

## BOARD NOTES (NON-FORMAL) | FEBRUARY 16, 2020

LOCATION: Zoom Video + Phone DATE + TIME: Friday, February 16, 8:00am TERM: Month 6/Year 3

### BOARD OF DIRECTORS:

<input checked="" type="checkbox"/> Debbie	<input type="checkbox"/> Ward	<input type="checkbox"/> Barb	<input checked="" type="checkbox"/> Nuria	<input checked="" type="checkbox"/> Chris
<input checked="" type="checkbox"/> Lulu	<input type="checkbox"/> Warren	<input type="checkbox"/> Kelly		

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

### 1) Consent Agenda (Not able to be voted upon)

- All to be reviewed at next meeting or an online vote if the baskets information is received on time.

### 2) New Member: Kelly is excited to proceed as a board member in the upcoming meetings, we have 2 or three other people who may be interested to join the board.

### 3) Fiscal End & Renewal

- Renewal boundaries, increases in taxation, term, etc – Boundaries should not change, the Best Western will be going back to their board to identify if they will like to be involved in the upcoming term. To do: another call with the CBIA group to identify what our boundaries should be, also should we see about getting the Village Green to get them back on board if they show interest.
- Overview document/Round up package – new program and what has been put into place and, two extra pages which talk about the new programs this is how we pivoted for COVID and this is how we have continued to PIVOT to show how we could take a major event and throw things into it to be better for businesses. Budget percentages etc. What's been important, message from the board, and how the BIA is influencing the board and our members, pivot through COVID, those campaigns, forward looking how our market has changed.
- Term wrap up report – contents
  - Importance of the CBIA – Each board member to write a paragraph – 1 sent, other board members will be sending this as they can
- AGM discussion allotment
  - Welcome/presidents welcome
  - Previous AGM – general minutes to be read or summarized
  - Board Members introduction, with adopting in Kelly and Warren, plus a call for anyone else
  - Budget for 2021 – no changes or adjustments
  - Financial Overview – no questions just the need to identify why there is excess revenue from that year, also identify the areas where we had any expenditures that were over anticipated, for example investing in local advertising and radio that means we spent more and more in market/locally with on-island companies
  - Looking Ahead – Rediscover this location that is a fun place to be, driving them in for new experiences, and keep a passive or latent message. Looking to rely heavily on imagery pieces to drive home the changes that help to draw people in through visual story telling.
  - Call To other business will be open for any questions etc.
  - Adjourn – all confirmed

### 4) Summer Hanging Baskets

- Proposal review and granting – to approve at a later date and make adjustments given the change in plants available and doing some AB testing.
- We will be trying to do some AB testing looking nice but may not match so that we can test the best possible mix of plants to see if we can source out the best options for these. Maintenance contracts can not be adjusted depending if they are up or down. The maintenance and growers have been married so that they can discuss to see what the issues are and how we can changed these. Last year

we looked at all of the locations to identify where we needed to adjust the baskets to change fertilizer, or ab testing. We will have 5 sets on each side to identify the best flowering pot mix, the placements seem to be good, but we need to adjust the mix. Much of the issues have come down to the individual water challenges that we have had and when. We are working on that.

5) Misc.

- Chamber numbers could be better, but does not feel with us approaching Village Green would be a conflict to rezone the area which would come into play next year – we have spoken to
- Chamber and CBIA complementing each other and what the discount would be to our members, identify their services to show the complementing and solidify the fuller spectrum. Business advocacy and learning, we provide marketing, knowledge, and we all support the overall goal. We are a puzzle and we all work together.
- Tourism Guides are in Duncan and Ladysmith, as many places as possible that we can market
- Have all of the COVID recovery funds received having been allocated, is that something we can come collectively together to see if we can combine efforts to showcase the funds – update: AI has noted they are not raising taxes and instead are using the COVID funds to instead do the things that they are already moving forward with but would cost monies.
- Electronic billboards, with a capital budget line item identifying lighting of Fuller Lake sign Update: this was confirmed it has nothing to do with the Billboard which is under the control of the CBIA but rather the Fuller Lake sign.

6) Open Floor – We need to speak with the festival of murals to see if we can get them to become more modern etc. with their art installations.