

BOARD MEETING MINUTES | MAY 9, 2023

LOCATION: PUBLIC MARKET DATE + TIME: Tuesday, May 9, 8:00am TERM: Month 9 / Year 2

BOARD OF DIRECTORS – X = attendance, Blank = not in attendance:

- | | | | | |
|---|--|--|---|---|
| <input checked="" type="checkbox"/> Nuria | <input type="checkbox"/> Ward | <input checked="" type="checkbox"/> Lulu (MAL) | <input checked="" type="checkbox"/> Julie (Phone) | <input checked="" type="checkbox"/> Heather |
| <input checked="" type="checkbox"/> Christina | <input checked="" type="checkbox"/> Patricia | | | |
| EX-OFFICIO: | <input checked="" type="checkbox"/> CCOC | <input checked="" type="checkbox"/> CVCAS – Steph. | <input type="checkbox"/> Theatre- Michelle | <input type="checkbox"/> Guest: |
| TEAM MEMBERS: | <input checked="" type="checkbox"/> Krystal (ED) | <input type="checkbox"/> MacKenna (CO) | | |

- 1) Meeting called to order at 8:16 am
- 2) Agenda
 - Review of Agenda
 - Additions/Strike
 - Motion to approve agenda Heather, Nuria, all approved. Motion to proceed carried.
- 3) Consent Agenda
 - Past Meeting Minutes: March 2023
 - Payables, Income & Expense Statement, Balance Sheet
 - Executive Directors Summary Report & Timesheets
 - Motion to approve consent agenda Lulu, Nuria. All approved. Motion carried, March consent agenda passed.
- 4) Consent Agenda
 - Past Meeting Minutes: April 2023 (non-quorum)
 - Payables, Income & Expense Statement, Balance Sheet
 - Executive Directors Summary Report & Timesheets
 - Motion to approve consent agenda Lulu, Heather. All approved. Motion carried, April consent agenda passed.
- 2) Old Business
 - Old March Minutes – As passed above
- 3) Admin Items
 - AGM Update/Year End: To happen in June once financial statements completed, and ample notification time given
 - Students: Mackenna – Mackenna has now completed her student term
 - Grant-In-Aid Request: CVCAS – Request for \$3,000 in funding. The board reviewed their application and the grant funding earmarked from them along side what was given in prior years. The decision to meet the prior years grant of \$2,000 plus the addition of \$200 for music set-up on Canada Day (not talent). The total to be granted is \$2,200 and we will give an additional in-kind donation for visibility to them via CBIA activities. Please reference their approval letter for details.
 - o Motion to approve \$2,200 for CVCAS’s summer festival program and Canada Day set up, Lulu, Nuria. All approved. Motion carried, funding to be remitted to CVCAS.
 - In-Town Meetings
 - Request For Petition: Counsellor Istace request support be sought for the one-way street in 2025. This is to be a letter signed by Willow Street Residents to make that change. There was a request by a board member to see if this should also happen behind the building in the Aley as well.
- 4) Financials
 - Grants: Canada Student Jobs (CSJ) – Complaints should go to Alister McGrigor about how this program is allotted and run.
 - Unexpected: Waterwheel Sign – We have been given approval to reskin the Waterwheel Billboard once it has been fixed, however the costs will be substantial over \$800. Official quote to follow for discussion.
 - Planned/Delayed: Banners (large banner + road signs) – These were sent to Mark on May 1st. He is very delayed on printing these and installing them. He mentioned we should have them in one more week.
- 5) Beautification
 - Install Date: May 31 – Emails will be sent and people will be told to turn on their irrigation as per usual, assessments will be evaluated as usual balancing who gets what baskets where.
- 6) Branding, Marketing, Campaigns, etc.
 - Branding: Banners, and Old Town Insert + Muni review of signs – Banners have been sent to mark as on May 1st, old town insert will come with these, and review of Muni signs, awaiting quote from Mark.
 - Billboard: Best Western + Theatre + Henry Road, Discussions had, working on artwork and how this will net out.
 - Roadway Signage: Updates (Muni + Min. Transport) – No word back from Ministry of Transport, will follow up again.
 - Campaign: Neighbourhood good update – We were not seeing the return that we wanted to see from this. Therefore major pivots were made to reduce costs and not push the program further as we had planned. chemainusbia.ca better to pivot and save costs if it is not as effective as we had hoped. This is the first year we have not see the

shop local style program work, it is two full years after other communities saw little effectiveness with a local program. There is also some frustration with the distribution of the cards to measure impact, as they were to go into the paper directly under the wrap. Unfortunately, this did not happen, not only that but they were put with all the flyers, and about 600 of them were not stuffed. Therefore, we did not have the reach or capability to measure it accurately. With that said, the program was not as successful even despite printing cards and making them available.

- Campaign: Cowichan Coast – This program has been discussed with Ladysmith and will be used again in our out of market marketing.
- Website: Update – Constant updates are being made, including updating businesses, and working on a solid directory which the student, Cara, is handling.
- Tourism Branding: Visitor Guide (digital), Print VG's, Walking Map – All are in planning and work will begin shortly.
- Waterwheel Map – Melody is not sure of where this was at with Bill or who to contact to get this information, the project is therefore currently at a stand still

7) Events

- Planning: Canada Day Updates – Planning as usual, no surprises. We need volunteers.
- Discussion: Muni 150 – Nothing new to report.
- Discussion: Fall Festival – Initial discussion phase.

8) Organization Affiliate Reports

- Chamber of Commerce Report – Melody: Bill is no longer the president; Melody is to be the contact right now or Warren if needing anything. The memberships are going well, they are in full swing planning with regards to the markets and the giant street market.
- CVCAS Report – Stephanie: CVCAS has been asked to take over Little Town Christmas, board member mentioned we should look at partnering with Moonlight Madness – Stephanie will review. Keys needed for the Rotary Events signs, Stephanie will take care of making copies as needed for rainforest, chamber and CBIA.
- Theatre Report – Michelle – unable to attend.

9) Misc.

- REMINDER: Director Documents – Roles + Responsibilities, Confidentiality, Code of Conduct – These will be signed at the next meeting if there is time to review.

10) Open Floor

- Board member commented that it would be nice to have a toy drive for Moonlight Madness if we can combine with the Little Town Christmas. Something like the Pan pacific where they offer breakfast in exchange for toys, maybe we could have the Rotary offer pancakes and we could sponsor it.
- Green Lantern is undergoing a major reno, rooms will be converted to an Air B&B
- Renewal Looking ahead – Maybe discuss with them their want to join the BIA, and if that is something the BIA would like to approach as well. These chats need to happen in December before our January application to the Muni.

11) Meeting close 9:08 am

Motion to close meeting Nuria, Heather all approved.
The meeting is now closed