dates) – Michelle and Mackenna will be ending at the end of August based on their contracts. Michell's will not be renewed as she was only contracted for the Beerfest (CBFF) for 2022 and Mackenna's will be renewed for 10-15 hours a week dependent on the Tech Innovation grant becoming available which we have applied for at full pay however will likely only achieve 50% partial payment like we have this summer. The board feels there is value there to not overload myself with work so to proceed.
  - 4) Financials
    - We need to review the budget in the September meeting now that the August Meeting has been stayed.
    - There are a number of grants being considered, out, or going out including Tech Innovations for Mackenna.
  - 5) Beautification
    - Baskets Update – We are losing less baskets this year as we have had better weather. The agreement we had made with the person to fertilize the baskets was never fulfilled as they never showed up and did not have enough time for us with their new contracts getting in the way. This was cancelled. It is discussed that due to the flourishing nature of the baskets we will proceed without the fertilization.
  - 6) Branding and Marketing
    - Town Maps, Directionals, Request for additional Maps. etc. – This has been sent to Mark we are waiting for him to print these.
    - Banners Poles Update – We are waiting on Mark for this information.

## 7) Events

- Past: Canada Day – Canada was great, however not as well attended as previous years. We estimate between 800-1000 people in attendance. We equate this to COVID as well as potentially social changes to diminish the celebration of Canada for Canada Day.
- Current: Cowichan Craft Beer and Food Fest – We are proceeding with the Beerfest (CBIA) The following issues have been observed, because of COVID and the staff shortages, there is less commitment, prices continue to increase at a dramatic rate, in some instances as much as 42%. Our budgeting in February, March and May (May when we set the ticket price), seems to be very different than the cost of things as we proceed now with purchasing. Michelle is doing a good job, and we had anticipated that there would be 15-30 hours a week of work, she has maintained 30 hours a week due to the above issues also raising the budget from our Federal festivals grant. The ED has also been working extra hours to train, aid, and take on responsibilities. It is taking multiple calls, and an extraordinary amount of man power to get this moving along in contrast from previous years. This is in direct relation to the COVID and staffing issues we are seeing. For example: Due to the glass shortage our costs have gone up substantially and our timeframe is much longer than we would like. This means we will have to order the glassware before we have a firm handle on ticket sale numbers. Ticket sales have also been slower than before, again believed to be because of many things one is the concern of spending money and then not being able to go if contracting covid, as well as the realization of a very large crowd (with bad press of the most recent one being too close for comfort). There are also a lot of people commenting on this being a last minute purchase. We also have issues getting sponsors for the simple fact that people do not feel they want to give funds while continuing to face challenges themselves. In a sponsorship space of over 20K we have maintained \$250. We are doing lots of contra in its place however we have issues with token, glass, and general gold level sponsors. We are dedicating a large amount of time and attention to this which is also meaning more time from the ED after hours to ensure we are maintaining our targets. We have one volunteer when we previously had 30, and even delivery of things such as the stage is not available due to staffing issues. In short, the event is moving along however it is causing much more time and money than expected, and we are looking to reduce costs significantly to be bare bones at this point.  
-- Please note an email was sent to the board which details concern for revenue neutrality and the likelihood of this being a deficit due to all of the factors mentioned. The budget was outlined and there was a great deal of discussion regarding a reduction in tickets from 2,000 to 1,500 to ensure we can sell that amount, along with the budget that was static regardless of the number of occupants. With all of this the board members contributed, urged us to continue. Every effort for all to be made aware of the potential significant deficit which could be as high as ten thousand dollars, was made. The consensus was to do our best to reduce costs and that this was not foreseeable as the decision to proceed was in March when things with staff and COVID were more optimistic, and none of the shortages or costs could have been determined before ticket pricing was set. All due diligence was done correctly, but it is too late to do anything but move forward.
- Future: Fall Fest and Fun Run – Date: Sat. Oct 29<sup>th</sup>, confirmed will be discussed in August to determine parameters and if it is a good fit depending on the outcome of the CBFF.

## 8) Organization Affiliate Reports

- Chamber of Commerce Report – Peter. Street market was well received, lots of people in town they were very happy with the results however a number of their staff were sick and unable to be on-site for the day. They will be re-looking at the main billboard shortly. They are currently looking for an executive Director, Melody will be staying on as well as the visitor center manager. They have had a busy summer and some of the busses are starting to tell the visitor center when they are coming which is great for all.
- CVCAS Report – Stephanie – Unable to attend. Sick.
- Theatre Report – Michelle – Not in attendance, likely time constraints due to work load.

## 9) Misc.

- Giant Street Market Report – The street market was a huge success and there were many people in town. It was a bit slow going when it first started but picked up in the afternoon. We had Mackenna on-site representing the Beerfest and selling tickets. Although she was to share the table and space with Melody, she needed to do it alone as Melody from the chamber, Melody was sick during the event and could not attend. Peter was thanked for his attendance and the work to help with communication between the boards.
- Vacation – Krystal, ED will be on vacation the week of August 29- September 2<sup>nd</sup>. These will likely be

banked hours used, as there is such a large accumulation coming into the month, it is expected there will be much more, and some time after the event may also need to be taken. Mackenna also has a block week at the end of August which will need to be banked hours.

10) Open Floor

- Krystal, ED has voiced concern that she is feeling overworked by the many and consistent extra hours required and unexpectedly needed by the CBFF for this past months and more expected. She has noted to the board that she is beginning to feel burnt out, and unwell – hence the need for vacation. The board comments were to take the time needed after the event to recover and to ensure time in-lieu is taken and not just unused (Janet). The comments were of a supportive board understanding the workload placed upon its employee.
- Municipality – We need to contact the municipality about painting the poles outside of the Owl’s Nest and Candy shop to see if they will help us do that. We also need to follow up regarding black guard tops to keep the crows out of the garbage (Chris). Update: Upon leaving the meeting coincidentally the Muni was painting those very poles and had a note to look for the garbage toppers.

11) Meeting called to close 9:13 am

Called by Chris, Janet; In favour all

Motion passed. The meeting is now closed.