CHEMAINUS BUSINESS IMPROVEMENT ASSOCIATION
9799 Waterwheel Cres, PO BOX 575
Chemainus, Vancouver Island | V0R 1K0

BOARD MEETING AGENDA | APRIL 16, 2020

LOCATION: Zoom Video + Phone DATE + TIME: Friday, April 16, 8:00am TERM: Month 8/Year 3

BOARD OF DIRECTORS:

☐ Chris	☐ Ward	☐ Nuria	☐ Chrissy	☐ Erin
☐ Lulu	☐ Warren	☐ Kelly	☐ Christina	☐ Julie

EX-OFFICIO SEATS: ☐ Krystal (ED) ☐ CCOC ☐ CVCAS ☐ Theatre

Meeting called to order ___:___ am

1) Consent Agenda
   - Review of March minutes
   - Payables
   - Income & Expense Statement/Balance Sheet
   - Executive Directors Summary Report & timesheets

   Motion to approve consent agenda: _____ , _____; In favour ____

2) Marketing
   - Food and Beverage
   - Media Leverage opportunities
   - Pre-Shut-Down & Shutdown plan review
   - Website (set time aside)
   - Branded Items
     - Walking Map
     - Waterwheel Map
     - Billboard + Banner
     - Business Directional
     - All Business Magnet or brochure people keep with chamber?

3) Renewal - touchbase

4) General Updates
   - Chamber Discussion
   - Community Futures Discussion
   - Best Western Update
   - Chemainus Public Market Update
   - Tourism, Cowichan

5) Misc.
   - Community Communications Group
   - Patio Enhancement Grant
   - Policing issue
   - Basket for the Theatre Auction?
   - Kids search and find vinyl on window

6) Open Floor

Meeting called to close ___:___ am
Motion to close meeting: _____ , _____; In favour ____

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BOARD MEETING MINUTES | MARCH 16, 2020

LOCATION: Zoom Video + Phone DATE + TIME: Tuesday, March 16, 8:00am TERM: Month 7/Year 3

BOARD OF DIRECTORS:

☒ Chris ☒ Ward ☒ Barb ☒ Nuria ☐ Chrissy ☐ Erin
☒ Lulu ☒ Warren ☐ Kelly ☒ Christina ☒ Julie

EX-OFFICIO SEATS: ☒ Krystal (ED) ☐ CCOC ☐ CVCAS ☒ Chemainus Theatre

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Meeting called to order 09:12 am

1) Consent Agenda
   - Review of January Minutes (February Notes are non-quorum based)
   - Payables
   - Income & Expense Statement/Balance Sheet,
   - Executive Directors Summary Report & timesheets;

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

2) Police PR discussion
   - General discussion – this is something we were discussing because there is a petition being presented to council. We need to figure out our stance on the issue, and our support level if any of this. We will not issue a statement for now, as we don't believe that there would be any positive impact from doing so. We will however speak to the Chamber and dig into the issue more deeply so that we can act as a unified voice on whatever we decide from the upcoming meetings. There will likely include a survey of support and any other items of importance that may be outlined during the next Municipal meeting. We need to be looking into cameras for the businesses and for the town. The discussion lasted quite a bit discussing what is best for the town. We need to focus on our mandate with marketing, and we do not want to be portraying any type of the image of the town ad being in fear or crime ridden in any way.

3) Summer Hanging Baskets
   - Revise costs review and approval, we need to make sure old town is being serviced and that there is a visual presence. Overall increase in maintenance which is due to the plan material and greenhouses closing who are unable to sustain large volumes. The market continues to trend upwards. Cryan Gardens will continue to maintenance, Superiour Gardens.
     - Motion to approve Cryan Gardens for $4,851 dollar for basket maintenance: Warren, Nuria; In favour all
     - Motion to approve Superiour Growers $18,543 dollars for basket materials may also include up to $200 additional dollars: Barb, Warren ; in favour all

4) Marketing the CBIA
   - Review of the progress report with adjustments, to be sent out to the board for full reading and reviews. Asking for comments and changes to come back by Thursday.
   - Next steps to go to the community: Online, email out to the membership, printable and mailed printed and slipped. Don included the details in the article, and discussing in some venues.
   - Items have been distilled down to be to the point and as accurate as possible to be online and out to members by early next week. Still waiting for North Cowichan, haven't heard back from them yet as we need to get this though ASAP. Best Western is happy to proceed with approving at their location. Parallel 49th redirected us to corporate regarding zoning if they wish to be involved.
   - Bring up during the check-ins.

