

BOARD MEETING MINUTES | JULY 14, 2020 | 11m /2yr

LOCATION: Zoom.us & Chemainus Bandshell
COMPUTER/TABLET/CELL: Video + audio
JOIN: https://bit.ly/CBIA_JulyBoardMeeting
ID: 983 8191 4725 | PASS: CBIAJuly

DATE + TIME: Tuesday, July 14, at 8:00am
PHONE - Audio only
JOIN: +1 647 558 0588
ID: 26981035 | PASS: 816654

ATTENDING DIRECTORS:

☒ Debbie

☐ Julie (Phone)

☐ Nick

☐ Ward

☐ Chris

☐ Warren

☒ Barb

☐ Kara

☒ Nuria

☐ Lulu

EX-OFFICIO:

☒ Krystal (ED)

☒ CVCAS

☒ Chemainus Theatre

☐ GUESTS: N/A

Meeting called to order 08:11 am

1) Consent Agenda

- Approval of July Minutes
- Payables
- Income & Expense Statement/Balance Sheet
- Executive Directors Summary Report (switching programs)

Motion to approve consent agenda: Nuria, Barb; In favour all

2) General Housekeeping Items – Zoom meeting as well as in person/by phone can continue

3) Marketing Campaign & Marketing

- Stories Phase 2 (Including locals) – morph the stories to become more about the business
- Staycation – General and niche marketing (Island and mainland) – summer campaign, online/print whatever we can do to draw people in.
- Other initiatives:
 - 1) Still Standing – no news
 - 2) Billboards – proceed with refreshed face, speak to printer about time line
 - 3) Banners – complete done and up, looks good
 - 4) Town Signage – Speak to the mayor to see if we can expedite things

4) Events/Mini Enticements

- Canada Day Recap – all went well, we had to cancel moving the music through the resident streets of old town as the congregation grew. We needed to move things to the hospital/care home which was to be the end quickly as people were following.
- Drive-in Theatre – ask businesses to stay open, if it work to do this proceed if not, do not.

5) COVID-19 Discussion

- 2nd wave – discussion & brainstorm – Lots of discussion about what the 2nd wave could entail, good ideas if it does hit about offering free masks or cheap masks with the town branded on them for people to shop with, push with a shop with ease and confidence campaign.

6) Beautification Common Spaces

- Picnic Areas/Food Court Planning with Chamber – to meet with the chamber to discuss locations, beautification efforts going well town is looking very nice.

7) Misc. – General information about the road progress and hoping that completes quickly not to far into the fall.

8) Open Floor - None

Meeting called to close 9:00 am

Motion to close meeting: Nuria, Barb; In favour all