



**LADYSMITH
DOWNTOWN**
BUSINESS ASSOCIATION

P.O. BOX 2462
LADYSMITH, B.C. V9G 1B8
INFO@LADYSMITHDOWNTOWN.COM
WWW.LADYSMITHDOWNTOWN.COM

General Membership Meeting - Agenda

Wednesday, June 15th, 2016 6:00 – 7:30 p.m. Location: Legion Hall

Attendees:

Paul Mycroft	-	Market 2 All
Paul Joy	-	Antique Addict
Lesley Parent	-	49 th Parallel Printers
Nancy Howitt	-	Nancy's Fashions
Roxane Plourde	-	Top Drawer
Kathy Holmes	-	Waterfront Art Gallery
Kevin Owens	-	Evergreen Cremation Centre
Cal Fradin	-	Town of Ladysmith

1) Welcome/Call to Order – Paul Mycroft

Meeting called to order at 6:00 PM

2) Agenda approval / New business additions

Motion to approve agenda as presented. Moved by Paul J, seconded by Kevin Owens.
Approved.

3) Approval of meeting minutes

Motion to accept May 2016 general meeting minutes as presented. Moved by Paul J, seconded by Kevin Owens. Approved.

4) Reports:

a) Town of Ladysmith: Cal Fradin

Cal provided update to the following items:

- The majority of the town's garbage cans have been put in with some more to be installed; some smaller cans will be kept in place.
- Fire Smart seminar at the Ladysmith Fire Hall from 12 – 4 pm on June 18th

b) Treasurer: Paul Mycroft

- Tina adjusted bank balance of \$10,452 (June 2nd)
- Town of Ladysmith Grant in Aids have been deposited into the account

c) Marketing: Paul Mycroft, Paul Joy

- 5000 rack-cards have been printed to be put in and out of town at various high traffic businesses/locations – Old Town Bakery, Art Gallery, Beantime, Black Door Décor, Chamber Office, Airport, etc; looking at the ferries but could be an expense attached to this.
- Banner on First Avenue to promote local spending with "Try Ladysmith First" on the banner and logos of Town, Ladysmith Chamber of Commerce and LDBA.
- \$1000 still remains in the 10% Shift budget and will be accessed

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, 49th Parallel Printers

DIRECTORS:

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



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- LDBA will have a booth at Light Up the Night (Aug 27 – 28) to promote businesses that will be open during that weekend
- LDBA Summer Photo Contest to help promote local photography of the downtown region. Photos need to be 300 dpi resolution.

d) Events Committee - Lesley

- Old Tyme Christmas – everything is booked for the event although we need to hire someone to help with final organization of the event
- Sponsorship for Old Tyme Christmas is needed as with volunteers for the evening
- Hill Dash event is in the works at the moment but more information required

6) Experts Corner – Kevin Owens, Evergreen Cremations

- Setting up a pre-arranged funeral with the purpose of having everything organized so that the executor has less to deal with during an emotional situation
- Money transferred for pre-arrangement needs to be put into a trust company in case that a funeral home goes bankrupt and can be transferred to the estate or a different funeral home
- 40 – 50% over the age of 40 have pre-arranged and many have prepaid for funeral now

7) New Business

- a. Waterfront Area Plan
 - a. Letter from the town for design charrette to provide vision for future development and need 2 LDBA representatives with response by June 30th
 - b. Time commitment is an undisclosed amount of time over 2 – 4 days and could include weekends and evenings spread out over 3 – 4 months
- b. Machine Shop Users Advisory Group
 - a. representative needed from the LDBA to assist with advising to help save the building (part of the Art Gallery)
 - b. meetings take place once a month for about an hour
- c. Tourism Cowichan Society
 - a. Have secured good financing to help promote local tourism
 - b. Cowichan is the only area without a hotel tax that can help generate further funds to advance society's mandate
 - c. Go to the Tourism Cowichan website to register your business
- d. Big Bike report
 - a. 8 riders raising over a \$1000
 - b. Paul will be stepping down as captain for next year's team
- e. Mr. Popper's owner Freida has recently passed away. The business was part of the LDBA in the past.
- f. Legion
 - a. Need to find a new keyholder with the leave of Brian Van Acker
 - b. Paul to follow up with Diane from the Legion to see if anybody can take this role
- g. Brian Van Acker
 - a. Will be leaving in the next week. A gathering at the Fox and Hound this Friday (June 17th) at 5:30 pm to say goodbye

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- b. Motion from Roxanne and seconded by Paul Mycroft to provide gift for Brian
- c. Kathy Holmes to donate a painting as gift for Brian
- h. Business Walk
 - a. Happening on June 22nd with the goal of gathering information of the current business situation in downtown Ladysmith

8) Business Arising From Minutes

- a. Parking Letter has been handed out to all the downtown businesses to ensure that they are not parking on First Avenue

9) Meeting adjourned by Paul Mycroft at 7:03 PM.

Next meeting:

Thursday, July 21st, 2016
7:30 – 9:00 am
Royal Canadian Legion – Upstairs Hall

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