



General Membership Meeting - Minutes

Wednesday, October 19th, 2016

6:00 – 7:30 PM

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

1) Call to order / President's Welcome

President Paul called the meeting to order at 6:01 PM
Paul mentioned the 'Try Ladysmith First' banner has been installed

2) Agenda approval / New business additions

Approved.

3) Approval of meeting minutes

Moved/seconded by Paul Mycroft/Paul Joy.

4) Expert's Corner:

No expert this month – if anyone interested for November, please advise Paul

5) Reports:

- a) Town of Ladysmith: Cal Fradin
 - a. Grants-In-Aid application deadline is upcoming, before end of year
 - b. New Waterfront Area Plan has started, consultant hired
 - c. Design charrette team interest is October 21
 - d. Viki Lyne II towed out of harbour to Nanaimo Ship Yard but still work to do – i.e. federal legislation
 - e. UBCM meeting: Sidney did a promotion called "Wow Program" – invite residents and visitors to participate in marketing and promotion efforts
 - f. Cal expressed an idea about revamping some of the sidewalk planters on First Avenue with permanent seating. Partnership with COC and LDBA to initiate this.
- b) Chamber of Commerce: Alana Newton
 - a. Two new board members
 - b. Discussions on how to create opportunities between LDBA and COC – seminars, education, etc.
 - c. Mark and Alana attended Nanaimo Chamber event to meet the new BC Chamber President
 - i. Alana discussed how community Chambers can submit concerns/policy to BC Chamber to lobby Canada Chamber to lobby governments (i.e. could have written direction/policy to these agencies)
 - d. Chamber building and washrooms will be open for Old Time Christmas

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
Rich Huggins, Active Solutions Health + Sport



- c) Treasurer: Tina Fabbro
 - a. Tina provided a treasurer's report handout indicating income and expenses for the month of September
 - b. One renewal member to bring membership total to 88
 - c. No outstanding deposits or withdrawals
 - d. September 28, 2016 is \$10,804.43

Paul Mycroft indicated that web advertisers are receiving good value for ads – 2,500 unique views looked at the website (7% up on the previous quarter). Homepage is full of news and photos, subscriptions are going up, exposure situations for advertisers is becoming more attractive.

- d) Marketing: Paul Joy
 - a. Meetings have taken place over the last couple weeks
 - b. Thanks to Kathy Holmes and Andrea for stepping up to help coordinate OTC
 - c. Grand Christmas ads are being worked on with Andrea and Kathy
 - d. Andrea discussed a new wrap on the Chronicle for advertising OTC, full four (4) pages
 - e. Reminder that late-night shopping is December 2, 9, 16 – requesting that store owners keep their stores open late
 - f. Tamara Stone will be coordinating
 - i. Discussion ensued regarding value and effectiveness of late night shopping nights – how to gain attention and get people into the stores
 - ii. Facebook insights on Festival of Lights
 - iii. Cal showed other publications and asked about Ladysmith's marketing plan for regional magazines, etc.
- e) Membership: Paul Joy
 - a. No report

6) Discussion:

- a) Old Time Christmas - horse & carriage volunteers
 - a. About one hour of time required by volunteers – Andrea Taylor and Sandra Narduzzi offered to volunteer at horse & carriage
- b) 2017 Executive & Directors – Board Nominations and Elections Committee
 - a. Discussion regarding 2017 Nominations and Elections.
 - b. Between now and December, two (2) people need to join the Board Committee (Rich Huggins) to be on the Nominating Committee. These new Board member nominations will be presented in December.
 - i. Call for nominating committee members
- c) Fast Eddy
 - a. Communication piece read

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**LADYSMITH
DOWNTOWN**
BUSINESS ASSOCIATION

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- d) Community Forum – October 25
 - a. Business Walks program partnership between LDBA, COC, and TOL
 - b. Results being presented October 25, 6-7:30 PM, Ladysmith Senior Centre 630 2nd Avenue. For more information or to reserve a seat please call the Chamber of Commerce – 250-245-2112

7) Upcoming Events

- a) October 28 6:00 PM – Fast Eddy meet and greet
- b) Sunday, November 6 – Festival of Lights work party, starts at 09:00 at 49th Parallel upper parking lot
- c) November 7 – Council Meeting
- d) November 14 – Municipal Services Meeting
- e) November 24 – 29th Annual Festival of Lights Night
Greg Edwards discussed the upcoming 30th Festival and encouraged people to put forward any recommendations for celebration
Adopt-a-Tree fundraiser was spectacular last year
Ministry of Transportation has made traffic changes for Light Up Night

Meeting Adjourned at 7:11 PM

Next meeting:

Wednesday, November 16th 2016

7:30 – 9:00 AM

Regional Canadian Legion Upstairs Hall

"A leader has the vision and conviction that a dream can be achieved. He inspires the power and energy to get it done."

– Ralph Lauren

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