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5) Misc.
   - Movies in Chemainus – there were some issues and we were not happy about the coordination however it does bring funding so we have asked for the Muni to be more communicative
   - Business Signage Planning – should be getting out to Barb for mone more run by March, with 6 locations that look good, and that should go to the board for review before we send to the muni
   - Banners to be addressed in April and identify where the actual brackets will be going. Chemainus bakery inside, Laundry has them down, same with British store. Less issue if we do the screen versus vinyl. Building facades are an issue so we can't control these.
   - Business profiles etc – looking like less of a pandemic state by the summer we can look at how these work together before this.
   - Theatre Update: lots of things going on, the gallery is open, dinner for Friday and Saturday cabaret will be starting in the Playbill.
   - Debbie Simmonds, has stepped aside away from the board for professional reasons.
   - Review of positions from the last meeting to ensure there is

6) Open Floor
   - New parks director, they are doing so much via west coast landscaping that is doing an excellent job
   - Chris speaking to Rob Douglas, about concern with regards to Bell Mickinnon regional plan to turn this into the community core looking to retain 30,000 people in that zone. Walking active professional village centering by the Hospital, tying it into the new official community plan.

Meeting called to close 09:20 am
Motion to close meeting: Nuria, Warren; In favour all

Chemainus BC BIA
Balance Sheet As at 31/03/2021

ASSET	
Assets	
Cash clearing	1,348.66
CCCU Member Equity Shares	5.07
Coastal Community Credit Union	5,847.36
High Interest Savings Account	60,602.55
Deferred Income Savings	66,984.78
Accounts Receivable	4,850.39
G/HST Receivable	861.87
Total Assets	140,500.68
TOTAL ASSET	140,500.68
LIABILITY	
Liabilities	
Accounts Payable	1,059.04
Deferred Income	38,840.71
Vacation Payable	3,136.85
WCB Payable	103.74
Total Liabilities	43,140.34
TOTAL LIABILITY	43,140.34
EQUITY	
Equity	
Opening Balance Equity	131,787.94
Retained Earnings	34,746.48
Current Earnings	-69,174.08
Total Equity	97,360.34
TOTAL EQUITY	97,360.34
LIABILITIES AND EQUITY	140,500.68

Generated On: 08/04/2021

Chemainus BC BIA
Supporter Aged Summary As at 31/03/2021

Name	Total	Current	31 to 60	61 to 90	91+	
Beyond the Usual	900.00	0.00	0.00	0.00	900.00	
Chemainus Theatre Festival	35.00	0.00	0.00	0.00	35.00	
Community Futures Cowichan	2,750.00	2,750.00	0.00	0.00	0.00	recv Apr 1&6
Cosmo Package & Label Design	35.00	0.00	0.00	0.00	35.00	
Cryan Gardens	78.00	0.00	0.00	0.00	78.00	
Hansel & Gretels - Candy Co.	45.00	0.00	0.00	0.00	45.00	
Magpies	35.00	0.00	0.00	0.00	35.00	
Maple Lane Cafe	320.00	0.00	0.00	0.00	320.00	
Odika Cafe	35.00	0.00	0.00	0.00	35.00	
Owl's Nest Bakery Bistro	-20.00	0.00	0.00	0.00	-20.00	
Top Hat Antiques	25.00	0.00	0.00	0.00	25.00	
Vancouver Island Soap	35.00	0.00	0.00	0.00	35.00	
West Coast Brewery Tours	671.66	0.00	0.00	0.00	671.66	
Wildwood Collective	75.00	0.00	0.00	0.00	75.00	
Willow Street Cafe	65.00	0.00	0.00	0.00	65.00	
Total outstanding:	5,084.66	2,750.00	0.00	0.00	2,334.66	

