



## BOARD MEETING MINUTES | NOVEMBER 13, 2020

LOCATION: Public Market Board Room DATE + TIME: Friday, November 9, 8:00am TERM: Month 3/Year 3

☒ Nuria

☒ Chris

EX-OFFICIO SEATS: ☒ Krystal (ED)

☒ CVCAS

☐ Chemainus Theatre (NIA)

Meeting called to order 8:07 am

### 1) Consent Agenda

- Approval of October Minutes
- Payables
- Income & Expense Statement/Balance Sheet,
- Executive Directors Summary Report & timesheets;

Motion to approve consent agenda: Hold for review, as these were submitted to the board before the meeting and require full review by board members before approving.

### 2) Adoption of agenda;

Motion to adopt agenda: Nuria, Lulu; In favour all

### 3) Chamber of Commerce Meeting

- Overview of conversation
  - Use of logo, promise to keep all businesses at the forefront for tourism centre, happy to cooperate in maps, campaigns, and anything else we can work on. Emily to review website and let us know of any changes she would like from a tourism prospective, we will both come together to request use for the .ca site and mutually update the tourism site, etc. Looking to compliment services. We will work on a list of what we provide and what they do in a one page flatsheet to see we compliment each other along with partnering on things like Pivot etc. She would also like to offer a cross of services for our member base. They are also changing their logo, have majorly cleaned out the office and visitor centre space.
- Request for an ex-officio seat for Emily from the Chamber of Commerce on the CBIA board; Motion to approve ex-officio seat: Chris, Ward; In favour all (one abstaining)
- Explore revitalization for visitor centre town branding – offer the visuals and we can assess if they want to proceed if we would like to donate/contribute to the funding.
- Next steps/moving forward, Chemainus Card request – proceed to partner and waive the Chemainus card fee for non members.
- Request for our members list - chamber and I have already gone through theirs and noted who we share, they are requesting we share our roster and simply need to ensure the board is in agreement to share this – all agreed.
- Wording when working together approved: Organized by Chemainus Business Improvement Association, Supported by the Chamber of Commerce

### 4) Economic Development

Meeting overview and next steps, fail with signal, off record chat, form local ED committee to drive this, send a letter in support of the muni forming an ED committee with request to attach that to a budget to adequately provide some assessment and recommendations. We will at least get a section on their website for information. They will however be general and not necessarily what we need, therefore our own committee can help drive those recommendations specifically. Discussion: *Maybe invite Barry every 6 weeks for an update, or ask Al Sebring (Mayor) to meet with key members for the board to discuss. Chris, Krystal and Warren to meet.*

## 5) Campaign Marketing/Events

- Passport, Moonlight Madness, Gift Guide
  - *Slowly getting registration. Passports coming today, social media designed and will be running along with advertising. All will be bagged up and delivered today.*
  - *Getting Moonlight Madness registrants. Booked a wrap for specials to draw people out. Map and listings. Content due as available. Mask up 3 hours Saturday from 2-5 pm. Story next week. Do a search and find instead of the Santa window we had discussed in the sub-committee meeting.*
  - *Radio ads available next week, we will be doing a wrap for co-op for businesses. Same header and footer but middle content is business.*
  - *Sleigh stand to rove to different businesses, or in one space, revise the visuals via a snipe of graphics to update date etc.*
- Chemainus Card – Lots of interest lots of people thinking about what to do for this, just need registrations., will be speaking to the Parallel 49<sup>th</sup> as well , Rexall. Ace is on board, and so are a few more. The push for this will be December January with a strong focus in February once the return to work happens for most shops.
- Business Profiles – *3 interviews done 2 cut, continue to do this for businesses as they sign-up for it.*
- Outdoor:
  - Banners – Installing on the 17<sup>th</sup> of November (Note: these were delayed due to pole installation work not being complete by way of the Municipality, banners were received on time.
  - Billboards – Up before the 17<sup>th</sup> (Note: these were delayed 4 days due to inclement weather.
  - Business Directional - on hold until January, Barb to help drive this project forward to get people to buy into this concept.
- External Advertising - This month we have done: Boulevard, Valley Voice, Edible Vancouver Island - Winter in the warmland article – community focus highlight, What's On Magazine, Tourism Cowichan – Cowichan Exploration article in Times Colonist, Tourism Cowichan Locally made + Discover your new Cowichan getaway, Cowichan Valley Visa Card Extended stay gift cards (1 of only 6, and the only local community). Moving forward sending this in a sting PDF is great for members and directors to get a visual representation of where we have advertised and how.

## 6) Grants

- Infrastructure Grant, Review:, ICET – Island Coastal Economic Trust and Student Work Grants, for the future. Speak to Community Futures to see if anything fits in the future for funding.

