



## General Membership Meeting - Minutes

Thursday, November 16<sup>th</sup>, 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
Lesley Parent	-	49 <sup>th</sup> Printers
Paul Mycroft	-	Market2All
Jim Scott	-	Jim Scott CPA
John Palmer	-	Adonai Financial
Bruce Whittingham	-	Bayview Framing and Art
John Surtees	-	Re/Max Nanaimo
Tylor Nelson	-	CrossFit Ladysmith
Mike Gregory	-	The Chronicle
Tina Fabbro	-	Community Links
Laura Leppard	-	Film Cowichan
Bruce Mason	-	Ladysmith Little Theatre
Jill Dashwood	-	Royal LePage
Nadi Bottomley	-	Ladysmith Health Aux

**1) Call to order** – Andrea Rosato - Taylor, President @ 7:31 AM

**2) Agenda approval / New business additions**

- Approved/seconded by Bruce W/Kathy

**3) Approval of meeting minutes – September 2017**

- Approved/seconded by Freida/John

**4) Reports**

- Treasurer – Jim Scott
  - Have been close to our budget as predicted at the start of the year. Will be under by about \$1000 total. Currently has \$13,000+ in the bank with expenses (Grand Xmas, Old Time Christmas) coming up.
- Town of Ladysmith – Joe Friesenhan
  - Budget being approved for 2018.

**EXECUTIVE:**

PRESIDENT: Andrea Rosato-Taylor, The Chronicle  
VP: Sandra Narduzzi, Waypoint Insurance  
TREASURER: Jim Scott, Jim Scott CPA **ABSENT**  
SECRETARY: Rich Huggins, Active Solutions Health + Sport  
PAST PRESIDENT: Paul Mycroft, Market 2 All

**DIRECTORS:**

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Kathy Holmes, Waterfront Art Gallery



- b. Waterfront Area Plan should be ready for the mid December 2017.
- c. Firehall Expansion is approved and moving along as anticipated.
- d. Letter has been sent to the province about getting more signage for the town of Ladysmith.
- c. Chamber of Commerce
  - a. Andrea talks for the Chamber of Commerce as Mark Drysdale is absent.
  - b. The two groups are collaborating well together and looking to have a social at Cottonwood Golf Course on December 5<sup>th</sup>, 2017 to help celebrate this partnership and successes through 2017.
  - c. Continue to meet with Aaron Stone, Mayor with regards to empty buildings downtown and how to make these buildings more presentable.
- d. Marketing Committee – Kathy Holmes
  - a. Surprise Sale on December 15<sup>th</sup> and 22<sup>nd</sup> will be taking place. \$30 deal for businesses to be open also includes social media and promotion of this event.
  - b. Working with Old Time Christmas and Grand Xmas to help promote this event as it approaches.
  - c. Social media feed is gaining traction. Most recent post had no boosts and had 2300 views.
- e. Events Committee
  - a. Discussion around Old Time Christmas and Grand Christmas (see below)

## 5) New Business

- a. Laura Leppard, Film Cowichan
  - a. Andrea introduces guest speaker, Laura Leppard.
  - b. Laura discusses variety of topics related to her position with Film Cowichan.
    - i. Primary goal is to make ourselves (Film Cowichan) easily accessible and provide quick response. Laura's job to ensure this happens.
    - ii. Liase with communities, municipality and filming firm to ensure that appropriate paperwork is done quickly and professionally. Part of this job is passing information along to film industry so that they are not surprised (ie, if the film wants a fall scene and Ladysmith is doing Light Up then this would be a conflict).
    - iii. Updating the Cowichan database of the area for productions that are looking for a certain look or landscape
    - iv. Laura also works as a film scout and a realtor in the Cowichan Valley which helps her know the locations of the valley very well.
    - v. Generally you have 2 – 3 weeks notice of a film that is under a 5 million budget and 1 – 1.5 months for budgets over 5 million.
    - vi. Opportunity for the Ladysmith downtown businesses is that the town gets noticed, rental contracts (if business has to be closed), viewers vacationing to location after seeing show and crew spends money in the town.
- b. Old Time Christmas + Grand Christmas – Lesley P
  - a. December 8<sup>th</sup> 2017 is the date of the event. Tamara and Susie have been approaching all the businesses about putting on events and sponsorship for the event. November 17<sup>th</sup> is the deadline for businesses to get involved.

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**LADYSMITH  
DOWNTOWN**  
BUSINESS ASSOCIATION

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

- b. Only change this year is that we do not have a driver for the trolley since of the 4 people that can drive the trolley, 2 are away and 2 are on disability.
- c. John Surtees has a video of the event from last year that he will be making available for the LDBA for exposure of the event.
- c. Constitution & Bylaws – Paul M, Tina and Jim
  - 1) Updated to the primary bylaws and constitution changes
    - i. Paul hands out copies of the Constitution and Bylaws to the attendees.
    - ii. Lesley makes note that the addition of 4.11 to the end of 2.1 and 12.1. Bruce makes note that the south and north should be switched on 1.4. Spelling errors reviewed on 5.1 and 5.4.
    - iii. Motion for the new constitution to be accepted with the changes made by Bruce/seconded by Lesley. Approval by all eligible voting members.
    - iv. Motion for the bylaws to be accepted with the changes made by Paul M/seconded by Lesley. Approval by all eligible voting members.
- d. Great Canadian Streets – Andrea
  - a. Recently voted first overall in the Great Canadian Street contest. First time a business from BC has won this award since 2012.
- e. Economic Development Strategic Plan – Andrea
  - a. Island Coastal Economic Trust (ICET) has been at the forefront of economic diversification, planning and regional revitalization for the past 11 years and
  - b. Objective is to harmonize the overall economic development priorities of the Municipality, EDC, business organizations and the First Nations with respect to sector development.
- f. LDBA/Chamber Joint December Social
  - a. December 5<sup>th</sup> 2017 at Cottonwood Golf Course. \$30 per person. Advised to bring non-perishable food items. Event starts at 12 pm.

Meeting adjourned by Andrea Rosato – Taylor at 8:22 AM.

**Next meeting:**  
Tuesday, December 5<sup>th</sup>, 2017  
Luncheon, Cottonwood Golf Course

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