



“Businesses creating partnership, opportunities and support for a vibrant community”

General Meeting – Minutes

Date: June 18th 2015

Time: 7.30am to 9.00am

Location: Legion Hall

Attendees:

Lesley Parent	-	49 th Parallel Printers
Tammy Leslie	-	Palmer Leslie, CAs
Paul Joy	-	Antique Addict
Rich Huggins	-	Active Solutions Health & Sport
Teresa McKinley	-	Ladysmith Chronicle
Nita Grant	-	Rotary
Tina Fabbro	-	Community Link
Paul Mycroft	-	Market 2 All
Frieda Douglas	-	Salamander Books
Cal Fradin	-	Ladysmith Town Council
John Surtees	-	John Surtees – Remax of Nanaimo
Bruce Whittington	-	Bayview Framing & Art
Jenna Sutherland	-	Island Savings
Robert McIntyre	-	Island Savings
Bill Drysdale	-	Festival of Lights
Steve Wilkinson	-	Pharmasave
Scott Bastion	-	Festival of Lights
Alana Newton	-	Alana Newton Coaching/Ladysmith Chamber of Commerce
Randy Champagne	-	Vancouver Island Insurance Centre
Darin Phillips	-	Oceanview Community Church

1) Welcome/Call to Order – Lesley Parent

- Meeting called to order at 7:36am. Introductions were made by Round Table. Lesley advised the group that this general meeting will be the last one for the summer.

2) Approval of Agenda/New Business Additions

- Approval of Agenda was motioned by Steve Wilkinson, 2nd by Frieda Douglas.

3) Approval of Previous Meeting Minutes

- Approval of the Minutes for the May 21st General Meeting was motioned by Tammy Leslie, 2nd by Frieda Douglas.

4) Treasurer’s Report – Tammy Leslie informed the group that the LDBA has \$6,500 dollars in the Bank. Tammy summarized that the revenues \$9,200 and expenses \$800 to date are in line with the established budget. The Town of Ladysmith approved \$1,000 request for OTC 2015.

5) Discussions and Updates

- Ladysmith Town Council – Cal Fradin reported back on Economic Development Officer question from the previous meeting. There is no funding in the 2015 budget for an Economic Development Officer. Cal suggested arranging a meeting with LDBA, Chamber, and the Town to the Mayor. The current Economic Development plan is available on the Town’s website. The Town

contributes \$10,000 for regional tourism to CVRD and to tourism office in Ladysmith. Cal response to the question, "where would a business wanting to move to Ladysmith find information?" is the Town of Ladysmith's website.

- Chamber of Commerce - Alana Newton reported that membership roundtable discussions and information gathering resulted in submitting a proposal in January 2015 to the Town of Ladysmith for economic development support in Ladysmith. In that proposal the Chamber is requesting that the money sent to CVRD be reallocated to the Ladysmith Chamber of Commerce to manage economic development locally. Formal acknowledgement from the town in regards to the proposal has not been received. It was noted that the town pays \$4,700 (need to confirm amount) dollars towards the CVRD website and suggested that the LDBA should appeal to the town to get \$1,500 of that money contributed towards its marketing/economic development activity expenses. Discussion ensued regarding linking both websites to further disseminate Ladysmith information. How to proceed with linking websites to be discussed further at an executive meeting. **Motion** by Bruce Whittington to give the LDBA executive the authority to endorse the Chamber's economic development proposal presented to the Town on behalf of the general membership, if appropriate. 2nd by John Surtees. All in favour, motion carried.

- Fundraiser with Ladysmith Little Theatre - Lesley Parent reported that the Ladysmith Little Theatre pulled out of the joint fundraiser. Suggestions for other fundraising ideas and partnerships are welcome. Fundraising proceeds support LDBA sponsored community events, marketing activities, and other community organizations/events.

- Dinner on the Dock - Paul Mycroft
On Friday, July 31 the Ladysmith Marina will reserve 20 seats for the dinner on the dock for LDBA members at the community marina. Cost \$18 per person to be paid at the event. Open at 5, dinner served at 6:15pm. Please RSVP with Paul Mycroft.

- Big Bike - Paul Mycroft briefed the group that the Outrageous Cruisers raised \$1,100 for the Heart & Stroke Foundation. The LDBA/BMO team comprised of 18 riders pedaled together to propel the big bike through the parts of the downtown core. Photos of the event are available on the website. Reserve June 6, 2016 to continue the LDBA Big Bike tradition!

- Social Procurement - Steve Wilkinson talked about social procurement and social enterprise. Social procurement looks at buying local and buying local first as a mandate for TOL businesses, which will affect how RFPs are written and contracts awarded. Social enterprise looks at helping government funded/social services to support themselves rather than looking for donations by running a business to create an income. The Ladysmith Hospital Auxiliary's Thrift Store is a perfect example of a successful social enterprise.

- Ladysmith Show & Shine - Nita Grant informed that this year's event is set for Saturday, August 15th. 1st Avenue will be closed to traffic from 6 am to 3 pm. The LDBA will sponsor the "Poker Walk" again this year. The "Rod Run" will take place on August 14.

- Old Tyme Christmas (OTC) - Teresa McKinley informed OTC will be held on Friday, December 4th at various venues on 1st Avenue. OTC will offer the same major events as last year. They are booked and ready to go. Looking for \$300 dollars more in sponsorships for the horse and carriage rides.

- Marketing Report - Steve Wilkinson briefed the group on the recent marketing meeting addressing the question, how to use advertising more effectively. The advertisement in the Chronicle (June 23) offers a taste of what is to come. Other topics to be further developed are: 1) 10% shift - getting back to it and using it in advertising, 2) coupon book, 3) consistency with name use to connect people and businesses to the Ladysmith Downtown Business Association, do not use LDBA when referring to the association online, in person, and on paper.

Next marketing meeting: July 8 @ 8am at 49th Café.

– Other points addressed

- a) Request made by member for a workshop about Facebook use for business success – to be discussed further at next meeting.
- b) Bruce Whittington shared a paper bag from Missouri that said “Thank you for shopping local. Further discussion needed.
- c) Motion by Teresa McKinley to reimburse Brian Van Acker for the cost of the coffee and tea served at general meetings. 2nd by Bruce Whittington. All in favour, motion carried.
- d) Rich Huggins announced that Active Solutions Health & Sports, a multidisciplinary care team will hold an open house on July 10 at the new location: 341 1st Avenue.

6) Adjournment – The meeting was adjourned at 8:55 AM, following a motion by Paul Mycroft.

Next Meeting:

General Meeting

Date: September 17th 2014

Location: Legion Hall Upstairs

Time: 7:30 AM

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