

Mayne Island Community Chamber of Commerce
Annual General Meeting Wednesday May 2016
Minutes

Board members in attendance: Millie Leathers, Lorie Brown, Toby Snelgrove, Anita Bates, Bill McCance, Andy Pearson
Regrets: Sharon Hinton

Presentation on Group Insurance by Doug Wedman and Marc Bourdon of Wedman Insurance.

Business Meeting:

Approval of 2015 Minutes. MSC. (Lorie, Carl)

Questions arising from Minutes: None

President's Report (Millie Leathers)

Some highlights of the year were:

All candidates forum during election

Car show

Spaghetti dinner

Brochure out earlier than usual

Ad in phone book to support Lions and promote Chamber

New rack at Tru Value

MI Information booth in planning stage

Christmas bonfire

Website became more user friendly

Facebook page active

Second billboard on way into Victoria

Dock issue, got involved, worked to represent all islanders

Chamber Chatter in 11 out of 12 issues of MayneLiner

Treasurer's Report MSC (Toby, Lorie)

Listed cheques and deposits, income, have operating funds of 12000 for remainder of year. Went over year's budget. Lina Beaudet did figures.

Membership Report (Anita Bates) MSC. (Lorie, Toby)

Now have 12 community members, 55 island business members, 12 annual pay insurance members and 28 monthly pay insurance members.

Marketing Report (Lorie Brown). MSC (Maureen, Barbara)

Slogan is "Mayne Island: Closer Than You Think"

Focus on Destination Marketing

Tourism Vancouver Island

SGI Consortium (matching funds program ceased to exist) SSI, Pender, Saturna, Galiano, funds matched by EDC and Destination BC
Above to pay for destination marketing for SGI
Advertising focus reflect the SGI consortium
For Mayne itself, reduced the print advertising and increased social media (e.g. buying time on web)
Members encouraged to like FaceBook posts.
Billboard in better location, positive feedback.
Bill McCance built and installed rack card holder
Island feedback survey. Purpose to provide information on what draws people to the island (and how well our different forms of advertising are working). Placed in tourist accommodations, restaurants, stores. Participants entered in monthly draw to win \$25. worth of goods or services from any Chamber business.

Welcome Bag (Millie Leathers). Joyce Kalweit and Millie distributed 14 welcome bags last year. This year, Sue Duncan and Joyce will be responsible for welcome bags . Query having a booth at market.

Info booth and welcome sign (Bill McCance). Proposal for information centre for tourists featuring information on events and Chamber businesses, maps, etc. To be located at Naylor Road at Village Bay Road in front of the library. Showed drawing.

Binders (Lorie Brown). Binders are being prepared with laminated pages showing business services on the island. Important to know how many binders each business needs, and for businesses to provide information (cards, etc) for the binders. Could also contain a calendar of year's events, surveys. Way to promote Chamber businesses on the island.

Election.

The following board members were elected by acclamation:

Toby Snelgrove

Anita Bates

Bill McCance

Sharon

Lorie

Sue Duncan (nominated by Lorie Brown)

Colleen Fraser (nominated by Andy Pearson)

Millie will continue as Past President – thanks to Millie for excellent service as President.

Andy Pearson has left the Board, thanks to Andy for his excellent service.

Our Executive Assistant (Lauren Underhill) now on maternity leave, contact new president instead.

Motion for adjournment, 9:05pm