



**LADYSMITH
DOWNTOWN
BUSINESS ASSOCIATION**

"Businesses creating partnership, opportunities and support for a vibrant community"

BOX 2462, LADYSMITH, B.C. V9G 1B8

LDBA@LADYSMITHDOWNTOWN.COM

WWW.LADYSMITHDOWNTOWN.COM

General Meeting – Minutes

Date: April 16th 2015

Time: 7.30 – 9:00am

Location: Legion Hall

Attendees:

Lesley Parent	–	49 th Parallel Printers
Paul Mycroft	–	Market 2 All
Tina Fabbro	–	Community Link
Steve Wilkinson	–	Pharmasave
Paul Joy	–	Antique Addict
Jack Tieleman	–	Global Vocational Services
Frieda Douglas	–	Salamander Books
Bruce Whittington	–	Bayview Framing
John Surtees	–	John Surtees – REMAX
Teresa McKinley	–	Ladysmith Chronicle
Cal Fradin	–	Ladysmith Town Council
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. Lesley Parent introduced Steve Wilkinson and Tina Fabbro as the two new Co-Vice Presidents of the LDBA to the group.

2) Approval of Agenda/New Business Additions

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

3) Approval of Previous Meeting Minutes

– The approval to adopt the Minutes from our last General Meeting was motioned by Tina Fabbro and seconded by Jack Tieleman.

4) Treasurer's Report – Tammy Leslie was unavailable to attend today's meeting and therefore no report was presented.

5) Committee Reports –

– Ladysmith Town Council – Cal Fradin briefed the group that the Town signage project is funding dependent and Council has approved the funding request and now we wait for the grants. Paul Joy asked for information regarding the First Nation's development just north of Ladysmith and Teresa McKinley advised the group that the Ladysmith Chronicle recently published an article on the plans for this development which will entail commercial, shopping and housing. Bruce Whittington asked if the LDBA would invite a representative from the development group to do a presentation on the project. Steve Wilkinson has been in communication with developers and he explained that some businesses will be in place by September of this year and they are interviewing new tenants as early as next month. Bruce Whittington asked Cal Fradin of the status of hiring an Economic Development Officer and the Council's position. Cal stated that town council is still in deliberations regarding this position.

– Chamber of Commerce – No representation today, however Lesley Parent informed the group of their Home & Business Show held recently and that the COC Annual Golf Tournament is

scheduled for June.

– Membership – Paul Mycroft asked if any of the business owners present has not received a window decal to approach him and he'll ensure that you get one. He stated that he would have these at the next few meetings for distribution. He briefed the group that to date there are 67 members; Animal Hospital and the Wild Poppy are the latest additions and he is hoping to have 70–75 members for this year. He added that the last of the business profiles have yet to be placed on the website, but will go up shortly.

– Marketing – Steve Wilkinson advised the group that he will have the Marketing committee get together on Wednesday, May 6th to wrap up the Grand Christmas for 2014 and is anxious to get moving forward for this year's campaign. He will send out an email message to notify members of the details of the forthcoming meeting.

– Website – Paul Mycroft advised the group of the changes to the email system for the LDBA. He stated that the incoming email will be handled by Brian and himself. The secretary will then distribute message traffic to the appropriate party for their action as required. He asked members to contact Brian to ensure that the email addresses on file are correct. Teresa McKinley asked if the newsletter, the agenda and meeting minutes could be combined into one post to streamline the communication to the membership. It was agreed to ensure that Paul Mycroft receives the agenda and the minutes by the Friday before the meeting to incorporate into the newsletter page transmitted on the Monday morning. Jack Tieleman stated that the meeting dates could be included to be electronically entered into member's calendars. Brian Van Acker will send items to the Paul Mycroft with "DRAFT" watermarked on the documents for the newsletter posting and the approved documents will be posted on the website.

6) Presentation – Signage Committee Update – Jack Tieleman briefed the group on the issue of signage around town. He began his presentation by explaining the why and how the issue was brought forward to town council for their consideration. The slide presentation went on to inform the public of the changes forthcoming to the signage in Ladysmith. Jack and Cal Fradin confidently fielded questions arising from this very informative presentation. The group was advised that the Station signs are for 1st Ave and the paddle signs will be used to direct shoppers to venues on the side streets. It should be noted that the hanging Station signs will be at a cost to the business owners. Jack's conclusion advised the members of the grant applications being forwarded for the funding of this initiative. Also, a letter of support to the Town for Gas Tax Funding has been sent from the LDBA and will be tabled at an upcoming TOL Council meeting. Lesley Parent thanked Jack for the presentation.

7) Discussion

– Visioning Workshop – Lesley Parent advised the group of the results from the session and stated the Mission Statement and the Vision Statement for the members. The new Mission Statement is; ***"Businesses creating partnership, opportunities and support for a vibrant community"*** and the new Vision Statement is; ***"Cultivating the heart of the community for a vibrant downtown where businesses work together in support of each other and the community"***. She also stated that the roles of the executive members have been clearly defined.

– Kinsmen Fundraiser – Lesley Parent advised the group of an email message from Duck Paterson on behalf of the Kinsmen regarding their upcoming fundraiser for the Transfer Beach playground being held on May 2nd. A fun filled evening of entertainment and a Roast Beef dinner are in store for this event and tickets are \$30 each. He is hoping to sell 50 more tickets and asked the LDBA to pass on the information. Tickets are on sale at the 49th Grocery store and more information is available from their website.

– Ladysmith Health Care Auxiliary – Lesley Parent stated that their conference is slated for May 1st – 3rd at the Eagles Hall and on May 2nd the delegates will be out and about shopping. The

businesses wishing to provide incentives to the shoppers are asked to contact Nadi directly for more information. Paul Mycroft stated that he will contact Nadi on behalf of the LDBA.

– LAFF Golf Tournament – Paul Mycroft advised the group of the event scheduled for Sunday, May 24th at Cottonwood Golf Course. The cost is \$65 per player or \$250 for a foursome, which includes 9 holes of play, golf cart and dinner. He handed out entry forms with the information for those interested and stated that hole sponsorship opportunities and silent auction will also be available.

– Big Bike (Heart and Stroke) – Paul Mycroft stated that he will once again captain the Outrageous Cruisers on Monday, June 1st at 6:15 pm. A minimum donation of \$50 gets you a seat on the team. Registration for the team is online. Many members present advised Paul of their intentions to ride.

– LDBA Fundraiser – Lesley Parent informed the group of a communiqué from Kathy Holmes regarding a partnership to co-host a Night Market on the Saturday evening prior to the annual Arts on the Avenue. The Sunday art show has been relocated from the top of 1st Ave to the strip from Buller St. to Symonds Rd. A hearty discussion ensued regarding the new location and how the businesses can benefit. It was mentioned that interested businesses can contact Kathy directly. Tina Fabbro, Paul Mycroft and Steve Wilkinson seemed interested in attending a planning meeting, if organized. Lesley Parent spoke on an event with the Little Theatre as a fundraiser for the LDBA. To date, only ideas of an event have been tossed around. More discussion with Lesley on the topic is warranted.

8) Adjournment – Upon completion of the planned discussions, the meeting was adjourned at 9:10 am, following a motion by Steve Wilkinson and seconded by Paul Joy.

Next General Meeting:

Date: Thursday, May 21st

Location: Legion Hall

Time: 7:30 AM