

## General Meeting – Minutes

**Date:** November 20<sup>th</sup> 2014

**Time:** 7.30 – 9:00am

**Location:** Legion Hall

### **Attendees:**

|                 |   |   |
|-----------------|---|---|
| Lesley Parent   | – | 49 <sup>th</sup> Parallel Printers      |
| Tammy Leslie    | – | Palmer Leslie, CA's                     |
| Teresa McKinley | – | Ladysmith Chronicle                     |
| Paul Mycroft    | – | Market 2 All (PMD)                      |
| Tina Fabbio     | – | Community Link                          |
| Frieda Douglas  | – | Salamander Books                        |
| Steve Wilkinson | – | Pharmasave                              |
| Tim Godau       | – | Ladysmith Plumbing and Heating          |
| Paul Joy        | – | Antique Addict                          |
| Marilyn Swallow | – | Wildflower Natural Health               |
| Gord Horth      | – | Ladysmith Town Council                  |
| Bill Drysdale   | – | Ladysmith Town Council                  |
| Sue Kodric      | – | SLK Fitness Studio for Women            |
| Darin Phillips  | – | Oceanview Community Church              |
| Brian Van Acker | – | Royal Canadian Legion Ladysmith Br.#171 |

### **1) Welcome/Call to Order – Lesley Parent**

– Meeting was called to order at 7:35 am. Introductions were made by Round Table.

### **2) Approval of Agenda/New Business Additions**

– Following the requested additions, the Approval of Agenda was motioned by Teresa McKinley and seconded by Tammy Leslie.

### **3) Approval of Previous Meeting Minutes**

– Following the requested amendments, the Approval of the Minutes from our last General Meeting was motioned by Teresa McKinley and seconded by Steve Wilkinson.

**4) Treasurer's Report** – Tammy Leslie gave a quick review of the available funds and the operating budget and she advised the group that the 2015 Membership Invoices will be forthcoming. The LDBA received two letters recently, first from the Canadian Cancer Society re: The Tour de Rock donation, and from the Ladysmith Arts Council re: 2015 Sponsorship.

### **5) Discussions and Updates**

– LDBA Boundaries – Lesley briefed the group of the proposed changes to the boundaries utilizing a map distributed by Paul Mycroft. A discussion ensued to expand the boundary eastward across the highway and extend north to include several lots on Rocky Creek Rd and southward to include Transfer Beach to Oyster Cove Rd. The topic will be included in the agenda for the December General Meeting and voted on at the Annual General Meeting (AGM) in January.

– Old Tyme Christmas – Lesley briefed the group that the event is two weeks away and asked if Cathleen McMahon has visited their place of business. She stated that to date the following services have been procured; the Trolley, 2 horse drawn carriages, the Santa House, the St. Joes

Nativity Scene, various choirs and the Legion Hall will be the venue for the “Kid’s Care” service graciously provided by Darin Phillips of the Oceanview Church. The “Elf on the Shelf” initiative was introduced and the businesses were encouraged to participate in order to bring more shoppers into their stores. The OTC maps will be distributed to the schools, placed in shops and posted on the website and Facebook Page. The 49<sup>th</sup> Grocery will also be stuffing bags this weekend to promote this event. The worldly Gourmet is looking to host an evening to score the chestnuts on Tuesday, Dec 2<sup>nd</sup> at 7pm. Several members have volunteered to attend that evening.

– Grand Christmas – Teresa informed the group that this event rolled out this past Tuesday and the instructions have been distributed. The draw is scheduled for Dec 12<sup>th</sup> at 11am at the LDCU as posted. Steve thanked the Marketing Committee members for their hard work and diligence at setting up this year’s campaign. Steve also stated that a post-campaign meeting will be held in January to review this event.

– Website – Paul explained that the website went through a critical update and was corrupted which required immediate action to acquire a new service provider and re-establish our site. Our present page is working fine and members were pleased to see the new site in its evolving stage. Paul emphasized that some time will be required to get the site fully functional with information and asked members to please be patient as numerous clients have been affected by this catastrophic event.

– TOL Update – Gord Horth briefed the group on the signage initiative and spoke of the parking signs now in place. He explained that the TOL has designated \$60k per year for the next four years to invest into this initiative. Gord thanked the LDBA for their efforts being active at getting new initiatives to the town. The membership thanked both Gord and Bill for the presence and support to the LDBA during their tenures serving the Ladysmith community on town council.

– Pharmasave – Steve distributed his flyer “A Night to Sparkle” to the members present and asked to pass the word to others.

– Coins for Kids – Teresa spoke briefly of the campaign and reminded members of the coin boxes in place at various locations in town.

**6) Adjournment** – Upon completion of the planned discussions, the meeting was adjourned at 8:50 am, following a motion by Tammy Leslie.

**Next General Meeting:**

**Date:** Thursday, December 18<sup>th</sup>

**Location:** Legion Hall

**Time:** 7:30 AM