



General Membership Meeting - Minutes

January 17, 2019
7:30 – 9:00 a.m.
Waterfront Gallery – Upstairs

16 Attendees

- 1) Call to order – Andrea Rosato – Taylor, President** at 7:43am
- 2) Agenda approval / New business additions** – 1st Sandra Narduzzi and 2nd Bruce Mason Ladysmith Little Theatre
- 3) Approval of last meeting minutes** – 1st Kathy Holmes, 2nd Nikki McCallum
- 4) Reports**
 - a. Treasurer
 - good position – see Financial Statement
 - b. Town of Ladysmith
 - Marsh Stevens, new LDBA Liaison for the City
 - Spoke of the tour of infrastructure budget for the Town and said it was discouraging but exciting, he found it very eye opening. Said council was doing everything they can not to break up the corridor of the Island
 - Grants and aid applications out
 - Communication meetings with Art, Recreation & Culture regarding the Art Strategy presented to municipal services to the commission and will be presented back to City Hall
 - c. Marketing Committee
 - No update
 - d. Events Committee
 - Old Time Christmas was a great success! Businesses had a lot of success and stores were full of visitors and shoppers alike. Reported that we had visitors from Vancouver, Victoria, Cowichan Valley, Nanaimo, and all the way up to Qualicum Beach. Special thanks to Island Savings, all our Volunteers and our Committee; Lesley, Susan, Christina & Santa.
 - Don't forget to return your LDBA dollars from Grand Christmas

EXECUTIVE:

PRESIDENT: Andrea Rosato-Taylor, The Chronicle
VP: Sandra Narduzzi, Waypoint Insurance
TREASURER: Jim Scott, Jim Scott CPA
SECRETARY: Deb Trockstad, Island Savings

DIRECTORS:

Nikki McCallum, NikkiDesigns
Kathy Holmes, Waterfront Art Gallery
Tyler Nelson, Crossfit Ladysmith



5) New Business

- **Opportunity – The Hill Dash -Tyler Nelson**
 - Tyler Nelson, Crossfit Ladysmith has stepped in to organize and take the lead on the Hill Dash Event as LRCA is stepping back
 - Get you team together and sign up for the Hill Dash on **June 15, 2019**. Information and sign -up on the Hill Dash web page.

- **LDBA Executive Strategy Planning Session**
 - LDBA Executive attended a Strategy Planning Session January 6, 2019 led by Peter MacHardy
 - Thank you to the membership that were called upon for their constructive feedback on the LDBA; it added a lot of value to the session
 - Our purpose of our Strategy Planning is to create structure and be more member focused to provide even more value for your businesses. Stay tuned for more information to be communicated in the coming months.

6) Presentation – Mike Hooper, CEO of Nanaimo Airport

- Nanaimo Airport: an economic driver for our community and businesses
 - Nanaimo Airport is a 500 acre of property
 - 1991 they became a Not for Profit when sold by the Government for \$1.00. They have a Board of 9.
 - The airport saw 435k passengers in 2018; which is over plan and more than Comox sees.
 - This provides local employment and as they grow, indirectly impacts 2000 more jobs for airline personal, taxis and contract people
 - The airport hosts many events and last year the BC Summer Games
 - They also work with all the airlines on route development and one of the new flights is a direct to Toronto flight. Also, Westjet has added more Nanaimo to Vancouver routes and there is a new partnership with Pacific Coastal; a partner of West Jet, that fly to Kelowna
 - The partner model is that the airport “sets the table” and the airlines decide the best flights

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**LADYSMITH
DOWNTOWN**
BUSINESS ASSOCIATION

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- The Terminal Building has a 20-year development plan for growth that has a \$54 million-dollar budget. It is a modularized build module that follows the strategic plan. It is flexible based on money and need. Most current need was parking and security vs something else. 2018 expanded parking (he apologized for the gravel lot, it was efficient and economical for the need). In this they have good partners and money streams to support the plan.
- A few questions:
 - What about airshows as a revenue and tourist stream?
 - It is tough here and no one does it better than Abbotsford. There is a 24-month planning cycle that needs to include a project plan, safety program, people plan, insurance coverage, etc. We just aren't in a position to do this.
 - Why can't we have multiple flights in and out?
 - It is the airlines decision on what flights, frequency and where to. We provide the location and opportunity to fly in and out to these places

****Reminder** – Member Membership and Dues Early Bird Deadline January 31, 2019

****Reminder** – AGM March 14, 2019 – venue and time to be decided

****Volunteers Needed** – Contact Leslie Moore at the Ladysmith Museum 250-245-0423

Next meeting:

General Meeting – RSVP Please
February 21, 2019
Meeting @ 7:30am
49th Parallel Cafe - Upstairs

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