



General Meeting - Agenda

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

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

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

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



- 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
 - 1st 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.)
 - 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

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



**LADYSMITH
DOWNTOWN**
BUSINESS ASSOCIATION

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

- 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

Meeting adjourned at 8:52 AM

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

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



LADYSMITH
DOWNTOWN
BUSINESS ASSOCIATION

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

Attendance:

Scott Bastian – Chroma Paint & Design
Paul Mycroft – Market2All
Teresa McKinley – RBC Commercial
Lesley Parent – 49th 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

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