



# LADYSMITH DOWNTOWN BUSINESS ASSOCIATION

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

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## **General Meeting – Minutes**

**Date:** September 17<sup>th</sup> 2015

**Time:** 7.30am to 9.00am

**Location:** Legion Hall

### **Attendees:**

Lesley Parent	-	49 <sup>th</sup> Parallel Printers
Paul Joy	-	Antique Addict
Teresa McKinley	-	Ladysmith Chronicle
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
Robert McIntyre	-	Island Savings
Bill Drysdale	-	Festival of Lights
Steve Wilkinson	-	Pharmasave
Jack Tieleman	-	Global Vocational Services
Tim Godau	-	LD Plumbing & Heating
Alana Newton	-	Alana Newton Coaching/Ladysmith Chamber of Commerce
Randy Champagne	-	Vancouver Island Insurance Centre
Brian Van Acker	-	Royal Canadian Legion Br. #171

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

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

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

- Approval of the Agenda with additions was motioned by Teresa McKinley and seconded by Paul Joy.

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

- Approval of the Minutes for the June 18<sup>th</sup> General Meeting was motioned by Frieda Douglas and seconded by John Surtees. The approved minutes to be posted on to the LDBA Website.

### **4) Committee Reports**

- **Treasurer's Report** – Lesley Parent informed the group that the LDBA has \$8.2K in the Bank. She summarized that the budget is on track for the year and prepared for the expenses to be incurred with the upcoming scheduled events. A copy of the budget work sheet is on file.

- **Marketing Report** – Steve Wilkinson stated that the marketing group has been meeting recently and is working out details for the Grand Christmas and OTC events. He also brought up the topic of a coupon book similar to one used in past years, which initiated discussion from the group and provided some useful feedback that the committee will ponder in their further discussions on this item. The Grand Christmas and OTC are upcoming events and the committee is investigating opportunities to save money in the advertising aspect of these events. This committee met

yesterday to discuss issues and he noted that they will continue to advise the general membership accordingly.

## 5) Discussions and Updates

- Festival of Lights – Bill Drysdale briefed that there is a campaign in place as a fundraiser to acquire new and improved LED lighting for the season. He asks that folks visit their website in order to make donations. There is also an initiative to replace the base plates as permanent installations for rooftop displays in the downtown. The “Chuck Perrin” tree will be decorated using only LEDs provided by the Nanaimo Airport Authority.

- Tour De Rock – Teresa McKinley advised the group that the TDR is a short 10 days away and the “Adopt-A-Rider” campaign is in full swing. A minimum donation of \$50 to sponsor a rider gives you a sign, which the rider will keep and a photo opportunity with the sign and rider for display in your business. The scheduled ETA for the peleton is 2:00 pm Monday, Sept 28<sup>th</sup> at the LDCU on First Ave. There are still some tickets available for the Red Surge Dinner that evening at the Eagles Hall and can be purchased for \$25 each at the LDCU and the COC office. The painted and loaded Mini Fridge fundraising campaign is also ongoing and tickets for those items are available at the 49<sup>th</sup> Grocery store and other locales in town.

- Employment Seminar Series – Jack Tieleman gave a quick brief on the program presented last year in conjunction with the COC and LDBA. He and Ginger Brunner are prepared to move forward and present seminars for this year and will provide information regarding dates and topics accordingly. Members who attended these seminars last year commented on the value of the seminars and information received. This is a free service available for folks to attend and learn from experienced Human Resources personnel on employment practices and services available.

- Call for Directors – Lesley explained that as we approach the year end, there will be a requirement for Directors for the 2016 Executive of the Ladysmith Downtown Business Association, as terms for some of the present Directors will be coming to an end. Anyone interested in moving up into the Executive or Directors looking to advance are asked to make their intentions known for planning purposes.