## 7) Misc.

- Wait App – Shop Local Cowichan
  - Partnering with chamber to distribute 20 licenses, fairness, divi licenses, CBIA and Chamber \$375 to market this to businesses and print signage etc. Approach businesses who may like or need this as well as broad advertising if uptake is not sufficient.
- CBC's "Still Standing" show overview
  - Municipal contacts, review proposal, ask for approval from muni, two major fact finding calls for a few hours, plus discussion with the Chamber, and liaison with contacts for the Festival Of Murals, CVCAS which added First Nations liaison (Connie Crocker), Past Mayor of Chemainus (Graham Bruce), The Theatre Festival (Randy), Museum/Historical Society (Amy), Chris (past president of BIA), Ward (long standing town member with multiple business owner and commercial space lessor), as well as told her she may want to chat with others such as Karl Schultz, Parallel 49th, Riot (Aly and Ralph), and a few more.
- AGM Date selection: February TBD digital so that we can welcome guests appropriately due to current/future restrictions – we also may have a higher turn-out rate. [chemainusbia.ca](http://chemainusbia.ca)



8) Open Floor

- Director Questions:



sample on the above project. My experience is that they great to work with a very fast turn around. It seems that a "kicking Mark down?" Barb

use they are busy doing our Billboards. We had two big jobs needing to be done at the same time so I divided them up in order to not create a backlog or need to choose one over the other. We were told by Mark he could get it done, but when we got down to brass tax he was unable to complete it on time. As for Leon's when we discussed the billboards they told me they were very busy. Therefore, to expedite the timeline and make sure it was absolutely met, I was pretty sure Hillside from Victoria had in-house ability to make this happen. I knew they could produce in house and hit the deadline if they had the material to do it. That is the reasoning behind selecting them. And Since COVID, I would disagree about Leon's with regards to getting things in a timely manner. I often find they take some prodding to get quotes out and I was worried about timelines for example the banners along the highway saw a two week delay. I knew we could have NO delays with this banners for Chemainus Road without serious financial ramifications regarding installations, so I bet on a sure thing and gave it to Hillside who would not be out sourcing and in my 10 years on the island has never missed a deadline and often under promises and over delivers.

- "Why and who decided that the directional sign project was going to be dropped - this has been on the books for over three years. I believe it is time to make this a priority, it is a very important project to businesses on the Chemainus corridor. As I have stated in the past, I would certainly spearhead this project to make it happen." - Barb
  - As for the directional signage, I had to prioritize my workload. This month we had to execute some major things on a deadline, they are as follows: 6 programs such as business profiles and info, holiday shopping guide, passport, moonlight Madness, Halloween (social media, print ads, pumpkins, flags, and draws) + 2 big brand pieces (billboards + street banners) + 2 grant requests + a bunch of ads (4), and full articles (2) and a co-op program which includes advertising and radio etc sourcing, newsletter for members, and outreach/chasing getting people to sign up for the passport and moonlight. Therefore, I did not have any bandwidth to make this happen. The new Chemainus Road banners and Infrastructure grant took additional space as they just popped up on my radar unexpectedly, and that required letters of support for CVCAS as well, and discussions with EDC and then Community Futures in our community meeting. You had also ask that I explore other options to reach into the communities that are further North and South which I have been doing getting bookings and ads in those, stories, and profiles. All of those take a good amount of time with very firm deadlines. Therefore, we needed to give the time to those and prioritize over the business signs. These are something we would love to have, but when we have so much launching, I need to prioritize work on them. I do promise they are on my radar as soon as I get the banners and billboards off my plate I can pull that back in. I am confident that after Moonlight Madness I will be focusing on Chamber relations, ED, holiday passport, holiday shopping guide, tourism guides and those types of things. We can surely get this back on the docket then.
  - Barb would like to see a critical path in the new year for completing this project so that she is able to commit some time to making this happen. Once we confirm the direction for the new year based on covid restrictions (dictating other project weights) one will be created.
- Other:
  - The Chemainus Theatre has made a request that we donate funding for the contract that was not billed for due to the closure in relation to COVID. Requesting a fee of \$500 to be donated in its place. Add this to last fiscal's expenses.  
Motion to donate \$500 to the Chemainus Theatre in the 2019-2020 fiscal year. Chris, Barb; In favour: all.

- Does the Theatre need some advocacy with regards to the North Cowichan COVID stimuli funding, and if so would they like our help.
- Kara from Owl's Nest has sold her business and is no longer a business owner on the board by Owl's Nest, and had resigned her seat.



## URGENT BRAINSTORM MEETING | DECEMBER 19, 2020

LOCATION: Zoom Phone DATE + TIME: Friday, December 19, 8:00am

☒ Nuria

☒ Chris

EX-OFFICIO SEATS: ☒ Krystal (ED)

☐ CVCAS

☐ Chemainus Theatre

An emergency (informal) brainstorming meeting was called on November 19<sup>th</sup> at 8:00 am by Krystal Adams.

