



General Membership Meeting - Minutes

Thursday, May 25, 2017
7:30 – 9:00 a.m.
Waterfront Gallery - Upstairs

Attendees:

Andrea Rosato-Taylor	-	The Chronicle
Paul Mycroft	-	Market2All
Rich Huggins	-	Active Solutions Health + Sport
Kathy Holmes	-	Ladysmith Waterfront Gallery
Paul Joy	-	Antique Addict
Frieda Douglas	-	Salamander Books
Jill Dashwood	-	Royal LePage/Waterfront Charrette
Eileen Scott	-	Jim Scott, Chartered Professional Accountant (CPA)
Jim Scott	-	Jim Scott, CPA
Joe Friesenhan	-	Town of Ladysmith
Bruce Whittington	-	Bayview Framing
Sandra Narduzzi	-	Waypoint Insurance
Peter Richmond	-	49 th Parallel Grocery
Duck Paterson	-	Festival of Lights/Show N Shine
Rod Smith	-	LMS Community Marina
Darin Phillips	-	Oceanview Church
Tina Fabbro	-	Community Link
Paul Joy	-	Antique Addict
Bill Drysdale	-	Festival of Lights
Mike Gregory	-	Ladysmith Chronicle
John Palmer	-	Adonai Financial
The Bird	-	Local Wildlife

1) Call to order – Andrea Rosato - Taylor, President at 7:34 AM

2) Agenda approval / New business additions

- Approved/seconded by Sandra/Jill.

3) Approval of meeting minutes – January and March

- January and March general membership meeting minutes approved/seconded by Frieda/Sandra.

4) Reports

- a. Treasurer – Jim Scott
 - Balance is roughly \$10,000 from primarily memberships. Still trying to add more new paid members by the end of the year.
- b. Town of Ladysmith – Joe Friesenhan

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DIRECTORS:

Erika Massong, VI Physiotherapy Clinic
Kathy Holmes, Waterfront Art Gallery



- Approval of 6 million dollars for the waste management plant moved forward
- Site assessment for biosolids is finished and should be ready by September 2017
- Design for waterfront is expected by the end of the June
- Tax notices have been sent out
- c. Chamber of Commerce - Mark Drysdale absent due to illness
- d. Marketing Committee – Paul Joy, Kathy Holmes
 - Kathy doing a great job of the Take 5 ads
 - New slogan “come for the ... and stay for the ...” is working well
- e. Events Committee – Rich Huggins
 - Hill Dash will be running on June 24th
 - If you would like a poster for your store then please let Rich know
 - Looking for volunteers for event day and prizes as giveaways between heats
 - New additions this year include Riot Brewery, Kinsmen club providing a bar-b-q, John Surtees sponsoring a Kids Zone, A&W root beer; will also music, the Dash, medals and all participants over 19 years old have a chance at \$500 in the Running of the Balls

5) New Business

- a. Rod Smith, Ladysmith Community Marina
 - Andrea does introduction of Rod Smith
 - Discussion around what the Ladysmith Maritime Society (LMS) Community Marina and how it helps the Ladysmith businesses
 - LMS is federal registered charity – has over 200 volunteers (>20,000 hours) that exists to serve the community (Town of Ladysmith and Stuminus) and oversees the LMS Community Marina
 - History of the organization – initially looked like it was about moorage but has in the past 5 years added a centre that has provided space and opportunity to expand initiatives
 - Strategic priorities moving forward are visitor attraction and retention strategies, waterfront plan and north area development, south marina expansion, marine trails = Large scale marine tourism and First Nations involvement as key to this development
 - LMS community marina provides affordable moorage for local boaters (Nanaimo River to Chemainus River must take up 90%)
 - Statistics on visitors include 2590 visitor nights/year with an estimated economic impact of >\$1,000,000 conservatively (2015 numbers); 18 rendezvous. 9 community dine on the dock functions of over 100 people (65% local/35% visitors), harbor heritage education program, ambassador program
 - Visitors 35% Vancouver Islanders, 30% BC, 32% USA, 3% other parts of Canada (2016 numbers)
 - Current visitors 6475 with direct spending \$700,000 and total annual economic impact of \$1.21 million
 - LMS spends about \$600,000 in the community
 - Invest about \$30,000/yr in annual marketing, website continues to grow
 - Opportunities to increased revenue for town – user friendly trails, shuttle to downtown/airport/ferry, signage to draw landbased visitors down to waterfront, programming to attract visitors on the shoulder seasons, Paddling Centre – North Area Initiatives (kayak storage, dragon boating, community programs, floating

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campground) opens on July 1 with improvements over the initial year, waterfront area plan, development plan

- Lot 651 (Dogpatch) – cleanup and expansion of the community marina – would bring nightly visitor total to 3000/yr using a conservative measure with estimate spending of \$200 – 250 day/boat (not including moorage) puts a minimum of 1.0 – 13 mil/yr into community
- cultural heritage of Stz’minus First Nations culture overall to move the LMS Community Marina into the future as a must visit location in the future
- not wanting to compete with the community and do not ask for local support for the LMS Community Marina (federal grants)
- b. Kid’s Pirate Day –June 2nd for Walk Around Town; event is at the marina
- c. Eggs Benefit 4 – Darin Phillips
 - Date is Sunday June 11 from 9 am – 1 pm; need two celebrity chefs for the event
 - Objective is to raises funds for park upgrade next to Aggie Hall
 - Oceanview Community Church is location of the event
 - Need 14 massive boxes of eggs stored prior to the event – Peter Richmond, 49th Parallel Grocery to assist with this
- d. Art on the Avenue – Kathy Holmes
 - John Marsten print is available for Canada 150
- e. Janet Docherty – June 15th meeting will be at this location
 - Coming to talk about Cowichan Tourism and how Ladysmith businesses can get involved
 - Events page on Cowichan Tourism that is not being utilized
- f. July Social – now date and time set yet
- g. Show & Shine, Festival of Lights – Duck Paterson
 - Show and Shine August 19th from 10 am – 3 pm – sidewalks not used and gives opportunity for businesses to promote themselves
 - LDBA to take on the Poker Walk – last year had 218 registrations and Sandra will chat with
- h. Hockey – Peter Richmond
 - 10 years ago had the largest street hockey tournament
 - June 4th is the event, starts at noon and done, need 5 players per team – had 2010 players 10 years ago; registration is open till
 - Nets and balls are provided; 2 ten minute halves – double knockout format
 - Has food carts, Hockey Hall of Fame at the Aggie Hall, skills competition, camping allowed at Transfer Beach, band and beer garden to close out the event
 - People seem to not be registering online and preferring to registering using forms
- i. Pig Roast Feast and Fundraiser
 - Duck Paterson discussing dinner
 - June 9th 6 pm at Ladysmith
 - Only 100 tickets available; opportunity to meet John Marsten

6) Meeting adjourned at 8:49 am.

Next meeting:

Thursday, June 15th, 2017

7:30 – 9:00 a.m.

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