



LADYSMITH
DOWNTOWN
BUSINESS ASSOCIATION

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

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General Meeting – Minutes

Date: May 21st 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
Nadi Bottomley	–	Ladysmith Health Care Auxiliary
Rich Huggins	–	Active Solutions Health & Sport
Scott Bastian	–	Ladysmith Festival of Lights
Bill Drysdale	–	Ladysmith Festival of Lights
Teresa McKinley	–	Ladysmith Chronicle
Lorne Gait	–	Coast Realty Group
Jenna Sutherland	–	Island Savings
Robert McIntyre	–	Island Savings
Randy Champagne	–	Vancouver Island Insurance Centres
Tammy Leslie	–	Palmer Leslie, CA's
Cal Fradin	–	Ladysmith Town Council
Darin Phillips	–	Oceanview Community Church
Melanie Ventura	–	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.

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 Bruce Whittington.

4) Committee Reports

Treasurer's Report – Tammy Leslie briefed the group that the 2015 Budget has been approved indicating that we are setting a deficit budget meaning that we will use some of the monies from last year's budget this year. We budgeted for our memberships fees of \$6k and we are presently at \$5.7k. Grant applications have been submitted but have not received word back on our request to TOL, but the grant from the LDCU for the Horse and Carriage rides for the OTC has been received. Our present bank account balance \$7.4k. We received a Thank you card from the Ladysmith Ambassadors for their support.

- Ladysmith Town Council - Cal Fradin briefed the group that the Town signage project ongoing and that the questions from the group at our April meeting are being entertained. The Roberts St. locations are being reviewed. However, re-locating the signage on the Island Highway may not be supported by Ministry of Transport (MOT), and the information board at the 49th Parallel has yet to be drafted. The signage placed by the City Hall is also being reviewed. The Economic Development Officer request from Bruce was addressed and the information is that TOL is not hiring an EDO at this time. A hearty discussion ensued regarding what would be an acceptable practice to ask the question again to TOL. Teresa advised the group that COC had made a proposal earlier this year. Lesley stated that the TOL and the CVRD are in partnership regarding Economic Development and can check the TOL website for information. Cal indicated that he will follow-up on the topic with TOL and will report back to the group. The idea of attending a TOL Council meeting to ask questions on this topic would be an option. Tammy will contact Alana at COC for information on their proposal.

- Chamber of Commerce - No representation today.

- Membership - Paul Mycroft stated that he has completed visiting businesses, as we have 70 members presently and he thanked his committee for their efforts and success. He encouraged all members to review their business profiles for the website and update as appropriate. Teddy is now taking requests for photo orders for your business profiles. Paul added that advertising opportunities are still available on the website and the email news sign-up is running well with approximately 150 subscribers. Lesley thanked Paul and his team for their efforts.

- Marketing - Steve Wilkinson advised the group that he held a Marketing committee meeting recently to wrap-up the Grand Christmas campaign. He distributed a sign-up sheet for those wishing to get onboard with that committee to get some new blood and ideas on the committee. The Grant application for \$2k to the LDCU for the Grand Christmas 2015 has been submitted.

5) Discussions

- LDBA Fundraiser - Lesley Parent explained that the Ladysmith Little Theatre wants to partner up with the LDBA to host a fundraising event. The property is available for an outdoor event to be held on Saturday, Aug 29th as a Medieval Fair for families during the day (1-5 pm) followed by a Medieval Feast for 100 people in the evening. Lesley stated that the food would be provided by Lesley and Jill Dashwood at a cost of \$30 per plate. There is potential revenue of \$3k with additional revenue generated by a ticket raffle, a 50/50 draw and ticket auction items. Lesley asked for volunteers from the group to step forward and donations for raffle or auction items would be appreciated. Lesley will advise the group on the results of this proposal to the Little Theatre group at an upcoming meeting.

- Light Up The Night - Paul Joy spoke with Kathy Holmes and she wanted a sponsorship of \$1k and ten people to help out. Paul advised the group that a Beer Garden would be a fundraiser for the LDBA. He has contacted the RCMP and will contact TOL for their approval and continue to investigate the possibilities of hosting this venue at the event. Lesley stated that a \$1k sponsorship is not in the budget presently. It should be noted that hosting a Beer tent is not associated with the \$1k sponsorship; it may be a matter of renting a tent for \$40. Teresa indicated that Insurance may be an issue to be investigated. Following a hearty discussion, Tina asked the group and made a motion to sponsor the event for \$1k and following a vote of attendees, the motion was defeated. However, eight members demonstrated a show of interest of support to further explore a beer garden. Paul will continue to move forward with his efforts on this initiative and report at a later meeting.

Social Enterprise - Steve Wilkinson briefed the group of the Social Enterprise movement hosted by SEVI. Sandra Hamilton of SEVI made a presentation to the TOL, COC, LDBA and LRCA recently to seek support for this program in Ladysmith. Steve stated that Social Procurement is all about acquiring products and services from local businesses and the second facet of the program is

to promote Social Consciousness to help socially assisted groups to operate businesses utilizing a business model as opposed to a charity model. Questions amongst the entities in Ladysmith concerning costs and partnerships are still being addressed. The idea is for Ladysmith to be the first Social Enterprise town in BC if not in Canada. The Social Enterprise phenomenon is very visible in the UK and one can go on You Tube to view the stories on file. The various groups involved agree in principle to support the initiative and basically “buy in” to the concept. The TOL would develop the policy and the next step would be to establish a steering group in order to move forward. The COC and the LDBA would function is a support role for entrepreneurs by including them in our seminars and show them to be successful in their business. Today, a “Day of Learning” is ongoing at the V.I.U. to inform interested parties of this initiative. Many local groups are very interested in this program. Lesley stated that more information is available on their website.

– LAFF Golf Tournament – Paul Mycroft advised the group of the event scheduled for Sunday, May 24th at Cottonwood Golf Course at 3pm. Entry forms are available on the LAFF website to register. The cost is \$65 per player or \$250 for a foursome, which includes 9 holes of play, golf cart and dinner. He 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. At present there are 14 members on this team and lots of space available. Costumes are recommended.

– Eggs Benefit III – Darin Phillips From the Oceanview Community Church distributed posters and advised the group of the upcoming event to be held on Sunday, June 14th from 9am –1pm at their parish on Davis Rd. This is the third edition and as always is drumming up considerable support from the community. The church’s role is to host the event and organize the labour in partnership with the Kinsmen Club. It should be noted that all proceeds from this function will go directly toward the Transfer Beach Playground Upgrade program. Lesley advised the group that this worthwhile event is one not to be missed.

– Ladysmith Health Care Auxiliary – Nadi Bottomley advised the group that their conference was very successful with 73 participants. She thanked the businesses and the Eagles for their support. Nadi informed the group that the Auxiliary has hired Brook Johnson as their fulltime manager for their business and that it is continuing to move forward.

– OTC – Teresa McKinley distributed a spreadsheet via email to the Directors recently and asked volunteers to confirm their participation and establish venues for this annual event scheduled for Friday, December 4th. Albeit early in the season, planning is moving forward and the ball is rolling.

6) Adjournment – Upon completion of the planned discussions, the meeting was adjourned at 8:55 am, following a motion by Tina Fabbro and seconded by Steve Wilkinson.

Next General Meeting:

Date: Thursday, June 18th

Location: Legion Hall

Time: 7:30 AM