

Mayne Island Community Chamber of Commerce Board Meeting
 January 21, 2020
 5:30 pm at Studio 652 (Home Hardware House)

Agenda Item	Responsibility
1. Additions to the Agenda	Brian
2. Approval of the Agenda	Brian
3. Approval of the December 2019 Board Meeting Minutes	Brian
4. New Business	Brian
5. Correspondence	Brian, Lauren
6. Treasurer's Report	Brian, Colleen
7. Membership Report	Lauren
8. Marketing Committee Report	Kat
9. Executive Officer Report <ul style="list-style-type: none"> • Brochure 	Lauren
10. Welcome Bag	Kat
11. Shop Local Decals & Shop Local Campaign	
12. Insurance Policy Update & Christmas Eve Event	Brian
13. School Zone Issue Revisit	Brian
14. Designing the Future Forum Initiatives	Brian
15. Letter of Support and Donation to AG Society	Brian
16. Mile Tree Update	
16. Adjournment	Brian

In Attendance: Colleen Fraser, Lauren Underhill (EO), Brian Dearden (President), Kat Ferneyhough (Secretary), Allison Taylor, Sharon Hinton, Annette Witteman

With Regrets: Richard Jarco, Bill McCance, Candida Kitka, Drew Ferneyhough

Meeting Brought to Order at 5:43pm

1. Additions to the Agenda

- Mile Tree Update

2. Approval of the Agenda

Motion to approve the agenda by Kat Ferneyhough, seconded by Colleen Fraser

CARRIED

3. Approval of the December 2019 Board Meeting Minutes

Motion to approve the December 2019 Board Meeting Minutes by Kat Ferneyhough, seconded by Annette Witteman

CARRIED

4. New Business

- n/a

5. Correspondence

- Nothing to report

6. Treasurer's Report

- Balance in the Chamber's bank account as of December 31 is \$52,563

**Motion to approve the Treasurer's Report by Colleen Fraser, seconded by Sharon Hinton.
CARRIED**

7. Membership Report

- Total Members for 2020= 106 (down one insurance member from last month)
- 94% paid, 2 unpaid insurance members, 3 unpaid community members.

Action Item: Allison to contact Bliss Leathers to see if Carl Leathers wants to continue his membership with the Chamber.

**Motion to accept the Membership Report by Sharon Hinton, seconded by Allison Taylor
CARRIED**

8. Marketing Committee Report

- Alea has printed 200 "shop Mayne Island first" decals for distribution on Mayne Island. Anyone can take one and they will be available at Home Hardware for pick-up.

Action Item: Lauren to let Chamber membership know about shop Mayne Island decal availability.

- Brian received an email from Brian Henry (Saturna, Ocean River Sports) discussing the funding available from the Southern Gulf Islands Tourism Partnership Society (the group that is receiving money collected from the Municipal and Regional District Tax). At this time it seems that funding is going mostly to promotion Southern Vancouver Island, but this could be because of lack of attention shown by other islands. Is Mayne Island Chamber motivated enough to pursue this funding? After discussion it was determined that the Chamber board is interested in finding out more information on this initiative.

Action Item: Brian Dearden to talk to Brian Henty to find out more about accessing funds from the SGITPS.

**Motion to approve the Marketing Committee Report by Colleen Fraser, seconded by Kat Ferneyhough.
CARRIED**

9. Executive Officer Report

- Deadline for brochure edits is coming up this Friday, January 24th. All members have received a link through which they can access the draft.
- Edits received at meeting:
 - If another business card does not take up the spot currently filled by the "Festival Active Pass" card, the board would like the Chamber logo instead with the words "This brochure produced by the Mayne Island Community Chamber of Commerce"
 - The "Mayne Island" part of the "closer than you think" line is too dark to read.
 - The logo on the front needs to be lower down so that it doesn't cut into the image.
 - Switch the front colour to white with red writing.
 - Have writing that matches the photo (info about health centre etc. should have picture of health centre, or one of the matching buildings mentioned)

- Car stop needs to be moved across the street of Campbell Bay Rd.

Action Item: Kat Ferneyhough and Allison Taylor will forward brochure edits to Lauren ASAP so that Lauren can get them to Richard.

- Quote for printing of the brochure (40,000 copies) by Alea is \$7991.20. [2019 Distribution costs were 3803.92, 2019 design cost was \$840.00]
- Colleen was wondering if brochure distribution should stay within the lower Gulf Islands and Vancouver Victoria Route (we have pulled distribution back to these areas), or return them to up on more northern ferry routes.
- Kat suggest that it might be worth expanding where the brochure goes past the ferry routes (ex. Accommodations), Lauren mentioned that brochures do get sent to some tourism offices that have requested them. Annette also mentioned that Michael might be able to take brochures with him while he travels, and Colleen would be happy to drop them off as well.

Action Item: Kat to research businesses that distribute brochures to hotels etc.

10. Welcome Bag

- Kat has had conversations with the Mayne Island Community Resource Centre (CRC) and they would like to partner with the Chamber for distribution of the Welcome Bags. They would keep the bags and supplies there and wouldn't add anything to them except for a page on the CRC. New posters would need to be created to show the change in pick-up location.

Action Item: Kat to get the current Welcome Bag poster file from Colleen so that it can be edited.

Action Item: Kat to meet with Lauren on Tuesday the 28th to go through Welcome Bag supplies to determine what is still current and what is needed.