Generated On: 08/04/2021

Chemainus BC BIA
Cheque Log for 1060 Coastal Community Credit Union from 01/03/2021 to 09/04/2021

Cheque No.	Cheque Type	Payee	Amount	Cheque Date	Times Printed	Entered into system	Trans. No.	Trans. Date
etf apr 2	Payment	Kimberly Scott	236.25	02-04-2021	0	Yes	J205	02-04-2021
etf Mar 5 2021	Payment	Kimberly Scott	315.00	05-03-2021	0	Yes	J190	05-03-2021
KA April 2 2021	Payroll	Adams, Krystal	1,533.56	02-04-2021	1	Yes	J201	02-04-2021
KA Marcch 19 2021	Payroll	Adams, Krystal	1,533.56	19-03-2021	1	Yes	J199	19-03-2021
KA March 5 2021	Payroll	Adams, Krystal	1,533.56	05-03-2021	1	Yes	J184	05-03-2021
KS etf Mar 5 (amx)	Payment	WorkSafe BC	120.65	05-03-2021	0	Yes	J191	05-03-2021
Mar 5 2021 etf	Payment	Cowichan Valley Voice Magazine	1,186.50	05-03-2021	0	Yes	J192	05-03-2021
March 5 2021 etf	Payment	KKP	463.02	05-03-2021	0	Yes	J193	05-03-2021
onlin mar 8 2021	Payment	Receiver General	1,059.04	08-03-2021	0	Yes	J181	08-03-2021
online apr 9	Payment	Receiver General	1,059.04	09-04-2021	0	Yes	J203	09-04-2021
online mar 8 2021	Payment	Black Press Group Ltd.	2,087.76	08-03-2021	0	Yes	J194	08-03-2021

Generated On: 08/04/2021

Executive Director's Report

Admin

	Resp.	Status	Importance	↔	Designation	Details/N
CBIA Renewal		In Progress	★★★★★			Discuss removing/keepin
Cowichan Strong/Shop Cowichan	ED	Hold	★★★★★		Update	No changes, other than co
Security	Member(s)	Hold	★★★★★		Attention	Awaiting direction from th
Advocates - Board Members	ED Board	Stuck	★★★★★		Discuss/Sign-up	Businesses confirm who t
April Board Meeting Prep	ED	Completed	★★★★★		Report	All required elements
Societies Filing and Municipality Renewal	ED	In Discussions	★★★★★		Planning	Renewal material and filin
Financial Bookkeeping and Billing	ED Other.	In Progress	★★★★★		Accountant	Bookkeeping
Term Roll-Up Report	ED	Completed	★★★★★		Send	Package to entice membe
CBIA Working for you article	ED	Completed	★★★★★		Article	Don write up for the CBIA
Grant	ED	Research	★★★★★		Funding	Review if other grand is ap
Policing issue	ED Board	Stuck	★★★★★		Support	Just waiting on Chamber
Community Meeting Group	ED	Planning	★★★★★		Meeting	Coordinate the change in
	ED +3		3 / 5			

Beautification

	Resp.	Status	Importance	↔	Designation	Details/N
Basket Irrigation	ED Maint.	In Discussions	★★★★★		Coordination	Confirm irrigation lines are
Business Directional Signage	ED Committe	Research	★★★★★		Field Report	Barb and Lulu to review pr
Chamber Chat - Picnic Area	ED Orgs.	Hold	★★★★★		Meeting	As per the conversation w
Municipal Revision of Signage	... Mayor/Cou...	Hold	★★★★★		Discussion	waiting for the mayor to re
Meeting with Chemainus BW	ED	Completed	★★★★★		Meeting	
	ED +4		3 / 5			