As COVID cases were increasing there was impending concern between vendors with regards to hosting an event possibly drawing crowds. The board agreed, feeling like the social responsibility was far greater than the event success, therefore the event was confirmed canceled, all board members agreed. In its place they requested something to highlight businesses, push out to the local community, tie in the passport, have a positive spin to this, and ensure we were pressing the safety measures with the town while focusing on a shop local aspect. An outline was drawn up to pivot the moonlight campaign with a positive spin calling it "25 days of Chemainus Advent Calendar". As media had been set for the previous event, this media would be leveraged to accommodate the new campaign. Attached is the campaign outline presented to and approved by the board. Furthermore, Dr. Bonnie Henry set a restriction about group gathers in the afternoon of the 19<sup>th</sup> which would have also prevented Moonlight Madness from moving forward.

### URGENT MAIL OUT

To all businesses owners and managers,

By order of Dr. Bonnie Henry, effective immediately, and will stand for re-assessment in 2 weeks (December 7th) all indoor businesses will be required to wear masks for both workers and customers. For restaurants, those eating will be able to remove their masks only while eating. For those in business settings, a mask must be worn unless you are behind safety glass in a shared office space with no one sharing your defined space or you are alone in an office yourself. No mass gatherings or events of any size is permitted for community and public spaces as well. Limit social interaction to your household and potentially a few that are in your direct bubble that are essential interactions.

They are restricting travel and are asking people to stay within their own communities now as well.

We are here to support you and we will be adjusting our direction.

We will be removing the Moonlight Madness event from our roster (please remove any posters you may have), and replacing it with a support local promotion to highlight you the business owners to our residents. We will also create, push, and publish a listing of all local businesses, offerings, contact info and things like delivery, online shopping etc. Please stay tuned for details as we will be calling you individually to do this over the next day or two.

Sincerely,

Krystal Adams, and the board of Directors

### PRESS RELEASE/COMMUNITY RELEASE

#### OPTION 1 opening paragraph (SELECTED):

The health and wellness of our community and its members is of the utmost importance to us. Following updated guidelines received this afternoon, we have decided to morph Moonlight Madness into something more than just two days of shopping and food.

#### OPTION 2 opening paragraph (REJECTED):



In honour of the holiday season and as thanks for your supporting of local businesses over these past six months, we have decided to morph our moonlight madness event into something more than just two days of shopping and food.

#### CONTENT

...ing it out into an entire month long feature celebrating "25 Days of Christmas Advent Calendar", we will have 25 days of prizes, product features, and goodies for the town.

We couldn't be more excited and we can't thank you enough for continuing to support local businesses in the community. The dollars spent here for the holidays are so vital to continuing to keep our businesses alive while also ensuring that money is kept within the local economy.

**Do your Part Keep our community Safe** (icon we used on COVID signs in town)

We are a safe community taking all measures possible in light of the COVID epidemic. We ask that all individuals wear masks while inside any local establishments as per the ministry guidelines. Please continue to use hand sanitizer and ensure distancing of 6 feet is being followed in each location.

**Help Keep Local businesses alive.**

**Shop Local. Support local**

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#### PRINT

*I am assuming based on new orders we should not be publishing in the papers we mentioned? Ladysmith, Nanaimo, Duncan, etc? I feel like maybe we still should for the visibility of businesses selling online or via phone – board confirmed that we should continue to see the Chemainus Valley as the community as opposed to strictly Chemainus.*

#### List all businesses

Category (Food Dine in/take, shopping, service, multiple), name, address, phone, plus; open for browsing, private appointments, online shopping/phone, local delivery, contactless pick up.

#### Advent calendar

An open calendar (shows all items available and every date's info)

Promo on facebook whatever is happening that day on the crux of this gift giving season find the perfect gift in Chemainus.

Calendar is comprised of:

- o Businesses offering a special on that one day (2 per day, prefer only 1).
- o Gift Guide/feature items only so many spaces to book (if businesses are interested)
- o Giveaways or Spot prizes – go online to see today's spot prize etc. (if needed)
- o Goodies – Quips, jokes, Print and colour page, sleigh moved daily find it, demo's, featured artist, picture with I support local. (if needed to fill space on calendar)

#### Support Local Shopping

Benefits of supporting local – in small content pieces as needed.

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#### RADIO

*Do we continue with this as its more multiple community? Yes, continue with message as discussed above of community being the Cowichan Valley.*

#### Spot: Passport

Running currently, co-op for businesses still available



**Spot: Advent Calendar**

Come enjoy our 25 days of Christmas Advent Calendar with holiday specials, giveaways, activities and more throughout the month of December. Browse through the..... Gift giving season find the perfect gift at Chemainus. Check us out online at [shopchemainus.com](http://shopchemainus.com)

motion online ads, Groups by industry, Overall ad for Chemainus “ the perfect gift giving season find the perfect gift”, promote individual businesses by leveraging interesting posts reshaped to our viewers based on days they are in the calendar – assign that day as a social takeover day. General leverage posts with separate targeting to leverage campaign as a whole. Complete typical social and online promo visuals: Skin all social media, website – add a page, skin headers, and add spear to business listings.