



General Membership Meeting - Minutes

Thursday, September 21st, 2017
7:30 – 9:00 a.m.
Waterfront Gallery - Upstairs

Attendees:

Andrea Rosato-Taylor	-	The Chronicle
Rich Huggins	-	Active Solutions Health + Sport
Kathy Holmes	-	Ladysmith Waterfront Gallery
Paul Joy	-	Antique Addict
Frieda Douglas	-	Salamander Books
Erika Massong	-	Vancouver Island Physiotherapy
Joe Friesenhan	-	Town of Ladysmith
Sandra Narduzzi	-	Waypoint Insurance
Bruce Whittingham	-	Bayview Framing & Art
Paul Mycroft	-	Market2All
Mark Little	-	Skillz Ladysmith Martial Arts
Eileen Scott	-	Jim Scott CPA
Jim Scott	-	Jim Scott CPA
John Palmer	-	Adonai Financial
Frederic Robinson	-	Legal Shield
Mark Drysdale	-	Chamber of Commerce

1) Call to order – Andrea Rosato - Taylor, President @ 7:32 AM

2) Agenda approval / New business additions

- Approved/seconded by Paul Joy/Jim Scott

3) Approval of meeting minutes – June 2017

- Approved/seconded by Frieda/Sandra

4) Reports

- Treasurer – Jim Scott
 - Still \$13,600 in the bank with some expenses (Grand Xmas, Old Time Christmas) coming up so looking like we will have about \$5000-6000 at the end of the year
- Town of Ladysmith – Joe Friesenhan
 - Cowichan has asked Ladysmith to host some events for the BC Summer Games in 2018
 - Biosolids Facility should be open at the end of October 2017

EXECUTIVE:

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PAST PRESIDENT: Paul Mycroft, Market 2 All

DIRECTORS:

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



- iii. Temporary Permit for rental equipment company to operate for one year in area across the highway by the Home Hardware
- iv. Public washroom has authorization for the Kinsmen to complete the project.
- v. Waterfront Area Plan – should be done by the end of the year
- c. Chamber of Commerce – Mark Drysdale
 - i. Business Buzz on October 19th during Small Business Week from 10 AM – 4 PM at Eagles Hall. \$50 for LDBA and Chamber members. A number of successful business owners and educational speakers. Tammy Leslie on Top 10 tax tips, Clemens Reittich on business topics.
 - ii. Tax Changes – become educated on the possible changes in federal taxes. Consultation period ends October 2nd. Best way to have change to send individual letters to MPs. Information session will be put together in the next week so look out for this date.
- d. Marketing Committee – Kathy Holmes
 - i. Facebook ads are bringing in over 3000+ views through that LDBA page
 - ii. Ads are ready for October 2017 Take 5
 - iii. Sidewalk Sale/Arts on the Avenue – had 20 businesses open with good reviews from the businesses that were open. Most businesses said a 20 – 40% increase in sales with one business having as high as 200% increase. Kudos to the marketing committee for doing such a great collaborative job on this (signs, ads in paper, Buskers, etc)
- e. Events Committee
 - i. Old Time Christmas and Grand Christmas – Sandra met with Lesley P and all is moving forward with the planning for this.

5) New Business

- a. Frederic Robinson, Legal Shield
 - i. Sandra Narduzzi introduces Frederic Robinson, guest speaker
 - ii. LegalShield – gives access to lawyers at a lower fee if businesses have questions. Has partnered with top law firms to provide services in a timely matter (consultation within 8 hours). Service expectations are high based – can have unlimited number of issues on legal advice, letters/calls made on your behalf, contracts/documents reviewed (up to 10 pages), 24/7 emergency access. Services are available on an App that just needs to be tapped to be accessed. Charges are on a month to month basis – can leave contract at any point.
 - i. 3 types of services – family, business and identity theft
 - ii. Family – will, power of attorney for personal care or property for members and spouse. Cost is \$26/month for services for family. Home based business rider is available if you work out of your own home.
 - iii. Business – hiring/firing employees, issues with debt collections, dispute with a vendor are typical issues. Price is \$49/month for Small Businesses with under 10 employees. Prices increase to \$105/month for businesses with 50 employees or under and \$175/month for businesses with 100 or fewer employees. Businesses must be for-profit and cannot be publicly traded.

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**LADYSMITH
DOWNTOWN**
BUSINESS ASSOCIATION

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- iv. Identity Theft – have availability to a private attorney to clear your name of ID theft
- b. Downtown Freeway Signs – Kathy H and Sandra
 - i. Working on getting signs prepared in the near future
 - ii. Grants for signs on the highway. Joe states we should chat with Jessica to see if Grants are available for this project.
- c. October Meeting and Business Buzz – Andrea Rosato - Taylor
 - i. Meeting is currently scheduled for 19th October 2017
 - ii. Delay this meeting until 16th November 2017 and have members attend the Business Buzz put on by the Chamber of Commerce for Small Business Week.
- d. Derelict Buildings – Andrea Rosato – Taylor
 - i. Mayor, Tammy Leslie from Chamber and Andrea have all met together. No lack of interest in buyers looking at buildings but no completed purchases. Some owners of buildings are open to dressing up the building to look improved for the downtown core.

Meeting adjourned by Andrea Rosato – Taylor at 8:24 AM.

Next meeting:
Thursday, November 16th, 2017
7:30 – 9:00 a.m.
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