11. Shop Local Decals and Campaign

Action Item: Shop Local Decals to be put in the Welcome Bags

Action Item: Lauren to write in March's Chamber Chatter that the decals are available for pick-up/part of a shop local campaign that the Chamber is working on. She will ask Jim to put an image of the decal with the write-up.

Action Item: Continue the shop local campaign discussion at the next Chamber meeting, with more suggestions/ideas. Allison will ask Kim Fairall if she wants to come to the next meeting to talk about her experience with similar campaigns.

12. Insurance Policy Update & Christmas Eve Event

- The board now has Directors and Officers Liability. If the Chamber holds more than one event per year in the future, it might be worth getting Commercial General Liability through the same insurance provider to cut down on costs of getting insurance for individual events.
- The Christmas Eve Event went well, numbers were down, possibly due to the day of the week and weather.

Action Item: Brian to have discussion with the Parks and Recreation Commission regarding insurance as well as the condition of the gazebo at Miners Bay Park.

13. School Zone Issue Revisit

- Janelle has had discussions with Brian regarding the push for more safety measures to be taken in the school's playground zone. She is wanting to work with the school board to make this happen.
- The Chamber is willing to write another letter of support as well as contact other businesses to encourage their writing letters of support as well.

Action Item: Lauren to send Janelle Lawson copies of the letters that had been written to the Ministry of Transportation regarding the playground zone, as well as the response received. She will also communicate with her that the Chamber is willing to help move this issue forward.

14. Designing the Future Forum Initiatives

Action Item: Lauren to urge Chamber members to fill out the current designing the future survey.

15. Letter of Support and Donation to the AG Society

Motion by Annette Witteman to write a support letter for, and donate \$1000 to the Agricultural Society for their Revitalization Initiative, seconded by Kat Ferneyhough. CARRIED

Action Item: Brian to write a support letter for the Agricultural Society Revitalization Initiative and give them a \$1000 cheque from the Mayne Island Community Chamber of Commerce.

16. Mile Tree Update

- Annette has written a letter to the Islands Trust regarding asking permission for Mile Tree installation. After discussion it was felt that the letter would be better directed at Mayne Island Parks and Recreation since they may have property on which the Mile Tree might be installed (ex. Miners Bay Park). Location suggestions were by the library, at the Farmers Market Field, and possibly at the dock. However, the sentiment was that it was best to start with one location. It appears that material costs might not be large, but there would be costs involved with installation. Hopes would be to have the first installation done prior to the busy summer season.
- Sharon stated that they might be interested having one at the Mayne Island Resort.

Action Item: Annette Witteman to edit Mile Tree letter to be directed towards Mayne Island Parks and Recreation.

17. Motion to Adjourn

Motion to Adjourn by Sharon Hinton, seconded by Annette Witteman CARRIED

Motion adjourned at 7:01pm.

Next meeting February 18th, 2020

It was discussed that more frequent board meetings may be useful given the amount of initiatives currently going on with the board, thus the February meeting date. This may make the meetings shorter overall.

Summary of Action Items		
New Action Items	Responsibility	Status/Timeline
Kat Ferneyhough and Allison Taylor will forward brochure edits to Lauren ASAP so that Lauren can get them to Richard.	Kat/Allison	Jan. 24 th , 2020
Kat to research businesses that distribute brochures to hotels etc.	Kat	Next Meeting
Kat to meet with Lauren on Tuesday the 28 th to go through Welcome Bag supplies to determine what is still current and what is needed.	Kat	Jan. 28 th , 2020
Shop Local Decals to be put in the Welcome Bags	Kat/Lauren	
Lauren to write in March's Chamber Chatter that the decals are available for pick-up/part of a shop local campaign that the Chamber is working on. She will ask Jim to put an image of the decal with the write-up.	Lauren	Feb. 20, 2020
Continue the shop local campaign discussion at the next Chamber meeting, with more suggestions/ideas. Allison will ask Kim Fairall if she wants to come to the next meeting to talk about her experience with similar campaigns.	Board	Next Meeting
Brian to have discussion with the Parks and Recreation Commission regarding insurance as well as the condition of the gazebo at Miners Bay Park.	Brian	
Kat to get the current Welcome Bag poster file from Colleen so that it can be edited.	Kat/Colleen	
Allison to contact Bliss Leathers to see if Carl Leathers wants to continue his membership with the Chamber.	Allison	ASAP
Lauren to let Chamber membership know about shop Mayne Island decal availability.	Lauren	ASAP
Brian Dearden to talk to Brian Henty to find out more about accessing funds from the SGITPS.	Brian	Next Meeting
Lauren to send Janelle Lawson copies of the letters that had been written to the Ministry of Transportation regarding the playground zone, as well as the response received. She will also communicate with her that the Chamber is willing to help move this issue forward.	Lauren	ASAP
Lauren to urge Chamber members to fill out the current designing the future survey.	Lauren	ASAP
Brian to write a support letter for the Agricultural Society Revitalization Initiative and give them a \$1000 cheque from the Mayne Island Community Chamber of Commerce.	Brian	ASAP
Annette Witteman to edit Mile Tree letter to be directed towards Mayne Island Parks and Recreation.	Annette	ASAP
Action Items Completed Since Previous Meeting		
Brian Dearden will clarify the request regarding bonfire insurance with Jerry of Parks and Recreation and follow up with the Chamber board.		
Annette to research possible locations and cost of a mile sign, as well as a draft letter to the Islands Trust.		

Annette to forward information on the independent marketing firm as discussed at the December meeting.

Lauren to contact the phone book designers to request discussed changes to the Chamber's phone book ad.