



General Membership Meeting - Minutes

Wednesday, August 17th, 2016, 6:00 – 7:30 p.m. Location: Legion Hall - Upstairs

Attendees:

Paul Mycroft	-	Market 2 All
Lesley Parent	-	49 th Parallel Printers
Rich Huggins	-	Active Solutions Health + Sport
Paul Joy	-	Antique Addict
Eileen Scott	-	Jim Scott, CPA
Jim Scott	-	Jim Scott, CPA
Frieda Douglas	-	Salamander Books
Jonathan Zeiler	-	Benjamin Moore Chroma Paints
Erika Massong	-	Vancouver Island Physiotherapy
Tom Irwin	-	Design Charrette Waterfront
Andrea Rosita Taylor	-	The Chronicle
Michael Furlot	-	Pinnacle Wealth Brokers
Alana Newton	-	Chamber of Commerce
Kevin Owens	-	Evergreen Cremation
Nita Grant	-	Property Manager

1) Welcome/Call to Order – Paul Mycroft

Meeting called to order at 6:01 PM

2) Agenda approval / New business additions

Motion to approve agenda as presented. Moved by Paul Joy, seconded by Eileen Scott. Approved.

3) Approval of meeting minutes

Motion to accept July 2016 general meeting minutes as presented. Moved by Lesley Parent, seconded by Paul Joy. Approved.

4) Reports

- a. Treasurer – Paul Mycroft
 - i. Account balance is \$10,759
 - ii. Many new members that have joined during the year so not full payment. Now at 87 total members.
- b. Town of Ladysmith – Not in attendance
- c. Chamber of Commerce – Alana Newton
 - i. September 14th, 2016 – evening Business Mixer with mayor and new town manager. Need to RSVP for this event with the Chamber.
 - ii. Visitor center is very busy at this time with Mark away on holidays.
 - iii. Farmers Market will need a committee to choose the direction of the future of the market.

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



- iv. Business Walks event for late September/early October. Committee will be meeting on 31st August 2016 to review the results to provide answers for the community. Event date to follow these meetings.
- v. October 16 – 21, 2016 is small business week and will be looking to work in conjunction with the LDBA.
- vi. Women's Heart and Soul XPO nominations are coming up in Nanaimo. Event and nominations are being taken at this time. Go to website for more information on tickets and nominations. Event is October 1, 2016 at the Nanaimo Golf Club.
- d. Marketing Committee
 - i. Banner is being produced for First Avenue to Try Ladysmith First
 - ii. Rack cards are now in 20 locations around town
 - iii. Summer photo contest has ended. Over 1400 people checked out the Summer Photo Contest on Facebook.
 - iv. Looking for a new Marketing Committee member as two members have stepped down from their positions
 - v. Arts on the Avenue is looking for 3 volunteers for 2 hours at a time on the August 27 – 28 weekend.
- e. Events Committee
 - i. Hill Dash – event was a success in terms of getting people to the downtown core region. Event has made some money for the LDBA moving forward.
 - ii. Old Tyme Christmas – have a call out for a coordinator with two people who have applied – hire by August. Looking for sponsorship – can contact Lesley and/or Tina.

5) Experts Corner – Lesley Parent, 49th Parallel Printers

- a. Offer many services including storefront design and installation.
- b. Most of the printing is done in house but can be sent away for printing that the store may not be capable of – with quick turnaround.
- c. Printing of photographs on photo paper, photo restoration is available. Recently updated an older smaller photo to a larger size with improved picture.
- d. Videographer, photographer on staff for professional service

6) New Business

- a. Light Up the Night and Arts on the Avenue
 - i. Has been a long term event that attracts many visitors to Ladysmith. Added the Light Up the Night event last year as a way to further promote the event on the Saturday evening.
 - ii. Volunteers needed for August 27 – 28th for two-hour time slots to man the LDBA tent with the goal of directing traffic up First Avenue to businesses that are open on Sunday, August 28th
 - iii. Paul Mycroft to contact Maritime Society about sending traffic to the downtown core.
- b. Cowichan Tourism Workshop
 - i. Businesses can register as a stakeholder on the Cowichan Tourism website for free to access many benefits. Businesses need to be tourism related.

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**LADYSMITH
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BUSINESS ASSOCIATION

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- ii. Remarkable Experience course through the Cowichan Tourism – get personal coaching and help many business aspects, including social media. Course fee is \$350.
- iii. Need more businesses from Ladysmith registered to create awareness for the North Cowichan region.
- c. Show and Shine – Paul Mycroft
 - i. August 20th, 10 – 4 pm – lots of traffic in the downtown region. Contact the Show and Shine committee if your business is open for the downtown Poker Run.
- d. Michael Furlot
 - i. Agricultural spin off in the Cowichan region into tourism (wineries, markets, etc). Minister of Agriculture will be speaking at Mt Brenton Golf Course on August 26th. Dinner event is 5:30 PM and cost is \$100.

7) Adjournment

Meeting adjourned at 6:59 PM by Paul Mycroft. Seconded by Frieda.

Next meeting:

Thursday, September 15th, 2016
7:30 – 9:00 a.m.
Royal Canadian Legion – Upstairs Hall

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