



General Membership Meeting - Minutes

Thursday, December 15th, 2016
6:00 – 7:00 PM
Royal LePage building

1) Call to order / President's Welcome

Called to order at 6:12 PM

Paul shared some stats how the year started and ended:

- 2016 saw a 72% increase in unique visitors over 2015
- 2016 saw a 60% increase in pages viewed over 2015
- FB fans up 35%
- Email subscribers up 20%
- Increase in membership to 90 members

2) Agenda approval / New business additions

Lesley moved/Paul Joy seconded

- Send a cheque to Michael Dean for use of image
 - *Kathy made a motion to send Michael Dean a thank you note and \$250 for the use of his image for ongoing use OTC over the last 5 years*
 - Seconded by Jill*
 - Motion carried
- Event – Rich
 - Rich discussing with Shannon Wilson for 2017 to plan the "Coldest Night of the Year," a 5-km walk starting at 5:00 PM on February 25, 2017
 - The event will go through downtown to Transfer Beach and finish at Aggie Hall. The hope is for 20 teams of 8 people.

3) Approval of meeting minutes

Tina motion to approve/seconded by Paul Joy. All in favour. Motion approved.

4) Expert's Corner

No expert this month – working on confirming one for January meeting

5) Reports:

- a) Town of Ladysmith: Joe Friesenhan
 - Joe provided a brief overview of his background with the Town stating he was the Director of Public Works for 13 years and now a member of council
 - No report at this time
- b) Chamber of Commerce: Mark Drysdale
 - No representative

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:

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- Paul Mycroft provided a link to the video for Business Walks to council (through the e-newsletter)
 - c) Treasurer: Tina Fabbro
 - LDBA has been reimbursed by the Town for the street banner
 - \$500 received in donations
 - Still \$800 more promised as donations for OTC – yet to be received
 - End of November \$10,000 in bank but some cheques for OTC and Grand Christmas written \$3,000
 - \$1,000 to go out for Grand Christmas
 - \$1,000 for OTC Coordinator
 - Tina to send cheque to LRCA and ask for a receipt
 - Invoices for 2017 membership fees have been prepared
 - d) Marketing: Kathy Holmes/Paul Joy
 - Grand Christmas/Shop Local Event – 40 stores participated, Tamara promoted the event very well. Eleven businesses submitted gift certificates
 - Marketing – Kathy’s numbers from Facebook
 - Over 2,000 people looked at the Grand Christmas winners’ postings on Facebook
 - OTC boosted 4,332 views
 - Grand Christmas soft launch Nov 11 reached 526 people
 - Basic listing of 41 businesses resulted in only 241 views
 - Boosting on Nov 13 reached 4,266 people
 - Paul thanked the Marketing Committee for all the work, Kathy thanked Paul for all his efforts. Thanks to Lesley for her commitment to OTC.
 - e) Membership: Paul Joy
 - Three new members – Skillz Martial Arts, Pemberton Holmes, Re/Max Ocean Pointe
- 6) New business**
- a) 2017 AGM
 - Thursday, February 16 at Wigwam, 6:10 PM
 - Anyone wanting to participate in 2017 needs to be paid up
 - RSVP required
 - b) Call for Directors
 - Extend call to January 19, 2017
 - Two nominations to date, need three minimum
 - An ad needs to be posted in the media at least 30 days prior to the due date
 - Paul M to check with Andrea about deadline date for newspaper
 - c) Grand Christmas draw winners
 - Covered above
 - d) Cowichan Tourism Roadshow Meeting report

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- o Paul and Paul attended on November 30. Tourism Cowichan is separate identity from CVRD. Pushing tourism as an experience = "slow down, savour life." Website www.promotecowichan.com
 - o Paul M set LDBA as a stakeholder in order to promote events and sharing news on the website for free
 - o New signage, new visitor guide coming out
 - o Businesses in Town need to sign up – free advertising
- e) Change of Membership Fee
- o Kicks in for 2017 – regular member and associate member has gone up from \$120 to \$150. If paid before January 31, \$125
 - o Non-profit and private member from \$10 to \$75. If paid before Jan 31, \$62.50
 - o Associate members can advertise, upon Board approval

7) Upcoming Events

- a) Fri, Dec 9, 16, 23 – late night shopping
- b) Sun, Dec 18 – Ladysmith Fire Rescue Santa Parade

Discussion to advertise the 2017 year's schedule in advance.

Meeting adjourned at 6:58 PM

Next meeting:

Regional Canadian Legion Upstairs Hall
Thursday, January 19, 2017 **MORNING**

Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did do, so throw off the bowlines, sail away from safe harbor, catch the trade winds in your sails. Explore, Dream, Discover. –Mark Twain

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LADYSMITH
DOWNTOWN
BUSINESS ASSOCIATION

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

Attendance

Jonathan Zeiler
Scott Bastian
Sandra Narduzzi
Tina Fabbro
Kathy Holmes
Jim Scott
Eileen Scott
Paul Joy
Jill Dashwood
Lorne Gait
Paul Mycroft
Lesley Parent
Rich Huggins

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