



## General Membership Meeting - Minutes

Thursday, September 15<sup>th</sup>, 2016  
7:30 – 9:00 a.m.

Royal Canadian Legion - upstairs hall, 621 First Avenue, Ladysmith

**1) Call to order – Paul Mycroft, President**

Call meeting to order 7:37 AM

**2) Agenda approval / New business additions**

Rich Huggins – Fast Eddy

Agenda approval moved/seconded by Paul Joy/Tina Fabbro

**3) Approval of meeting minutes**

Minutes approved and moved/seconded by Paul Mycroft/Paul Joy

**4) Reports**

a. Treasurer

- Tina provided an overview of the financial status and indicated that memberships to date is up to 89.
- Hill Dash raised \$500 for LDBA, \$380 for LRCA
- Web advertising – \$1810 to date (three outstanding accounts are paid)
- Expenses: monthly ad in TAKE 5 and Chronicle, Hill Dash, online maintenance fee, photo contest (to be paid from Town grant)
- 10% Shift bank balance is now \$0 as the balance has been withdrawn – funds are being used to pay for the Business Walk

Treasurer's report moved/seconded by Paul Joy/John Surtees

Paul Mycroft provided information on web advertising. Paul can provide analytics for business owners to identify banner click counts, email news, and if a person found the individual's business by a direct search.

b. Town of Ladysmith

- Canada 150 Festival Committee (partnership between Stz'uminus First Nations and Town of Ladysmith) met to discuss promotion and collaboration on a variety of initiatives. The Festival will run June 21 – July 1, 2017. Venue locations are being sourced and confirmed.
- Waterfront area plan being updated – design charrette status to develop vision for the future, public involvement sessions will be held later in the year
- Regional Tourism update – TOL in conjunction with CVRD focusing on supporting local tourism in CVRD. Individual businesses, in addition to community organizations, can register at [www.tourismcowichan.com](http://www.tourismcowichan.com)

**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  
Allen McDermid, TAKE 5 Publications  
Rich Huggins, Active Solutions + Sport



- Town of Ladysmith staff met with Chamber of Commerce to review data from the Business Walk – Councillor Henderson is council rep.
- c. Chamber of Commerce  
No representative in attendance
- d. Marketing Committee
  - Banner is being hung up downtown for Small Business Week
  - Grand Christmas organizing will continue on
  - LDBA had a booth at Arts on the Avenue promoting downtown businesses to attendees. Everyone felt it was beneficial to have the booth.

Andrea – Chronicle

Working on a page that will feature Ladysmith's downtown information, the idea is to start linking the LDBA with those businesses and showing the synergy between the two. LDBA is a great association with a great logo but what does that mean? This page will show the connection between the businesses and the logo.

Business Notes: to be featured in the Chronicle Ladysmith businesses that are starting up/expanding (i.e. bakery expansion). Left Coast Fashions owner purchased the Sutherland Block building of which Canvas Plus is the first new tenant. Business Notes will show the growth of Ladysmith and is editorial driven, not advertorial.

e. Events Committee

Hill Dash: Rich met with Shannon Wilson, LRCA Executive Director, to discuss that the two events go hand-in-hand (ball drop and hill dash). Looking to hold next year's event on a different weekend (possibly June 24) in an attempt to gain higher enrolment and not having to coordinate around the Ladysmith Days parade timeline. Feedback from participants: First Aid at the top, washrooms, landscape ties

Old Tyme Christmas kicks off December 2. Tamara Stone from Left Coast Fashions is the coordinator for this event, starting first week of October with Grand Christmas. As a business owner, think about what you want to do in your business for OTC. This will save the LDBA time and money.

**5) "Expert's Corner" – Jim Scott CPA - 22 High Street**

Jim provided an overview of his business and listed some of the questions he experiences most in his business:

1. Can I employ casual labour/temporary helper without going through payroll?  
If the job (i.e. window washing, lawn cutting) is hired through your home, yes.  
If the job is hired through your business, no.
2. Executor fees – you can charge a fee for being an executor but it must be included on your income tax; fees are pensionable and subject to CPP. The first \$3,500 is exempt.

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3. What expenses can I deduct against my business income?  
Ask yourself: "Am I doing this (initiative) to generate business or help the business?" or "what expenses were necessary to earn that business income?"  
Motor vehicles, business at-home expenses, meals for business travel are 50%, attending two conventions per year

If you took a customer for lunch or took a trip that was meant to generate business you can deduct the expenses.

#### **5) Discussion:**

- a) Old Tyme Xmas update – Paul Mycroft (on behalf of Lesley Parent)  
Covered above
- b) Tour de Rock (October 3)  
Teresa McKinley said goodbye as the Publisher of the Chronicle, and noted that she has been involved with the LDBA ever since starting with the Chronicle. The event she is most proud of is Old Tyme Christmas.

Tour de Rock Ladysmith Committee – LDBA and Tour de Rock have partnered for the Adopt-a-Rider, \$75 per rider (\$50 of which goes to the Camp Good Times for children), and a small portion pays for rider's dinner at the Red Serge Dinner. Businesses or individuals can sponsor a rider. Location of rider arrival is yet to be determined, may be at LSS.

- c) Photo contest winners  
Will be put up on the website.
- d) Possible December meeting date change  
Looking to find a date that will work with the Legion space. December's meeting may be cancelled.

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

Rich informed the members that Fast Eddy will be running through Ladysmith October 28 between 11:00-11:05 AM. Rich hopes to drum up excitement in the downtown business community and awareness of Fast Eddy's achievement running coast to coast, passing through Town.

Meeting adjourned  
Paul Joy, Jim Scott 8:44 AM.

#### **Next meeting:**

Wednesday, October 19<sup>th</sup>, 2016  
6 – 7:30 PM

Royal Canadian Legion - upstairs hall, 621 First Avenue, Ladysmith

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**LADYSMITH  
DOWNTOWN**  
BUSINESS ASSOCIATION

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

**Attendance:**

Jim Scott - Jim Scott CPA  
Eileen Scott - Jim Scott CPA  
Diane West - Royal Canadian Legion  
Frieda Douglas - Salamander Books  
Andrea Taylor - publisher Ladysmith-Chemainus Chronicle  
Rich Huggins - Active Solutions  
Cal Fradin - Town of Ladysmith liaison  
Tina Fabbro - Community Link Connexions  
Paul Joy - Antique Addict  
Scott Bastian - Chroma Paint & Design  
Paul Mycroft - Market 2 All  
Jonathan Zeiler - Chroma Paint & Design  
John Surtees - Re/max  
Teresa McKinley - volunteer Tour de Rock  
Sandra Narduzzi - Vancouver Island InsuranceCentres

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