



**LADYSMITH
DOWNTOWN
BUSINESS ASSOCIATION**

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

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General Meeting – Minutes

Date: November 19th 2015 **Time:** 7.30am to 9.00am **Location:** Legion Hall

Attendees:

Lesley Parent	–	49 th Parallel Printers
Tammy Leslie	–	Palmer Leslie CPAs
Paul Joy	–	Antique Addict
Teresa McKinley	–	Ladysmith Chronicle
Tina Fabbro	–	Community Link
John Surtees	–	RE/MAX of Nanaimo
Tim Godau	–	LD Plumbing & Heating
Paul Mycroft	–	Market 2 All
Frieda Douglas	–	Salamander Books
Cal Fradin	–	Ladysmith Town Council
Bruce Whittington	–	Bayview Framing & Art
Jenna Sutherland	–	Island Savings
Morgan Fisher	–	Royal LePage
Lorne Gait	–	Royal LePage
Matthew McMillan	–	High Street Dental
Steve Wilkinson	–	Pharmasave
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 Tammy Leslie and seconded by Teresa McKinley.

3) Approval of Previous Meeting Minutes

– Approval of the Minutes for the October 15th General Meeting was motioned by Tina Fabbro and seconded by Frieda Douglas. The approved minutes to be posted on to the LDBA Website.

4) Committee Reports

– **Treasurer's Report** – Tammy Leslie briefed the group that there is just over \$8k on deposit with the bank and that our spending to date is under budget. The Membership fees are over our budget, as is the website advertising. Spending wise, we budgeted for \$14k and we are at \$9.7k but we have the OTC and Grand Christmas events coming up to pay for so we are on target. A summary sheet of the budget information provided for this meeting is on file.

– **Chamber of Commerce (COC)** – Alana Newton briefed the meeting that the Davey Jones Locker fundraiser event scheduled for Oct 24th was cancelled due to poor ticket sales and as a result, the West Jet tickets provided by the sponsor must be utilized or you risk losing future support from that sponsor. In that light, a new campaign to “guess the amount of candy canes in the jar” has been established in order to win the West Jet package. Draw tickets are \$20 each and available at the LDCU, the 49th Grocery Store, the Nanaimo Airport and she’ll be present at Light Up to sell tickets. This campaign will continue until December 16th. The Business Walks initiative is scheduled for February and Alana asks for representation of 2 members from the LDBA to join the steering committee along with the TOL to get it moving forward. To clarify, the Business Walks are set up to visit businesses and attain feedback that will assist in the decision making processes, address their concerns and recommend improvements. The next item was an article in the Take 5 magazine regarding the “Shoe Box” project to assist women in shelters that she presently is the Coordinator for Ladysmith. These boxes are filled with items very much appreciated and distributed to local women’s centres. Sponsorship for these boxes is to a maximum of \$50 each and for more information on this initiative, please contact Alana. The Chamber of Commerce (COC) meeting is planned for Dec 15th between the COC and LDBA executives. She encourages those attending to bring their ideas and questions to that meeting. Alana briefed the group on her recent visit to the Vancouver Island Economic Business Summit. She provided a summary of some of the articles from the “State of the Island Report” that might interest our members. She encouraged all members interested to investigate attending next years function and for more information, contact their website.

– **Marketing Report** – Steve Wilkinson briefed the group that the next initiative in the works for the Marketing committee is a possible coupon book for the March timeframe. The committee is looking at options, costs and ideas and will report to the membership accordingly. Lesley thanked the Marketing Committee for their efforts and wished them continued success.

– **Town of Ladysmith (TOL)** – Cal Fradin advised the group that the Mayors report on Economic Development is in the latest Take 5 Magazine. He recommended that folks check out the report.

5) Discussions and Updates

– **Call For Directors** – Lesley Parent addressed the group on the topic and explained that in January at the AGM new personnel will be required to fill the vacancies of the Directors and Executive members, whose tenures will come to an end. She asked that personnel think about the opportunity of working as a Director with this dynamic team, so that the LDBA may continue to move forward and support the Ladysmith business community. Lesley stated that although some of the present directors will be stepping down, we will continue to be part of the organization and remain involved. New faces and new blood with new ideas are most welcome. The AGM is scheduled for Thursday, January 21st at the restaurant “Barnacle Barneys” with final details yet TBD.

– **Fee Structure and Increases for 2017** – Lesley explained to the audience on the requirement to increase rates for 2017, which means that this topic of a fee increase will be on the agenda for the Annual General Meeting (AGM). Discussions regarding the 2017 fee proposal would see members and associates pay \$150 per year an increase from \$120 and Not-For-Profits paying \$75, an increase from \$10 charged annually.

– **Old Tyme Christmas (OTC) & Grand Christmas** – Teresa advised the group that the Grand Christmas campaign is underway and that the bags are in the participating businesses. OTC ideas and venues were passed on the membership and that the event is scheduled for Friday, Dec 4th from 5–8 pm. She briefed that many of the activities from past years will be returning. The LDBA will establish a tent in the Library parking lot with Directors and volunteers to field questions and relay information. She explained that the “Elf on the Shelf” will be setup once again in participating businesses. The maps are in the developmental stage and will be distributed shortly to the schools and placed on the FACEBOOK and LDBA web page. The OTC has been very successful and we look

forward to another wonderful event. Teresa and Steve acknowledged and thanked the sponsors for their support for this event and campaign. The Legion will be hosting the Child Mind Centre graciously provided by the Oceanview Community Church group, who do a wonderful job of entertaining the children with crafts and activities. That being stated, we encourage shoppers to take advantage of this opportunity.

– **Empty Store Fronts** – Paul Mycroft spoke to the group that the page listing empty storefronts is now on the webpage for free. At present, there are two such listings and for more information, please refer to the LDBA website. The group is quite enthusiastic on this initiative.

– **Nanaimo Foundation** – Bruce Whittington gave a quick brief on the Nanaimo Foundation regarding an initiative that they wish to present to Ladysmith. There is a presentation planned to take place at the Eagle's Hall on Monday, November 30th at 7:00 PM. They are very excited about their proposal to establish a dedicated endowment fund within the foundation for Ladysmith. For more information, please refer to their website at NanaimoFoundation.com. This information is also available on the LDBA website.

– **Pharmasave Ladies Night** – Steve Wilkinson informed the group of this upcoming event scheduled for Sunday, November 29th at 7 PM. Tickets are \$15 each, with a portion being donated to the Ladysmith Food Bank.

– **Food Bank Support** – Paul Mycroft reminded folks of the dwindling support towards the Ladysmith Food Bank. He asked that members consider fundraisers and donations to this resource that needs our help. Teresa added that the Coat Drive is in full swing at the old Employment Navigators building and if you have other clothing items to donate, all donations are greatly appreciated. Steve made a suggestion to collect monies at the OTC for the Food Bank. Frieda Douglas made a motion that “**all monies raised at the Horse and Carriage donations go to the Food Bank**”, seconded by Tina Fabbro and carried. Members present vowed to sponsor the Horse and Carriage costs in order to make this initiative possible.

6) Adjournment – The meeting was adjourned at 8:20 AM, following a motion by Tammy Leslie and seconded by Steve Wilkinson.

Next Meeting:

General Meeting

Date: December 17th 2015

Location: Legion Hall Upstairs

Time: 7:30 AM