

Mayne Island Community Chamber of Commerce
Board Meeting
November 09, 2021
6:00 pm via Zoom

Agenda Item	Responsibility
1. Land Acknowledgement	Annette
2. Additions to and Approval of the Agenda	Annette
3. Approval of September 15, 2021 Board Meeting Minutes	Annette
4. Reports	
A. Chair’s Report	Annette
B. Treasurer’s Report	Colleen
C. Membership Report	Lauren
D. Marketing Report	Kat
E. Executive Officer Report	Lauren
5. On-going Business	
A. Brochure	Lauren
B. Welcome Wagon	Lauren
C. “Office” Organization	Lauren
D. Wayfinding Project	Lauren
6. New Business	
A. Correspondence	
B. BC Chamber Shop Local Grant	Lauren
C. Island Chamber Alliance	Annette & Lauren
D. Regenerative Tourism	Annette
E. Networking Event	Lise & Lauren
F. Business Roundup	Lise
7. Adjournment	Annette

In Attendance: Lise Magee (Vice President), Annette Witteman (President), Collen Fraser (Treasurer), Kat Ferneyhough (Secretary), Gail Noonan (Member at large), Lauren Underhill (Executive Officer)

With Regrets: Emily Walker, Drew Ferneyhough, Brian Dearden

Meeting Brought to Order: 6:06pm

1. Land Acknowledgement

2. Business Round-Up added to New Business.

Motion to approve November 09, 2021 Agenda by Kat Ferneyhough, seconded by Lise Magee **CARRIED**

3. Approval of September 15, 2021 Board Meeting Minutes

Motion to approve September 15, 2021 Board Meeting Minutes by Lise Magee, seconded by Annette Witteman.

CARRIED

4. Reports

A. Chair's Report

- Attended Rural Island Economic Partnership Meetings, sat on panel of island businesses. Found it good to connect with all islands, not just southern gulf islands.
- Attended Island Chamber Alliance meeting: Working to form a collective, stronger voice to advocate at the legislative level.
- Southern Gulf Islands Tourism Partnership Society (SGITPS) is working on finalizing a 2022 budget. Mayne Island was the most progressive on taking on the new branding. They are looking at possibly taking over some of the design of island brochures for next year.

B. Treasurer's Report

- Currently have \$64,820 in the bank account, which includes the approx.. \$9800, which was paid by SGITPS to cover the costs associated with the 2021 brochure (design, printing, distribution, administrative costs).

Motion to approve the Treasurer's Report by Annette Witteman, seconded by Lise Magee

CARRIED

C. Membership Report

- Sitting at 43% membership invoices paid; invoices due by Dec. 2nd
- 2 new insurance members, 1 new business member (Das Nest), 5 businesses interested in finding out more about membership.
- Marcus Farmer interested in joining the Chamber board

Action Item: Lise to invite Marcus to be a member on the board.

D. Marketing Report

- SGITPS will be releasing a Cozy Season guide towards the end of November. There will be social media posts associated with this as well as distribution within BC, Washington, and Alberta.

E. Executive Officer Report

- Have created an account with Asana to help keep Chamber projects organized and allow for board members to see what is happening, as well as keep up to date on tasks.
- Worked with BC Ale Trail producers and SGITPS to host Joe Wiebe, who will be writing up a "Tasting Note" to publicize the SGI.
- Applied for Destination BC Marketing program, waiting to hear back.
- Root Cellar businesses are being asked to vacate the Root Seller for Oct 2022 in order to allow renovations of the building. This will put multiple Chamber members out of their commercial spaces.
- Lauren & Lise working on getting a networking event happening prior to end of year, with Jacqueline East possibly coming to present to members.

5. On-Going Business

A. Brochure

- Would like to get working on brochure shortly after memberships are due (Dec. 2nd)

- Received money from SGITPS to cover 2021 brochure costs.
- Waiting to see if and how SGITPS will be involved in 2022 brochure.

B. Welcome Wagon

- Would like to get working on this program.
- Divide members into 4 or 5 businesses for each board member, who can then contact them about the program.
- Lauren will do a 1 page welcome bag request write up for board members to have when contacting businesses.
- Suggested that more hours get added to break down of time needed for Lauren with the program.
- Will put a one page add in Mayneliner once bags have come together, as well as in phone book.

Action Items: Lauren to divide members into 4-5 businesses for board members, create 1 page info write-up, prepare ad for phone book.

C. Office Organization

- Lise and Lauren cleared out office paperwork from Studio 652. Lauren currently has boxes of paperwork at her house, to be filed in a filing cabinet from Annette. Annette will store the projector and projector screen at her location.
- Will be running financial paperwork by Lina to see what needs to be kept.

D. Wayfinding Project

- The idea of a directional post is still liked by the board.
- Lauren will start looking into what needs to be done for the installation of a “Welcome to Mayne Island” sign by the ferry terminal.

Action Item: Lauren to contact MoTI to find out about signage rules.

6. New Business

A. Correspondence

- Nothing to Report

B. BC Chamber Shop Local Grant

- Jesse from the Salt Spring Chamber is spearheading the grant application, with individuals from the steering committee assisting.
- Lauren will represent the Chamber on the steering committee.

C. Island Chamber Alliance

- Annette attended last meeting and will keep board updated on future meetings.

D. Regenerative Tourism

- Something to look at and think more about. How can the Chamber help encourage this?
- Provide a Pro-D or networking events for the membership
- Fund businesses to have GHG audits?
- Can local businesses be models for others?

- Impact Sustainability Travel & Tourism Conference in Victoria, January 23-26th. Should board members from the Mayne Chamber attend with the Chamber covering the costs?

Action Item: Figure out if board member attending conference.

E. Networking Event

Action Item: Lise will call Colleen at Bennett Bay Bistro to see about hosting the network event there. She will also see if Jacqueline from SGITPS can be a speaker.

F. Business Round-Up

- Owners are having a slower period, which gives some time to recuperate from the summer. Current visitors tend to be couples or groups of young people.
- Number of customers is unpredictable, some days lots, others none.
- Would be good to have a small business bookkeeping day, Lauren will ask Mitch if might be interested in doing.

Action Item: Lauren to contact Mitch to see if might put on a workshop.

7. Adjournment

- Meeting adjourned at 7:42pm