

## BOARD MEETING MINUTES | JUNE 9, 2020 | 10m /2 yr

LOCATION: Zoom.us (video conferencing)

DATE + TIME: Tuesday, June 9, at 8:00

### ATTENDING DIRECTORS:

Debbie

Julie (Phone)

Nick

Ward

Chris

Warren

Barb

Kara

Nuria

Lulu

### EX-OFFICIO:

Krystal (ED)

CVCAS

Chemainus Theatre

GUESTS: \_\_\_\_\_

Meeting called to order 08:09 am

### 1) Consent Agenda

- Approval of May Minutes
- Payables (discuss expenses)
- Income & Expense Statement/Balance Sheet
- Executive Directors Summary Report

Motion to approve consent agenda: Chris, Debbie; In favour all

### 2) Board Member Exit – Karla has exited (due to change in jobs in Chemainus)

### 3) Marketing Campaign & Marketing

- Stories – continue: Very visible thousands of impressions, members seem to like the, members are being exhausted as there are only a few left who want to participate. Businesses united, which is the amalgam with interviews, and more online and into the summer campaign saying keep supporting the businesses.
- Incentive to purchase – Summer incentive – Potential of spending increments of \$50, let's not ask businesses to donate, small amounts of gifts cards, bingo, monopoly around town, Chemainus card, Paul McGreggor wants to do something need to bring him 4 receipts (basically passport), should we do the passport again? Better to look at Manopoly, or let's pull out the scratch and win. Explore monopoly/fun game name certain businesses which may be engaging, Explore Chemainusopoly.
- Move to staycations on the island with other locations for a later date to do this after Canada Day.
- Poster of the united to be with Chris, Debbie has a side window that she can possibly put them into as well. Michelle will look to see if they can put them up there too.
- Campaign on how merchants are protecting their customers are integrating to second stage campaign and united campaign.

### 4) COVID-19 Discussion

- PPE - we are sourcing for the town so that we can ensure there is a safety factor for businesses
- Signage – Getting this out to the members

### 5) Events

- Canada Day: We can do a banner participate and colour, explore some options Lulu looked at bike run – because can't guarantee to social distance not allowed, including car parade which makes it iffy due to the uncertain times making us potentially liable. Debbie agrees to remove liability. Items can include a big banner, instead of doing this as a summer incentive, maybe sidewalk squares, scratch card to collect locations on the map, etc. Use Canada Day funds making it a month long event. Sounds good and would work. Would need to be communicated well because it is so different. Possibly look at scavenger hunt for the day as well. – Update: Please note due to the stage 2 we were confirmed much of suggested would not be able to as it encourages congregation, but changes in stages right before changed what we were able to do.

### 6) Beautification

- Discussion and Cost updates: Baskets are looking good and all allotted

7) Misc.

- Security and concerns – no concerns, lots of security at the fuller lake camp, and everyone is feeling good. The company Chris suggested is looking to give us a promo code to drop the price which we can shop to businesses.
- Questions wanting to close down part of the street, we don't see a need and there is concern if parking is reduced. Restaurants aren't wanting or needing to push out into the street.
- CopCan Street – Early and tender ran a bit late and COVID too some time. They think it could go till the end of November. If ever a year to have this happen this is the year as we feel it will not be an issue with regards to permanent impeded of busses.
- Kim has done some cheques to get signed for superior gardens and the baskets as opposed to e-transfer.
- Request from a business member to open billboards and look at again, Best Western we let ride because there was not additional interest, we will be looking at that again. Chris in agreement. Would like both billboards ready to go again. So we can push or approve this.

8) Open Floor

Meeting called to close 08:54 am

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