



General Membership Meeting - Minutes

Wednesday, April 20, 2016

6:00 – 7:30 p.m.

Location: Legion Hall

Attendees:

Paul Mycroft	-	Market2All
Tina Fabbro	-	Community Link
Nadi Bottomley	-	Ladysmith Healthcare Auxiliary
Paul Joy	-	Antique Addict
Rich Huggins	-	Active Solutions Health + Sport
Alana Newton	-	Ladysmith Chamber of Commerce
Cal Fradin	-	Town of Ladysmith
Scott Bastian	-	Chroma Paint & Design Inc.
Frieda Douglas	-	Salamander Books
Jonathan Zeiler	-	Chroma Paint & Design Inc.
Marina Sacht	-	TAKE5!
Sherry Coppick	-	Ladysmith Top Drawer Boutique
Doug McNeil	-	Pride Home Improvement
Trudy McNeil	-	Pride Home Improvement
John Cazander	-	Help 4 Hidden Disability Services
Rob Johnson	-	TAKE5!
John Surtees	-	Re/Max of Nanaimo
Michael Furlot	-	Pinnacle Wealth Brokers Independent Financial Planner
Eileen Scott	-	Jim Scott, Chartered Professional Accountant
Jim Scott	-	Jim Scott, CPA
Jerry Anderson	-	Post Office Antique Mall
Jack Tieleman	-	Global Vocational Services
Brian Van Acker	-	Royal Canadian Legion
Cal Fradin	-	Town of Ladysmith
Erika Massong	-	VI Physiotherapy Clinic
Rick Morencie	-	Red's Emporium

1) Welcome/Call to Order – Paul Mycroft

Meeting called to order at 6:01 PM beginning with round table introductions.

2) Agenda approval / New business additions

Motion to approve agenda as presented. Moved by Paul, seconded by Frieda. Approved.

3) Approval of meeting minutes

Motion to accept March 2016 minutes as presented. Moved by Tina, seconded by Paul. Approved.

4) Expert's Corner: Paul Mycroft – 10 creative marketing tips

EXECUTIVE:

PRESIDENT: Paul Mycroft, Market 2 All
VP: Jonathan Zeiler, Chroma Paint & Design Inc.
TREASURER: Tina Fabbro, Community Link Connexions
SECRETARY: Scott Bastian, Chroma Paint & Design Inc.
PAST PRESIDENT: Lesley Parent, 49th Parallel Printers

DIRECTORS:

Paul Joy, Antique Addict
Erika Massong, VI Physiotherapy Clinic
Kathy Holmes, Waterfront Art Gallery
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5) Reports:

- a) Town of Ladysmith: Cal Fradin
Cal provided update to the following items:
- The Town of Ladysmith commissioned a parking study in 2003, and today still looking at extra parking lots; no parking meters. To increase parking limit to 3 hours, Director of Development Services requires more formal feedback.
 - LMS: The Town's trolley has been donated by the Town to get rendez-vous groups into the downtown core.
 - LMS has prepared a questionnaire for tourists to complete; partnership with LDBA?
- b) Chamber of Commerce: Alana Newton
Alana informed the membership of the following:
- The Home & Business show had over 900 visitors over the 2 days
 - Chamber currently has 145 members paid to date
 - Economic Development round table meetings: as a result of these meetings, the business walks program is to be completed by June
 - Chamber Golf Tournament is June 17
- c) Treasurer: Tina Fabbro
- Tina advised the bank balance as of March 1, 2016 was \$7,370 and March 31 was \$6,237. The main expense has been liability insurance.
 - Currently 76 paid members + 4 new = 80 total.
 - Tina presented draft budget approved by the Executive. Rob Johnson asked a question about why there is a budget for Facebook when he said it is free. Paul Mycroft explained boosting posts and associated costs.
- Motion to approve budget as presented. Moved by Jonathan Zeiler, seconded by Paul Joy. Motion carried.
- d) Marketing: Paul Mycroft
Paul provided overview of the following:
- 10 locations have been identified for rack cards to be strategically placed around town
 - Facebook promotions and benefits to becoming a fan of the LDBA page
 - E-newsletter distribution
 - Boosting posts for Old Tyme Christmas and small business week
 - LDBA having a booth at the Arts on the Avenue
 - Business cards are printed
- e) Membership: Paul Joy
- 80 memberships to date thanks
- f) Other:
- Paul Mycroft put out a call for more members to be part of the business walks program. Paul Joy circulated a sign-up sheet after discussing how the program works, what data will be collected, and how it will help future planning. The walk will take around 3 hours to complete.

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**LADYSMITH
DOWNTOWN**
BUSINESS ASSOCIATION

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INFO@LADYSMITHDOWNTOWN.COM
WWW.LADYSMITHDOWNTOWN.COM

g) Dates for your calendar

- May 2 @ 11:00 am: 1st Avenue trash pick-up – 1 hour starting at Royal LePage
- May 30 @ 6:15 pm: Big Bike Ride for Heart & Stroke Foundation

6) New Business:

- a) LRCA youth week is May 2 – 6. This program focuses on youth (ages 13-17) services in Ladysmith
- b) Amazing Race on May 5: next year's event is proposed for downtown Ladysmith
- c) Paul Joy thanked Paul Mycroft for his past work recreating the LDBA website (30 hours for free)
- d) Paul Mycroft stated that the LaFF golf tournament is looking for sponsors and participants

6) Adjournment

Motion to adjourn meeting at 7:30 PM. Motion by Nadi, seconded by Jack. **Motion carried.**

Reminder that the social is immediately following this meeting at Fox & Hounds.

Next meeting:

Thursday, May 19th, 2016 from 7:30 – 9:00 a.m.
Royal Canadian Legion - upstairs hall, 621 First Avenue, Ladysmith

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