

Mayne Island Community Chamber of Commerce  
 AGM  
 May 16, 2018 at 6:00 pm  
 Studio 652 (House at Home Hardware, 652 Fernhill Rd.)

**Board Members in Attendance:** Sue Duncan, Colleen Fraser, Kat Ferneyhough, Sharon Hinton, Lauren Underhill (non-elected Executive Officer)

**Board Members Absent:** Toby Snelgrove (Treasurer), Brian Dearden, Bill McCance (President)

**Community Members in Attendance:** 8

\*Bill McCance was unable to make the meeting, Sharon Hinton stepped into the role of Chair\*

Agenda Item	Responsibility
1. Additions to the Agenda	Bill McCance
2. Approval of the Agenda	Bill McCance
3. Approval of May 17, 2017 AGM Minutes	Bill McCance
4. Chair's Report	Bill McCance
5. Treasurer's Report	Toby Snelgrove
6. Membership Committee Report	Lauren Underhill
7. Marketing Committee Report	Sue Duncan
8. Election of New Board Members	Bill McCance
9. Adjournment	Bill McCance

**Meeting Brought to Order at 6:05pm**

**1. Additions to the Agenda**

- None

**2. Approval of the Agenda**

- Motion to approve the agenda by Colleen Dearden, seconded by Drew Ferneyhough.  
CARRIED

**3. Approval of the May 17, 2017 AGM Minutes**

- Motion to approve the May 17, 2017 AGM Minutes by Colleen Dearden, seconded by Barbara McIntyre.  
CARRIED

**4. Chair's Report**

- Permission for an information kiosk to go on park land near the Mayne Island Library had been approved; however, no contractors expressed interest in building the kiosk, so the project is currently on the backburner.
  - Discussion about the kiosk at the AGM produced the idea that it might be worth putting the kiosk out to tender again because of an increase on contractors on the island. Also mentioned was that perhaps the kiosk could be designed and created as a kit with an engineering design and stamp included in the package (similar to what Pacific Homes does with their building packages).
- The Chamber board was approached by organizers of Tour des Iles with a donation request. The board approved a \$1200 donation in support of this event.

- The Chamber continues to support the Christmas Eve bonfire by covering the cost of food and drinks for the event.
- Production of brochures was increased to 40,000 for 2018, up from 30,000 in 2017. This was due to an increase in demand, which led to a second batch of brochures being printed in 2017.
- Board meetings are now every other month and the responsibilities of board members are now less onerous.
- Motion to approve the Chair's Report by Sue Duncan, seconded by Kat Ferneyhough.  
CARRIED

## 5. Treasurer's Report

- The chamber is in great financial shape.
- 2018 Revenue was over \$16,000. The reason for the profit has been the change in our advertising. Over three years ago we formed a tourism promotion consortium with the four southern gulf islands and applied for provincial tourism funds. As a result, our advertising costs were reduced by 90%. Our main expense now is with social media. In fact, participation in this project resulted in a tourism grant back to us for about \$3500.
- The board must maintain a strong relationship with the consortium. We need a designated member, along with Lauren, to connect with the EO, and Janet to ensure we have an active communication link. Due to geography, this connection can easily slip away.
- The increase in revenue has allowed us to increase the EO's role taking the pressure off of board members. This needs to continue with the board focusing on the big picture rather than the minutia of the chamber's operation. In fact, I strongly recommend two things:
  - Having a meeting with Lauren and finding ways to increase her role to enhance the chamber's operation. She has been outstanding.
  - Ensure the treasurer's role does not return to a bookkeeping one as it was before I took over. Using someone like Lina ensures that, as the treasurer's position changes hands, the accounting stays rock solid. In fact, the job description of the treasurer should include reference to maintaining a working relationship with the bookkeeper/accountant and specify submitting the books for up-dating every quarter.
- With the increase in revenue, the board will need to establish a new budget and proforma balance sheet. I do not recommend a reduction in chamber fees as we have no guarantee that the consortium will continue. While it does, the board should find short-term project ideas such as improve island signage, review of the Kiosk project, funded community projects, etc. If it turns out we have to return to doing our own advertising - as before - then we can re-allocate fund back to PR.
- Motion to approve the Treasurer's report by Bob Boettcher, seconded by Barbara McIntyre.  
CARRIED

## 6. Membership Committee Report

- Membership Numbers:
  - 60 Island Business Members (up 9 from 2017)
  - 6 Community Members (down 5 from 2017 –increase in fee from \$5-\$25)
  - 45 Insurance Members (up 1 from 2017)
  - 10 new members (insurance and island)
  - 111 members total

- All members are paid for 2018
- Exploring possibility of e-transfers for payment of 2019 membership
  - It was mentioned that Coast Capital (who the Chamber banks with) does not allow e-transfers for business members. The bank will be contacted to see if there is any way around this.
- Used Square in 2018, which increased ease of payment for many members, but many members voiced preference of e-transfers.
- Motion to approve the Membership report by Sue Duncan, Seconded by Colleen Dearden.

## **7. Marketing Committee Report**

- The Welcome Bag program (currently managed by Sue Duncan and Joyce Kallweit) is going well, but is still not reaching the desired number of new people. Currently most people are reached through word of mouth, the Welcome Bag brochure/posters, and the Mayneliner ad. Most people call Sue Duncan after seeing information about the bag.
- A magnet will be ordered so that Sue Duncan can have a Welcome Bag “advertisement” on her car.
- Mayne Island Realtors are hesitant to be involved with the Welcome bag.
- It was suggested that Welcome bag brochures or a business card be made available to business owners so that they may hand them out if new owners come into their shops. Also, the Insurance office was mentioned as a great contact for new owners.
- A new “Mini Promo” Committee was formed to follow up on the idea of having some kind of Mayne Island momento (such as embroidered badges, fridge magnets etc.) that businesses could have for visitors. Drew Ferneyhough volunteered to be involved with design; a contest was also suggested.
- The Chamber’s website and Facebook are being constantly updated by Lauren Underhill. One recent addition to the website is a job board for on-island businesses to post employment opportunities.
- Motion to approve the Marketing Committee Report by Colleen Dearden, seconded by Drew Ferneyhough. CARRIED

## **8. Election of Board Members**

- Toby Snelgrove is stepping down from the board after many years of service. Thank you Toby.
- Board members with time left in their terms: Bill McCance, Sharon Hinton, Brian Dearden, Sue Duncan, Kat Ferneyhough, and Colleen Fraser.
- Names put forward for election of board members: Candida Kitka, Allison Taylor, and Richard Jarco.
- No nominations were put forth from the floor.
- Motion to accept the three names of persons nominated to the board made by Sharon Hinton, seconded by Barbara McIntyre. CARRIED

## **9. Adjournment**

**Meeting Adjourned at 6:45pm**