



LADYSMITH DOWNTOWN BUSINESS ASSOCIATION

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

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General Meeting – Minutes

Date: December 17th 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
Rich Huggins	-	Active Solutions Health & Sport
Paul Mycroft	-	Market 2 All
Frieda Douglas	-	Salamander Books
Bruce Whittington	-	Bayview Framing & Art
Scott Bastian	-	Festival of Lights
Bill Drysdale	-	Festival of Lights
Morgan Fisher	-	Royal LePage
Lorne Gait	-	Royal LePage
Steve Wilkinson	-	Pharmasave
Mark Drysdale	-	Ladysmith Chamber of Commerce
Jack Tieleman	-	Global Vocational Services
Darin Phillips	-	Oceanview Community Church
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 Jack Tieleman and seconded by Tammy Leslie.

3) Approval of Previous Meeting Minutes

- Approval of the Minutes for the November 19th General Meeting was motioned by Teresa McKinley and seconded by Steve Wilkinson. The approved minutes to be posted on to the LDBA Website.

4) Committee Reports

- **Treasurer's Report** – Tammy Leslie briefed the group that the 2016 Membership Invoices have been sent out and to date 14 members have responded. In summary, the Bank balance is \$6.9k. She stated that revenue is below budget by \$1k due to the fact that there was no large fundraising event during this past year. During the OTC there was a collection of cash donations that totalled \$255.80 that will be forwarded to the Ladysmith Food Bank on behalf of the LDBA and OTC, as agreed to from our past meeting. Our website advertising revenue is over by \$800 and our expenditures are right on target. At the AGM, the proposed increase to the Membership Fees for

2017 will be presented for official vote. A summary sheet of the budget information provided for this meeting is on file.

– **Marketing Report** – Steve Wilkinson briefed the group that the Marketing Committee reviewed material pertaining to the Grand Christmas campaign and is now taking a break for the Christmas season, but is planning to reconvene after the AGM to look into the idea of a coupon book for Ladysmith as the next initiative.

– **Chamber of Commerce (COC)** – Mark Drysdale briefed the meeting that their Christmas Social was held last evening at Cottonwood Golf Club. He explained that at that event a number of prizes from previously planned functions were distributed and awarded. The Candy Cane contest was extremely successful, far better than expectation. Profits from the Golf Tournament this past June were also announced and a donation of \$1000.00 each was made to Victim Services, LAFF and to the Fire Department. He made note to inform the group that the COC office will be closed during the Festive season and re-open after New Years. Their AGM is scheduled for March 2016 with details TBA. The COC Home and Garden Show is planned for April 1st & 2nd. The Business Walks initiative was explained to the group and they hope to have this set-up for early in the New Year, for the February/March timeframe. Lesley briefed the group on the Joint meeting with the COC and LDBA executive members that took place this past week with emphasis on strengthening our partnership, improve communications and sharing activities such as Seminars, Socials, Executive meetings, the Business Walk and the Shop Local initiative. The Directors who attended stated that this meeting was very positive and they look forward to working together in the future. They thanked the A&W for their support for the dinner served at this meeting.

– **Town of Ladysmith (TOL)** – Cal Fradin was not present at this meeting and therefore no report was presented.

5) Discussions and Updates

– **Old Tyme Christmas (OTC) & Grand Christmas** – Steve asked the members present for feedback regarding the OTC and the Grand Christmas campaign. Several members commented on their experiences and in general the comments were very favorable and positive. The “Elf-On-The-Shelf” was extremely successful as discussed by various businesses, as this was the highlight of the event. Pastor Phillips commented on the success of the Child Minding Centre organized by the Oceanview Community Church and hosted at the Legion Upstairs Hall, as their numbers of visitors increased substantially from past years. The general consensus was that there were considerably more families participating at this year’s event. Businesses also commented favorably that the preparation work done by Laura was outstanding. The Late Night shopping is also continuing to be very successful, as briefed by several retail shops. Steve commented that Kamal’s shop is a wonderful asset as he has taken the ‘Retail-Tainment’ to the next level, which has benefitted the town immensely. Steve acknowledged the efforts of the organizing committee for a ‘Job Well Done’. The Grand Christmas campaign organizers estimated that there were some 8000 entries this year, well over and above previous years. Teresa recommended that the entry bags received from the various businesses participating, that in future we staple their business card to their ballot bags for easier accountability. Teresa questioned the timings of the Horse & Carriage rides and that next year they be run from 5:30–8pm, as the first half hour was very quiet. Lesley explained that the reservation system for ridership was not an efficient practice for this venue and that next year we adopt the ‘1st Come – 1st Served’ approach to better accommodate patrons. It should be noted that Teresa has maintained an information package on this event for the record.

– **AGM** – Lesley reiterated to the group that the AGM is scheduled for Thursday, Jan 21st at Barnacle Bailey’s Restaurant from 5:30 – 8pm. The cost is \$25 each and the menu will be a smorgasbord featuring Chinese cuisine and a Fish & Chips entrée. On the agenda will be the topic of the Membership Fee Increase for 2017. The new 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. Tina asked that there be a workstation in place at the meeting for members to review their business contact information held on file. Tammy indicated that she is able to comply with this request.

– **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, they will continue to be part of the organization and remain involved. The remaining Directors are; Steve Wilkinson, Paul Mycroft, Paul Joy and Tina Fabbro and the new Directors appointed would be for a 2-year term. New faces and new blood with new ideas are most welcome. She also asked that applicants not attending the AGM to please produce a short biography with interests and aspirations for presentation on their behalf.

– **Nanaimo Foundation** – Bruce Whittington announced that the Nanaimo Foundation wishes to establish the Ladysmith Community Fund. There was a weak turnout at the presentation held at the Eagle's Hall on Monday, November 30th and they are keen to organize another meeting in late January. 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 and note that this information will also be available on the LDBA website and FACEBOOK page.

– **Festival of Lights** – Scott Bastian thanked the group for their support for the 'Adopt-A-Tree' program that was extremely successful. It should be noted that patrons sponsored 49 of the 67 trees in downtown Ladysmith. Scott stated that the FOL is having their Post Activity meeting this evening and that members and guests are welcome to attend.

– **Oceanview Community Church** – Pastor Darin Phillips advised the group that Christmas Eve Services will be at 4:00 and 7:00pm. All are welcome.

6) Adjournment – The meeting was adjourned at 8:50 AM, following a motion by Bruce Whittington and seconded by Tammy Leslie.

Next Meeting:

Annual General Meeting

Date: January 21st 2016

Location: Barnacle Bailey's Restaurant

Time: 5:30 PM