



**LADYSMITH  
DOWNTOWN**  
BUSINESS ASSOCIATION

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

## General Meeting - Minutes

Thursday, January 19, 2017  
7:30 – 9:00 AM  
Legion Hall, Upstairs

### Attendance:

Scott Bastian – Chroma Paint & Design  
Paul Mycroft – Market2All  
Teresa McKinley – RBC Commercial  
Lesley Parent – 49<sup>th</sup> Parallel Printers  
Eileen Scott – CPA on High Street  
Jim Scott – CPA on High Street  
Paul Joy – Antique Addict  
Mark Drysdale – Ladysmith Chamber of Commerce  
Kathy Holmes – Ladysmith Waterfront Gallery  
Diane West – Ladysmith Legion  
Frieda Douglas- Salamander Books  
Sandra Narduzzi – Waypoint Insurance  
Lorne Gait – Royal LePage  
Andrea Rosato-Taylor – Ladysmith-Chemainus Chronicle  
Michael Furlot – Independent Financial Planner  
John Surtees – Re/Max of Nanaimo  
Tina Fabbro – Community Link Connexions  
Bruce Whittington – Bayview Framing  
Jonathan Zeiler – Chroma Paint & Design

### 1) Call to order / President's Welcome

Call meeting to order at 7:35 AM

### 2) Agenda approval / New business additions

### 3) Approval of December meeting minutes

Moved/seconded by Paul Joy/Frieda Douglas

### 4) Expert's Corner

Mark Drysdale – Ladysmith Chamber of Commerce

### 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  
**absent**  
Kathy Holmes, Waterfront Art Gallery  
Rich Huggins, Active Solutions Health + Sport  
**absent**



Mark and Paul Joy presented the Ladysmith Business Walks findings

Some conversation about succession planning, residential and commercial taxes

Thanks to Mark, Paul M, and Paul J for their involvement with the initial walks, survey results, and presentations

## 5) Reports

- a) Town of Ladysmith – Joe Friesenhan  
No report – not in attendance
- b) Chamber of Commerce – Mark Drysdale
  - AGM April 5
  - National Chamber week Feb 20-24 – will be hosting a significant Business Mixer during this time
  - Home & Business show being moved to October with a rebrand to become more of a business expo (less home)
- c) Treasurer – Tina Fabbro
  - Tina presented the budget noting new donations have been received, expenses for Old Time Christmas
  - End of December 2016 balance \$7,359.65
  - Total of 90 paid members in 2016 = \$7,430
  - 52 members have already paid their memberships for 2017
  - Membership discount is in effect until end of January
  - Tina will distribute receipts at the AGM for those requiring them
- d) Marketing – Paul Joy
  - Held a meeting Jan 18, 2017 to close out 2016 marketing plans
  - Accomplishments:
    - Another Grand Christmas
    - Facebook engagement doubled
    - Rack cards in 20 locations including Duncan, Parksville, Nanaimo locations
    - Window decals improved
    - Banner on First Avenue
    - Ads in TAKE 5 and Ladysmith-Chemainus Chronicle
    - Booth at Arts on the Avenue talking about business community
    - Getting together again on Feb 2 to discuss what 2017 will look like at the end of the year
    - 1<sup>st</sup> year Hill Dash
  - Andrea mentioned Clemens Rettich, Business Coach, and has approached him for a proposal - \$1,800  
Three sessions:
    - 1) creating finance models for selling business/running business day-to-day,
    - 2) marketing (social media, windows, events, etc.)

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- 3) customer service
  - Approx. \$400 available in the 10% shift fund originally administered by the Chamber of Commerce that could be used to offset costs for Clemens
- e) Membership – Paul Joy
  - Tina has sent out renewal forms, 50 members already paid
- 6) New Business:**
  - a) 2017 LDBA AGM – February 16, 2017 at Fox & Hounds
    - Paul has had 8 RSVPs to-date
    - 38 spots available
  - b) Storage of LDBA boxes and items
    - Looking for a single place to store boxes, banner, tent, etc.
    - Chamber of Commerce will store as a short-term solution
  - c) Spring event – Andrea/John
    - John discussed to have membership get involved in a spring/summer event to spread out activities outside of events that tend to occur in the fall/winter
    - Thanks for new members for being involved in the marketing committee and putting in all their hours of work and dedication
  - d) The Coldest Night event
    - February 25: LRCA is hosting Coldest Night of the Year, a family-friendly 2-km or 5-km walk in support of hungry homeless and hurting individuals in our community
    - Let Paul know if any members would like to be team leads/captains on behalf of the LDBA
  - e) Jonathan & Scott
    - Paul mentioned thanks to all those members for putting in 1-2 years of their time and explained to the group that Scott and Jonathan are moving to Saskatchewan for 2 years as Scott has accepted a term position with the City of Saskatoon.
- 7) Old Business:**
  - Meetings will be mornings for 2017 due to room availability
- 8) Upcoming Events**
  - a) Sun, Jan 22 – Festival of Lights take-down work party 9:00 AM
  - b) Mon, Jan 23 – Special Municipal Services meeting, first budget workshop
  - c) Wed, Jan 25 – Robbie Burns Night @ Fox & Hounds
  - d) Jan 26-29 Julian North art collection, donations for food bank
  - e) Mon, Jan 30 – Special Municipal Services meeting – second budget workshop

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**Meeting adjourned at 8:52 AM**

**Next meeting:**  
Thurs, Feb 16, 2017  
Legion Hall, Upstairs

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