

BOARD MEETING MINUTES | JAN 8, 2019 | 5-1yr

DATE & TIME:

Tuesday, Jan 8, 2019 at 8:00 am

LOCATION:

Owl's Nest Café

ATTENDING DIRECTORS:

Debbie Ward Barb Karla Brenda
 Chris Kara Lulu

EX-OFFICIO SEATS: Chemainus Theatre Shelley CVCAS Krystal (on phone)

1) Meeting called to order 8:12 am

2) Consent Agenda

- Approval of Dec Minutes
- Payables (Cheques to be signed)
- Income & Expense Statement/Balance Sheet
- In favour all, Motion to approve: Lulu , Barb

3) Items For Review

- Work In Progress Report (WIP)
- Contractor Time and Expenses

In favour all, Motion to approve: Karla , Lulu

4) Financials

- Budget and YTD
- Year End completed by MNP – review BIA statement and financials for AGM

In favour all, Motion to approve: Karla , Lulu

5) Events + Discussion

- Holiday Passport Recap and Feedback – include BW next year, free stamp for all guests, good for distribution, etc. Increase campaign length back to one-month. Add back in big digital portion?
- Moonlight Madness – change to daytime event on Sat ? Encourage both locals and out-of-towners to attend. Discuss at event meeting.
- AGM Discussion – AGM – Tues, Feb 5 at 5pm at Willow St Café. – Shelley working on all pieces and will share as completed (before AGM). Everyone to help spread the word to ensure we have quorum for AGM
- Directional Signage (Business Directory Signage) – Krystal recommends first step to walk around and decide locations? Must include all areas of town and get inclusive feedback. Then contact Chris at Muni to discuss next steps. Review Tofino Signage Plan on shared drive.

6) Misc.

- Recruiting new Board members / new President - everyone to help spread the word and recruit.
- Completion of installation of in-town street banners – to be completed week of Jan 14
- HWY Billboards – ask pattison for advise on billboard knocked down. Both BW and Theatre interested in Co-op for both Billboards (northbound / southbound).
- Other Co-op Billboard (newest one we aren't happy with) to be updated on Mar 1.

- Chemainus Sign at BW – Karla will ask for measurements for re-installation and we will discuss how to move forward.
- RFP out for Baskets – this week Shelley will send to researched orgs.
- Revive Shop Your Town campaign in Spring? – Valentine’s Day “Love your town. Focus on both retail and eateries.

Heritage Signage – Encourage Museum? Apply for Grants? What roll would we like to take in this?

- New photos needed for refreshing marketing products (visitors guides in production now)

7) Open Floor – Detailed Event meeting to follow

8) Meeting called to close 9:03 am
In favour all, Motion to approve: Barb , Lulu