

BOARD MEETING MINUTES | DECEMBER 14, 2021

LOCATION: Willow St Cafe DATE + TIME: Tuesday, December 14, 8:00am TERM: Month 04/Year 01

BOARD OF DIRECTORS (6 in attendance):

<input checked="" type="checkbox"/> Chris	<input type="checkbox"/> Ward	<input checked="" type="checkbox"/> Nuria	<input checked="" type="checkbox"/> Julie (Phone)
<input type="checkbox"/> Erin	<input checked="" type="checkbox"/> Lulu	<input checked="" type="checkbox"/> Christina (Phone)	<input checked="" type="checkbox"/> Patricia (Phone)

EX-OFFICIO: ☒ Krystal (ED) ☐ MacKenna (Coordinator) ☐ CCOC ☐ CVCAS ☐ Theatre

Meeting called to order 08:14 am

1) Consent Agenda October

- Meeting Minutes To be approved
- Payables, Income & Expense Statement, Balance Sheet (approved last meeting)
- Executive Directors Summary Report & staff timesheets (approved last meeting)

Motion to approve consent agenda Lulu, Chris; In favour all

Consent Agenda November

- Meeting Minutes
- Payables, Income & Expense Statement, Balance Sheet
- Executive Directors Summary Report & staff timesheets

Motion to approve consent agenda Chris, Lulu; In favour all

2) Admin Items

- Bell McKinnon – C. Justice's Motion to the Muni, re: Request for Economic Planning Assessment – Send letter to muni in support, ask other businesses to support via a survey or communication
- January Meeting Date – Stay the January meeting and resume in February. Nothing of note for remainder of December, and January needs to be planning and finalizing small items.
- Board Member Change – Lulu would like to retire from the CBIA after 5 years on the board. We have set the February meeting to be the last meeting, and we will work on sourcing additional board members to replace.
- Grants – BC Chamber Shop Local Content – We had been wanting to partner with the Chamber of commerce for the Shop Local grant. Emily and Krystal has discussed in general terms what they would each like to see. In the last two weeks, we were told they would prefer to do something on their own. We submitted a detailed grant request for \$30,000 to directly offset costs of a shop local campaign. We were asked by the BC Shop Local managers if we would partner with the Chamber and we agreed. Unfortunately, they decided this did not work for them. We were not successful in the grant.
- BIA Christmas Card for members – Send a digital Christmas card to the membership.
- Holiday Hours – Krystal Will be off end of week to Christmas, using a mix of vacation and time in lieu from Fall Fest and Moonlight Madness/Holiday campaigns.
- EDC Items Update – We are continuing to work on the start of revitalization, Business Walks, New Business Taxation and Frontage Improvement discussions

3) Moonlight Madness & Calendar – Post event discussion – Worked well, next time maybe they go hand in hand with each other. Feedback from members was that there was too many things between the wrap specials for moonlight and the specials for their calendar day. Pre-publishing the sales was potentially a detractor.

4) Shop Local – Jan/Feb/March discussion with/without grant – If the Shop local grant is not approved, in February and March use online to highlight businesses again and work on the video's as a priority.

5) Family Day – Discussion: Let’s do a simple scavenger hunt for Family Day. We will not be doing anything for Valentine’s day as we do not have the market to do that.

6) Holiday Marketing Update – in market – Gift cards not moving this year, but they are still there, advent calendar feedback and passport feedback.

7) Misc.

- SIGNAGE - Signage Stall – Municipality next steps – They still haven’t taken any steps to approve, adjust, or define land. Our next steps would be to petition council to make this a priority in the new year after we connect with them then.
- AGM Confirm Availability – February, middle to end dependent of Financial Statements.
- CBIA Facebook + Instagram – completed and functioning.
- FINANCE - AGING SUMMARY: Adjustment of Maple Lane’s Outstanding Balance –Outstanding \$360, Gave 200 muffins + Meeting goodies \$50+, Minus uncashed patio cheque of \$200.

8) Open Floor

- Chris: Call Terry at MacBrides and see if they want to run the car show. No need to host this in mid-town as many businesses are now closed or not offering what they had been. See if we can do something about lighting more trees next year on Willow Street.
- Lulu: Get Students from Highschool to paint windows before Moonlight Madness – donate art supplies, paint, etc.
- Nuria: Look into garden grant during our grant research and see if we can apply this to create a community garden.

Meeting called to close 09:02 am

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