Campaigns

	Resp.	Status	Importance	↔	Designation	Details/N
Business Profiles	ED	Hold	★★★★★			
- Ads: Weekly write ups & Photos	ED	In Progress	★★★★★		Output	Doing a final call out for th
- Print Co-op opportunities	ED	Hold	★★★★★		Co-op	Opportunities for busines
- Radio with co-op		Hold	★★★★★			
- Video Interviews	Member(s)	In Progress	★★★★★		Video	
- Interview sign-ups	ED	In Progress	★★★★★		interactive	Discuss with the baord
Duncan Business Stories	ED	Hold	★★★★★			
Pandemic Precautions - Tool Kit	ED Member(s)				Tactile items	

New Business Profiles	ED	In Progress	★★★☆☆			
Chemainus Card	ED	Hold	★★☆☆☆			
Canadai Day	ED Committe	Stuck	★★★☆☆			
Best of Chemainus	ED Board	Proposal	☆☆☆☆☆			Chamber to decide if and
	ED +3		3.2 / 5			

Events

	Resp.	Status	Importance	↔	Designation	Details/N
			0 / 5			

Logo and Brand Collateral

	Resp.	Status	Importance	↔	Designation	Details/N
Advertisement - Valley Voice May + Gift Guide	ED Publisher	Creative	★★★★★		Print	Full page page 3, advertisi
Billboard: MacMillan Blodel	ED Member(s)	Planning	★★★★★		Outdoor	coordinate printer
Fuller Lake Road Rd Banner	ED Member(s)	Stuck	★★★★★		Creative	Awaiting final inforimatior
Loop Annual Report	ED	Completed	★★★★☆		E-mail	Working on pulling this to
Website - VisitCheminaus	ED	Planning	★★★☆☆		Online	Revisit chages as discuss
Website - CBIA updates	ED	In Progress	★★★★★		Online	As required for the newsle
Business Signage Wayfinding	ED Committe	In Progress	★★★★★		Outdoor	Pick up in January with a
Walking Map	ED Chamber	In Discussions	★★★★☆		Print	Business Listing and map
Window Snipe for vacant buildings	ED	Proposal	★★★☆☆		Outdoor	
Map signage (window, pedestal, wall, join with...	ED	In Discussions	☆☆☆☆☆			Ask chamber about the up
	ED +4		4.3 / 5			

Media & PR

	Resp.	Status	Importance	↔	Designation	Details/N
"Still Standing" Filming	ED Supplier	Stuck	★★★★☆		Coordination	Send details to the crew f
CTV & CHEK follow up	ED	In Progress	★★★★★		Online	Reach out to see if there i
Business Stories Reach out for citizen	ED	Hold	★☆☆☆☆		Online	Roll-up all business storie
	ED Supplier		4.3 / 5			

Members

	Resp.	Status	Importance	↔	Designation	Details/N
Business Profiles		In Progress	☆☆☆☆☆			
Consulting	ED Member(s)	In Progress	☆☆☆☆☆		Consultation	
	ED Member(s)		3 / 5			

Looking Ahead

	Resp.	Status	Importance	↔	Designation	Details/N
Covid 19 - Third Wave Planning	ED Board	Planning	★★★★★			Review plans for if a seco
Photos & Videos	ED Supplier	Hold	★★★★☆		Collateral	Consult with photographe
Bulk Mask Order	ED Member(s)	Hold	★★★☆☆		B2B	Discuss with board, meml
	ED +3		4 / 5			

Chamber Items

	Resp.	Status	Importance	↔	Designation	Details/N
Visitors Centre Branding	ED Board	Planning	★★★★★			Chat with Stephanie and E
Preparedness Graphic	ED Supplier	In Discussions	★★★★☆		Collateral	Work with Emily on this
Skin Waterwheel Map	ED Member(s)	Hold	★☆☆☆☆		B2B	Discuss with board, meml
	ED +3		4 / 5			

