



## General Membership Meeting - Minutes

Thursday, July 21<sup>st</sup>, 2016, 7:30 – 9:00 a.m.

Location: Legion Hall - Upstairs

### Attendees:

Paul Mycroft	-	Market 2 All
Lesley Parent	-	49 <sup>th</sup> Parallel Printers
Rich Huggins	-	Active Solutions Health + Sport
John Surtees	-	Re/Max
Kevin Owens	-	Evergreen Cremation Centre
Cal Fradin	-	Town of Ladysmith
Tina Fabbro	-	Community Links
Lindy Skutnik	-	460 Realty
Bill Drysdale	-	Festival of Lights, Ladysmith Search & Rescue, Ladysmith Expo Trail Stewardship
Rob Johnson	-	Take 5
Eileen Scott	-	Jim Scott, CPA
Jim Scott	-	Jim Scott, CPA
Freida Douglas	-	Salamander Books

**1) Welcome/Call to Order** – Paul Mycroft  
Meeting called to order at 7:36 AM

**2) Agenda approval / New business additions**  
Motion to approve agenda as presented. Moved by John Surtees, seconded by Lesley Parent. Approved.

**3) Approval of meeting minutes**  
Motion to accept June 2016 general meeting minutes as presented. Moved by Lesley Parent, seconded by Kevin Owens. Approved.

### 4) Reports

- a. Treasurer – Tina Fabbro
  - i. Account balance is \$10,051.52 with recent donations from LDCU (Old Tyme Christmas, Grand Christmas)
  - ii. Two new members in June – now up to 85 members total
  - iii. Approved treasurer report moved by Eileen Scott, seconded by Paul Mycroft
- b. Town of Ladysmith – Cal Fradin
  - i. New garbage cans are in – will be looking at Buller to Roberts St along First Avenue to see how the garbage cans are handling the pedestrian traffic.
  - ii. Live-streaming will be occurring for all future Town Council meetings

### EXECUTIVE:

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

### DIRECTORS:

Paul Joy, Antique Addict  
Erika Massong, VI Physiotherapy Clinic  
Kathy Holmes, Waterfront Art Gallery  
Rich Huggins, Active Solutions Health + Sport



- iii. BC Transit – change to the bus schedule as of October 3<sup>rd</sup> with three round trips to Duncan during the week and two on Saturdays as part of a pilot project
- c. Chamber of Commerce
  - i. Visitor center is very busy at this time
  - ii. Data from the Business Walk should be available in the coming weeks
- d. Marketing Committee
  - i. Banner is being produced for First Avenue that is to promote spending local – cost to be covered by the town
  - ii. Rack cards are all printed and waiting to be fully distributed
  - iii. Summer photo contest has ended
  - iv. Rob J – tee shirt campaign as part of marketing the community. Public to find “Lady Smith” carving with downtown businesses wearing a t-shirt that says “Have you Found Lady Smith” on the day of the search. T-shirts would be part of the way to promote the events. LDBA would buy the tee shirts and sell them to make small profit. Lady Smith would be hidden in a different locations every month. Letter has been handed to the LDBA for marketing committee to further discuss.
- e. Events Committee
  - i. Hill Dash – event will be running July 30<sup>th</sup> at 9 AM with registration opening at 8:15 AM as part of Ladysmith Days. Can register online or in person at Active Solutions Health + Sport and Benjamin Moore. In need of volunteers – Paul has done a send out to the LDBA general membership.
  - ii. Old Tyme Christmas – have a call out for a coordinator with two people who have applied – hire by August. Everything is booked for the event.
  - iii. General membership meeting will take place in the evening for August 2016

#### **5) Experts Corner – Kevin Owens, Evergreen Cremations**

- a. Pre-arranged and pre-paid funerals to help take the burden off the executors to have to make choices
- b. Pre-arranged funeral can be set up online through the website by answering set questions
- c. Pre-paid is the second portion and will save you money long term as prices do increase over the years. Mandatory that pre-paid money is put in a trust/insurance company

#### **6) New Business**

- a. LDBA Online Profiles –
  - i. Take time to review profiles and ensure information is up to date
- b. Light Up the Night and Arts on the Avenue
  - i. Volunteers needed for August 27 – 28<sup>th</sup> for two-hour time slots to man the LDBA tent with the goal of directing traffic up First Avenue to businesses that are open
- c. Waterfront Area Plan
  - i. Tom Irwin and Jill Dashwood have been chosen to represent LDBA. Project to commence in fall 2016.
- d. Machine Shop Advisory Group

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**LADYSMITH  
DOWNTOWN**  
BUSINESS ASSOCIATION

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LADYSMITH, B.C. V9G 1B8  
INFO@LADYSMITHDOWNTOWN.COM  
WWW.LADYSMITHDOWNTOWN.COM

- i. Lindy Skutnik, 460 Realty has volunteered to represent LDBA
- ii. Early in the process with next meeting in August. Working on a Canada 150 Grant and connecting with community groups
- e. Ladysmith Days
  - i. In need of volunteers for Sunday July 31<sup>st</sup> from 2 – 4 PM as part of the KidsZone.
- f. Ladysmith Expo Trail Stewardship Committee
  - i. Bill Drysdale – founding member that has decided to clean the trail from waterfront to downtown. Cutting back bush and limb trees to create better site lines from Waterfront to downtown as part of Phase 1. Next step (Phase 2) is to get a sign to direct traffic to downtown. Phase 3 to landscape and provide solar powered LED lights. Phase 4 to trim lower bank trees and create a lookout. Fundraising and grants to help with costs.
- g. Cowichan Tourism Workshop
  - i. Reminder of workshop coming up on Tuesday, August 2<sup>nd</sup>, from 1 – 5 pm at Merridale Cidery – topic is to provide input on regional destination marketing for the Cowichan Valley.

## **7) Adjournment**

Meeting adjourned at 8:38 AM by Paul Mycroft. Seconded by Frieda.

### **Next meeting:**

Wednesday, August 17<sup>th</sup>, 2016

6:00 – 7:30 p.m.

Royal Canadian Legion – Upstairs Hall

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