- Old Tyme Christmas (OTC) – Teresa advised the group that this year’s event is scheduled for Friday, Dec 4<sup>th</sup> and that many of the activities from past years will be returning. However, she asked the membership if there are any activities that they would like to host in their businesses during this event. She explained that Laura Lucas has been hired as a coordinator, who will visit all of the businesses to provide information regarding the OTC and the Grand Christmas campaign. During the coming months, if businesses can think of activities that they would like to do for the OTC, please let us know. The OTC has been very successful and we look forward to another wonderful event.

- Fee Structure and Increases for 2016 – Lesley explained to the audience that since the LDBA hasn’t run any fundraisers recently to offset any shortfalls in the annual budget, there is a requirement to investigate raising the membership dues. Discussions with members indicated that although groups benefit from fundraisers, they are time and effort consumers and members would sooner make a donation to support a function rather than organize a fundraising event to support a function. It is noted that any changes to the Fees must be addressed at the Annual General Meeting (AGM) at year’s end. A healthy discussion ensued regarding raising rates across the board. **A Motion made by Cal Fradin to further discuss Membership Rate Increases at the October General Meeting was seconded by Paul Joy and passed.** This item is tabled and will be included in the agenda for the next General meeting.

- COC – Alana Newton briefed the group of the scheduled events planned for the COC in the upcoming months; Sept 23<sup>rd</sup> – Round Table Meeting Discussion, Sept 30<sup>th</sup> – Business After Business Mixer at the Coast Salish development, Oct 24<sup>th</sup> – Davie Jones Locker Fundraiser, and Apr 1<sup>st</sup> & 2<sup>nd</sup> 2016 – Home Show. She spoke of their initiatives in place and asked the group to participate with the COC and their events, and a point of contact from the LDBA would be most appreciated. The

Business Walk concept was explained and noted that the COC will take the lead on this initiative. Committees from the various groups would work together to accomplish this task and the results from the data acquired would provide valuable feedback and information towards the Economic Development Plan for Ladysmith. Steve Wilkinson commented on the past Spirit Awards and how it affected the business environment. Alana responded on the demise of the program given the setbacks and restrictions placed in order to host this awards celebration in Ladysmith. Lesley indicated that the Executive of both groups, COC and LDBA could possibly get together in November.

– Ladysmith Town Council – Cal Fradin briefed the group of his experience with the Business Walk Webinar and the benefits that this initiative would bring to the table regarding economic development in Ladysmith. He stated that the TOL is looking into a BIA By-law that is the first step in recouping funds paid to the CVRD for economic development. To view more information on this topic, one can visit the website for Ministry of Community, Sport and Recreational Development and view the article on Business Improvement Areas. The By-Law is the avenue needed to initiate the process to secure some of the taxation money from the CVRD. Bill Drysdale spoke to clarify some of the confusion regarding the clawback process as to how it works and the steps necessary to facilitate the changes. Cal continued to advise the membership that the Strategic Planning and the Economic Development plan discussions are ongoing at the TOL. Regarding Grants-In-Aid requests, he recommended that when applying for grants, consideration should be given to focus on individual events for support from TOL. He asked if the LDBA has representation at the COC? He also asked if the LDBA has representation at the CVRD Economic Development Commission? He explained that the Signage Committee is getting back on track and recommended that the original core group representing the various organizations regroup for a final review of this initiative. Lastly, he advised the group of the new garbage containers being assembled and distributed onto the streets of Ladysmith, which will be a substantial improvement from the present state.

– Island Savings Initiative – Rob McIntyre gave a quick brief on a new Bank Account “Chequing for Business” with reduced fees. Please feel free to check out the program at the Island Savings Branch in Coronation Mall.

**6) Adjournment** – The meeting was adjourned at 9:10 AM, following a motion by Bill Drysdale.

**Next Meeting:**

General Meeting

**Date:** October 15<sup>th</sup> 2015

**Location:** Legion Hall Upstairs

**Time:** 7:30 AM