Executive Director Timesheets - March 2021

March 22 - 28

	Wed	Thurs	Fri	Sat	Sun
General Tasks, letter muni, muni calls, member discuss	1.25h	1h	2.5h	0h	0h
Administrative & Public Relations	0.25h	1h	1.25h	0h	0h
Time Tracking	1h	0.25h	1h	0h	0h
Beautification	0h	1h	0.25h	0h	0h
Planning, research, & knowledge	0h	1h	0h	0h	0h
Outreach: members, mtngs, list	1h	1.25h	0.5h	0h	0h
Social Media	1.5h	0h	0.25h	0h	0h
Campaigns & media booking	0.75h	0h	0h	0h	0h
Branding Initatitives	1.5h	1.75h	0h	0h	0h
Board: comm, items, requests, discussion, mtng	0.5h	0.75h	2h	0h	0h
Special Projects/Tasks	0h	0h	0.25h	0h	0h
Downtime: Updates, tech issues, sourcing	0.25h	0h	0h	0h	0h
	8h sum	8h sum	8h sum	8h sum	8h sum	0h sum	0h sum

March 15 - 21

	Wed	Thurs	Fri	Sat	Sun
Admin Items: General	1.5h	1h	3.5h	0.75h	0h
Time Tracking: Input	1.5h	0.5h	0.25h	0h	0h
Board Group: Discussions and items	0h	0h	1h	0h	0h
Communication: Research & Development	3.5h	3h	1h	0h	0h
Meeting: Prep & Communication	0.25h	2.75h	0.5h	0h	0h
Social Media: Facebook, Ads, and Output	1h	0.25h	0h	0h	0h
Media: Rate Cards	0h	0h	1h	0h	0h
Signage: Billboard + Business Signs	0h	0.5h	0h	0h	0h
Computer: Issues with hardware	0.25h	0h	0h	0h	0h
Allowance: Doctor visit	0h	0h	0h	0h	0h
	8h sum	8h sum	8h sum	8h sum	7.25h sum	0.75h sum	0h sum

March 8 - 14

	Wed	Thurs	Fri	Sat	Sun	
Administrative and Renewal	1h	1h	1h	0h	0h	general ac
General Tasks	1h	0.25h	0.5h	0h	0h	gener
Time Tracking	0.25h	0.5h	0.75h	0h	0h	Inputtig ti
Beautification	0h	1h	0.5h	0h	0h	Baskets, g
Planning, Research, & knowledge	0h	2.5h	2h	0h	0h	Looking ir
Outreach: Member & Mtngs	2.5h	0.5h	0h	0h	0h	Chatting v
Social Media	0.25h	0.25h	0h	0h	0h	Look for p
Campaigns	2.5h	0h	0h	0h	0h	Current ca
Branding Initatitives	1h	0.75h	1h	0h	0h	These are
Board Comm, Items, Requests, Discussion, Mtng	0.5h	0.25h	0h	0h	0h	Anything r
Special Projects/Tasks	0h	0h	1.25h	0h	0h	S
Downtime: Updates, Tech issues	0h	0h	1h	0h	0h	Iss
	8h sum	8h sum	9h sum	7h sum	8h sum	0h sum	0h sum

March 1 - 7

	Wed	Thurs	Fri	Sat	Sun	
General Tasks	2h	0.5h	0.25h	0h	0h	checking
Administrative & Public Relations & Renewal	1.5h	0.5h	1.25h	0h	0h	grants, fin
Time Tracking	0h	0.5h	0.25h	0h	0h	Inputtig ti
Beautification	0h	0h	0.5h	0h	0h	Baskets, g
Planning, research, & knowledge	1h	3h	1h	0h	0h	Looking ir
Orginization outreach/relations	0h	0.5h	1.5h	0h	0h	
Outreach: members, mtngs, list	0h	1h	1h	0h	0h	Metetings
Social Media	0h	0h	0.25h	0h	0h	Look for p
Campaigns & media booking	0.25h	0.75h	0h	0h	0h	Current ca
Branding Initatitives	2.5h	0.25h	0h	0h	0h	These are
Board: comm, items, requests, discussion, mtng	0h	0h	1h	0h	0h	Anything r
Special Projects/Tasks	0.75h	0h	1h	0h	0h	S
Downtime: Updates, tech issues, sourcing	0h	1h	0h	0h	0h	Iss
	8h sum	8h sum	8h sum	8h sum	8h sum	0h sum	0h sum

