



**LADYSMITH
DOWNTOWN**
BUSINESS ASSOCIATION

P.O. BOX 2462
LADYSMITH, B.C. V9G 1B8
INFO@LADYSMITHDOWNTOWN.COM
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General Membership Meeting - Agenda

February 21, 2019
7:30 – 9:00 a.m.
49th Parallel Cafe - Upstairs

14 Attendees

- 1) Call to order – Sandra Narduzzi, Vice President** at 7:35am
- 2) Agenda approval / New business additions** – 1st Frieda Douglas, Salamander Books and 2nd Jim Scott, Jim Scott CPA
- 3) Approval of last meeting minutes – Pending edits** – 1st Frieda Douglas, Salamander Books, 2nd Jim Scot, Jim Scott CPA
- 4) Reports**
 - a. Treasurer
 - 48 members have paid for membership, please get you membership completed and sent in
 - We are in a good financial position to start our year
 - b. Town of Ladysmith – Marsh Andrews
 - Public Bathroom – Town has approved location and council has approved current, \$40 thousand dollars & ongoing funding; Kinsman adding approximately \$40 thousand dollars and there were additional funds from past fundraising done by the LDBA. The design has also been approved. The Kinsman has applied for a Federal Infrastructure Grant as well.
 - Development Cost Charges – new builds must use sewer, water, storm & park improvement funds. The Council has approved a fee chart for funding
 - Mayor & Council in Vancouver. The Town was in the Top 3 for the Open for Business Award. They went there for the event.
 - Snow removal – we did a pretty good job but not good enough
 - i. Crews worked 24 hours a day, 12 hour shifts, for 4 days. Feedback – the Town needs a better process for dumping snow., business access was blocked and when business owners shoveled their snow, the snow removal crews

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pushed snow into a pile between the clear sidewalks and the parking lot making it dangerous for people to access the business. Also, suggested the Town & School Board need to talk more. Access to schools was off the road making it dangerous for students and parents dropping children off.

c. Marketing Committee

- Posted pictures on LDBA Facebook page of the snow in Town and got more likes & 'hits' than when we post information about the meetings. Encouraged everyone to check out and share our posts.

d. Events Committee

- Looking for a date to meet soon

5) New Business

- **LDBA Strategy Planning – Deb Trockstad**

- Priorities

- Work began with your Member feedback. We are also prioritizing our work based on *LDBA Ownership* - within our control; Highway sign design or *Influence* – others take the lead; Public Bathroom

- Communication

- Looking at other avenues of communication as we all have different ways, we like to receive communication; in person, paper, web site, Facebook, Twitter, Instagram, etc. We are working on making our communication 'bite sized' so information is easily read and also, delivering many ways, because it takes at least 3 forms of communication for people to receive & remember the message. We would like to create a Communications Director position to take this role on. It is no small task.

- Structure

- We are going back to our roots/Constitution to really define each role so that there is clarity on what each

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Director is responsible for in our roles. As you can appreciate in any volunteer position, we all come at our roles and give everything we can. We believe and as per your feedback, that we can work smarter not harder if each of the Directors 'stay in their lane'. This will create greater accountability, less crossover and waste of effort and ultimately provide greater value for our membership. We serve you and your businesses and one of the Roles is you and your responsibilities; participating in events; for example - Old Time Christmas you stayed open later and many had Elves on the Shelf to encourage shoppers to come in.

- All of this is early days and we look for your continued support and feedback as we evolve. Feedback gathered:
 - a. Suggested that we go back to a boardroom type set up to promote conversation and collaboration
 - b. Have a more Q&A structure vs. lecture style
 - c. Set up an area on the website with a Feedback Question so members can provide feedback on topics we are looking for information on. They can be involved then.
 - d. Perhaps try different venues although over all the Waterfront Gallery was a favorite and we are always welcome at the 49th Parallel.
 - e. Timing of meetings came up and overall Mornings seemed to work best, both historically and currently as these didn't interrupt day to day business.

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- **Round Table Session – Community Focused**

- Guests

- Tyler Nelson, Crossfit Ladysmith – The Hill Dash
 - a. Hill Dash is on June 15, 2019 and teams are already registering; each team is a team of 4. All Business Teams are recognized for their contribution and Tyler encouraged everyone to sign up no matter the skill set. Tyler was meeting with Christy at LRCA regarding the Dash and their Running of the Balls and Rich, past organizer, has already done a great pass of and left Tyler & Braden from Crossfit
 - b. This is a Good Community Partnership and Collaboration with the LRCA. It fosters relationships and is a healthy competition with teams of 4 and there will once again be a kid's zone.
 - c. Tyler asked for ideas regarding the funds that were raised for the event and wondered if the Public Bathroom was a good initiative – the attendees were almost unanimous in their approval.
- Peter Richmond, 49th Parallel
 - a. Peter welcomed us to the café and said we could come back anytime. He pointed out the location was also another gallery in town and they feature different local artisans.
 - b. In the communities they serve for 41 years and it all starts and ends with great customer & community service. Their Mission is "To Play a Big Part in Communities". They get involved in whatever's happening. In 2019 they gave \$100 thousand dollars back to communities. This doesn't include the small things they do for donations, etc. Their big event is to sponsor the Tour de Rock. In 2018 they raised \$60 thousand dollars.

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- c. Still deliver groceries to shut in & seniors with only a small fee for gas
- d. Community Cash Back program – For \$5000.00 in receipts you get a \$25.00 coupon. They gave \$10 thousand dollars back to the community last year.
- e. Sponsor Welcome Wagon for over 20 years. Each welcome gift has a coupon for a loaf of bread and milk.
- f. Community Link – they shuttle people back and forth to the docks
- g. Sponsor of Festival of Lights, Ladysmith Days and Old Time Christmas
- h. Sponsor of sports, bursaries to high schools and created events that create community; 2017 Hockey Tournament
- i. Feedback – “Thanks for the excellent work on having what we need in your store when we need it” “You and your team are valued members of our community” “You stayed open and available during the bad weather, to be there for us” As heard in the store, “I’m not shopping anywhere else, why would I.”
- j. Peter said that the power outage and bad weather necessitated they having to relook at their disaster recovery plan. Although, they have loyal members that made them achieve their best January in a while.

- **AGM – March 14, 2019**

- Hosted at Plantitude Restaurant
 - Accepting Board Member submissions now including for a including NEW Communications Director
 - a. Feedback – need a balance of more retail vs service people on the Board. LDBA invited anyone interested in declaring their interest as we are not near the maximum Directors on the Board.

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- b. Sandra Narduzzi, VP, invited feedback on an ongoing basis so the LDBA knows what members are thinking about and so we can know what the needs are. She also introduced Stacey Hill who is interested in stepping into the Treasurer role as Jim steps down.
- **Last Thoughts:**
 - Sandra Narduzzi mentioned that she and Stacey would be out downtown capturing hours of operation from businesses.
 - Feedback from members that in Strategy feedback, members were looking for consistent hours of operation for our downtown so when visitors are here they have access to shop.
 - This was a lively discussion and it was communicated that additional hours open as a hardship for businesses as they are the only one in the store for long hours. This was acknowledged and communicated that the LDBA do not dictate hours of operation to members although this knowledge will also help us advertise our members business on the website and set the expectation of when businesses were open.
 - Agreed there was more discussion that we could have as an open floor topic.
 - Meeting adjourned: 8:45am Thank you to all who attended.

Next meeting:

Annual General Meeting – RSVP Please
March 14, 2019
Meeting starts at 6:pm, dinner at 6:45pm
Plantitude Restaurant
431 1st Ave, Ladysmith, British Columbia

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