Subject: CBIA Board | The LOOP - APRIL 9, 2021
Date: Friday, April 9, 2021 at 8:02:18 PM Pacific Daylight Time
From: Krystal Adams - CBIA Executive Director
To: krystal@chemainusbia.com

hello
A QUICK UPDATE
FROM YOUR EXEC. DIRECTOR

Hello Board Members,
We are re-instituting this touch base so that you can be informed about what we have been up to so that when you are speaking to businesses you are informed. We will try and get these out every two weeks so that you can refer to them as needed, if needed. They are a snapshot quick read and typically I will write my summary here, so if you read nothing else, read this portion to be informed of what we have been doing and the strides we have been making. As an aside, I counted the weeks incorrectly assuming Friday was a long weekend, it was two weeks and we pushed our board meeting. I made a mistake with the date of the board meeting and I apologize. Thank you for your patience.

With that said, please do review the plan below as we need to have consensus about moving forward should the businesses shutdown.

Sincerely, Krystal Adams

BOARD SECTION

UPDATES

Last week and this week, having a long weekend in-between, has been none-the less busy. See below for quick touchpoint on the different topics I am addressing in the past two weeks.

01. **RENEWAL:** As mentioned the Muni letter that went out was unclear. I have developed the letter sent to you, printed, folded and addressed these.

02. **IN THE COMMUNITY:** I have hand delivered many letters from us addressing the Muni letter and I have been speaking to businesses about this and trying to reach building owners etc. I spent the entire day yesterday speaking to business owners and making those vital communications.

03. **MEMBER MEETINGS:** This past two-weeks I had a few great long meetings where we discussed many things moving forward with both The Best Western and the Chemainus Public Market for a few hours. There are going to be many things on the go from here, and we have some great plans and support moving forward. Stay tuned. I also spoke to many other business owners sometimes for half hour to an hour about what they are feeling and needing. This is great and essential, and we will keep making this a priority in the weeks to come.

04. **PATIO ENHANCEMENT GRANT:** Community Futures were able to flip an expiring grant and gave us 24 hours to apply for and be granted $2,000 to put towards the "Circuit Breaker" shutdown for F&B. We needed to contact each business and identify their patio needs, source items that had to be in stock, have the businesses verify the item they wanted, order, pay and deliver these items. This was an unexpected interruption that took me away for a few days, and in the end took longer because the stock was not here and needed to be continuously sourced and re-sourced as the levels changed over the days. We are happy to announce we have all items ordered and 90% installed. F&B businesses got $200 to spend on an item which was usually a patio heater, umbrella, or bistro table. All that they can keep and encouraged people to be outside. The three remaining tables coming from Toronto should be here next week and delivered wrapping the grant, which required billing, item identification, pictures and a paragraph still to be done. Just identifying so you know that these things take lots of behind the scene admin time.

05. **PROFESSIONAL CONNECTIONS:** We have access to many professionals and we have been speaking to them, planning, and identifying needs. Things we have been discussing this have been mainly focused around the grants and what is there and how we can better help apply these to businesses. We have also been discussing a possible shutdown, and speaking to many sources about this to get an idea of what is potentially on the horizon for us.

06. **PLANNING:** We have spent quite a bit of March planning for various scenarios that could happen and what we would do in those scenarios because we need to be initiating items as opposed to being reactive - see below.

07. **PRE SHUTDOWN PLANNING:** As mentioned I have been speaking to many this week trying to get a feel for what is coming. Because of the numbers and unsteady traffic, I want to make sure we are set-up for success, therefore we are enacting the pre-shutdown plan next week, and showcasing the shutdown plan so we can activate if needed. See below for a review. I have run this by the chamber who has given some additional items to add to it and some great ideas on what they can offer and expand on as well. We will be individuals on some of these items, but we will mostly be working together and presenting this as a team so that we can make sure the businesses feel supported in the event of a shutdown. We will divide and conquer if we need to enact this plan.

08. **FOOD AND BEVERAGE CAMPAIGN/HIGHLIGHT:** We need to support the circuit breaker event as much as possible. We will be doing ads, a write up, photos and general information online and social media. We will also be touting out hours etc. This is the next big thing we need to focus on that goes outside of what we had planned and will take a few days to plan and execute well to get the word out.

09. **GENERAL:** We have lots of general things and day-to-day items happening including things for the valley voice, as well as other publications.

WHAT WE'RE WORKING ON

PLANNING

PRE-SHUTDOWN PLAN

- Increase or enhance general business listings to allow for a full business listings, includes image, content, blurb, and hours (if possible)
    - E-commerce Store is accessible so that items may be placed here acting as a large online shopping cart for products from theentire town, develop an order chain that can be easily managed for anyone who wishes to participate
- Partner with local organizations who want to work together on supporting businesses such as Chamber, CVCAS, Theatre, Hotel, anyone who can help spread the word.
- Ensure cell numbers for each business is listed
- Issue a joint CBIA/Chamber statement about working together if there is a shutdown here are the things to expect
- Survey: How can we help you, what do you need and what are you concerned about to implement if a shutdown offurs
- Create a series of quick graphic checklists

PROPOSED

- "preparedness before a shut down
- 24-hour post shut down things to do
- 48 hour and forward" list to send if needed.
- We will be working with the Chamber to do this and issue if we need it.

SHUTDOWN PLAN

- **Statement**
  - Website and social media about what that means clearly who is and is not able to be open
- **Identification on open businesses:**
  - Full Page ad to half page (depending how many are open) in the paper about what that means and who is open for the first week, drop down to column after
  - Identify businesses on social media same info, keep a running list pinned to the top
  - Send business list to the newspaper and tag alltourism affiliates
- **Online store** – send details of getting items online or gift cards.
  - Have Gift Cards listed in general for those whowish to participate. *They will be responsible for assigning the gift card once it comes into the system, plus issue and delivery.
- **Business to Business Communication & Support:**
  - Daily updates to the business page about what is happening in the community or for business grants etc
  - Encourage Facebook page as a safe space to voice frustrations etc.
    - Encourage use of online store
  - Round table discussions every Monday morning
    - Address pain points with group support
    - Gauges needs
    - Opens accessibility to the CBIA and Chamber
    - Offer one-to-one appointments after the round table for dedicated undecided attention from the CBIA and Chamber collectively with the possibility of involving professionals if needed.
- **Education**
  - Digital Series
    - Redistribute learning series previously done
    - Build upon learning series with new segments – one per week
  - Workshop: Building your own website up to 3 businesses per day, per series
  - Round Table Discussion on Government grants etc
- **Check-ins**
  - CBIA to call once every week to make sure people are taking advantage of things
- **Grants** - Become a resource at this as this is most important during the shutdown.
  - As grants come detail all info on them
  - Keep a running tally excel page with base details so that people easily

understand the grants
    - Phone specific businesses as they become available for grants
    - Offer help with grant applications if needed
- **Marketing Campaign** – keep our business alive/We need you now
    - Direction: "Meet the business owner" turns more into "how can the community support keep you alive" with a how can you support this business style campaign.
        - Daily Videos: A small 30 second video of live store tour, if they are willing to come out to do this and if we are. If not we can do this online and use any photos they have.
        - Published (ads and online)
            - Write Ups: Start circulating out the last campaign write ups again, create new ones for new businesses. 12 page ad weekly with strip write ups and photos.
            - Graphics about sheltering and supporting small businesses in times of need.
- **E-commerce Support** - (If absolutely necessary)
    - Offer to creat a simple bare bones e-commerce store or facebook store for any business who truly needs it and wants to embrace it.

CONTACT US
We want to hear from you, that's why we're here!

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CBIA
CHEMAINUS BUSINESS IMPROVEMENT ASSOCIATION
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