

Mayne Island Community Chamber of Commerce
Board Meeting
June 9, 2015 at 7pm
House on the Hill @ Home Hardware

Board Members in Attendance: Millie Leathers, Jillian Rice, Andy Pearson, Sharon Hinton, Lorie Brown, Anita Bates

Regrets: Richard Jarco, Bill McCance, Toby Snelgrove

Agenda Item	Responsibility
1. Tour De Isles	Selena/Andy
2. Additions to the Agenda	Millie
3. Approval of the agenda	Millie
4. Approval of May 12, 2015 board minutes	Millie
5. Business arising from the minutes	Millie
6. President's Report	Millie
7. Treasurer's Report	Andy
8. Membership Committee Report	Sharon, Anita
9. Marketing Committee Report	Toby, Lorie, Andy
10. Committees Review -5 minutes each (Advertising, Finance, Nominating, Brochure/Website, Membership, Welcome Bag, Events)	
11. BC Chamber's Support of Improvement Districts Update	Sharon
12. Island Minibus	Andy
13. Car Show Discussion	
14. Meeting Day Discussion	
15. President term length discussion	Millie
16. Website	Lauren
17. Island challenge	Lauren
18. Questionnaire	Lorie
19. Chamber Chatter	Millie
20. Tour des Isles Funding	Andy
21. Adjournment	Millie

Meeting brought to order by Millie Leathers at 7:00pm

1. Tour des Isles

- Selena introduced the Tour des Isles, which is an event of free boat travel between islands from June 18th-21st.
- The event is funded by the SGI Economic Development Committee, a CRD Grant in Aide, private donations, and island chambers
- Performers will be shuttled between islands and on Mayne there will be collaboration with the Campbell Bay Music Festival.
- There has been request for volunteers for the weekend (ambassadors to meet people at the docks) and there may be a bus running to shuttle visitors.

- Selena was looking for print materials from businesses for welcome packages to travellers.

Action Item: Lauren to send Selena's email (once received) to board

2. Additions to the agenda

- Additions to the agenda include the questionnaire, chamber chatter, and Tour des Isles.

3. Approval of the agenda

- Motion to approve the agenda by Lorie Brown, seconded by Andy Pearson CARRIED

4. Approval of the May 12, 2015 board minutes

- Motion to approve the May 12, 2015 board minutes by Lorie Brown, seconded by Sharon Hinton CARRIED

5. Business arising from the minutes

- Some emails were lost on their way to their intended recipients and will be resent.
- Millie will phone Bill about the Pathways and Trails Association talking to Parks and Rec about putting up a welcome booth funded by the Chamber of Commerce in the Miner's Bay area.
- Millie and Sharon are going to hold off rewriting the Chamber's bylaws until the next AGM
- Millie is still working on contacting Rick Roberts about the brochure rack at the Tru Value
- Board Meeting days will continue being the second Tuesday of the month
- Millie is working on finding out whether the Chamber needs a seal and Andy will look to see if he has it in his possession.
- Andy went to a meeting regarding the SGI tourism 2 months ago where it was proposed that the joint website would be done by a person on Pender Island. This was delayed, but a representative of the Pender Chamber has said that it is being done, although Andy has not yet seen any progress. Andy will contact those responsible to see what is happening.

Action Item: Millie to resend the email regarding trade shows to Andy

Action Item: Lauren to resend the 2015 membership list to Sharon

Action Item: Millie to talk to Bill about a possible welcome booth and cooperation with trails/parks

Action Item: Andy to look at the newly discovered Chamber items in his possession to see if they include the Chamber seal

Action Item: Andy to check on progress of the joint Gulf Islands website

6. President's Report

- A letter was received from organizers of the Active Pass Festival thanking the Chamber for their partnership.

Action Item: Lauren to post the Active Pass Festival letter on the Chamber website

7. Treasurer's Report

- The Chamber's current balance is \$14,049
- Lina Beudet's financial statement is attached to the minutes email

8. Membership Committee Report

- Nothing to report

9. Marketing Committee Report

- The marketing committee had previously talked about doing ad in the Western Living magazine, which reaches 60,000 people throughout BC. A full page ad in the summer issue would cost over \$3000, while a 1/3 page ad would be offered to the Chamber at around \$1000 (they are willing to negotiate the price)
- The ad is expensive, but the committee thinks that it would be worth it because of its high gloss design and potential readership. If the space is still available, the committee needs approval because of the cost.

Motion by Sharon Hinton to put an advertisement into the Western Living Magazine.

Seconded by Anita Bates.

CARRIED

- To advertise in the Island Tides for 4 months (with bi-weekly distribution) is approximately \$1000.
- To advertise with Black Press is \$92 per newspaper, and the committee is looking at Black Press newspapers within and outside the core Victoria/Saanich Peninsula area.
- To advertise in Aqua for a year is \$1800.

10. Committee Review

Action Item: Committee review is postponed until the next meeting, with an RSVP to board members. If a member cannot attend the meeting, they will be asked in which board activities they would like to be involved.

11. BC Chamber's Support of Improvement Districts Update

- Cities, municipalities, and incorporated districts are eligible to apply to the province for infrastructure grants. To date, improvement districts, such as Mayne Island, cannot do this, so funding must come from their tax base.
- Some of the Chambers of Commerce have gotten together to ask the government to reconsider this policy so that improvement districts could apply for grants. The BC Chamber has found a MLA to stand up for this issue and some recommendations will be presented to the government.
- It is felt that it would be good for the Chamber to write a letter of support speaking to this issue.

Motion by Lorie Brown to write a letter of support in regards to Improvement District's being able to apply for government grants, seconded by Sharon Hinton.

CARRIED

Action Item: A letter of support will be written regarding Improvement Districts and grants in conjunction with Sharon.

12. Island Minibus

- The Mayne Island Minibus Society has been formed, which will direct the operation of an Island minibus (donated by Willie's Dodge). This bus will be a vehicle that drivers with a class 5 licence can drive, as opposed to the Community Bus, which requires additional licensing. This will allow for a greater pool of drivers to be available.
- The Community bus cost \$7200 to operate annually, while bringing in an income of \$6000.

Motion by Andy Pearson that the Chamber of Commerce provides some fiscal support for the Mayne Island Minibus Society for the year.

- Discussion on the motion is deferred to July where someone from the society will come in and talk to the Chamber [**this discussion will be deferred to August because Andy Pearson will not be present at the July meeting**].

Action Item: Andy to ask a person from the Minibus Society to present at the Chamber meeting

13. Car Show Discussion

- Millie spoke to Leanne Maxwell and it seems that Mike and Leanne have everything under control
- It was voiced that there should be some presence from the Chamber executive at the event because of its benefit to the Chamber. Last year there was a booth with a banner, along with maps and brochures from different businesses.

Action Item: Millie to ask Bill McCance if he might be able to man the Car show Chamber booth on July 25th.

Action Item: Lauren to check her calendar to see if she is available to help at the car show.

14. Meeting Day discussion

- As determined during the business arising from the minutes discussion, the second Tuesday of the month will continue to be the meeting day for Chamber board meetings.

15. President term length discussion

- Deferred to the next meeting

16. Website

Action Item: Lauren to send out an email to members about putting a link to the Chamber of Commerce on their webpages

Action Item: Lauren to send out an email offering workshops on editing Chamber website pages

17. i5land Challenge

- Deferred to the next meeting

18. Questionnaire

- An edited questionnaire was presented; more edits were suggested, including changing the look and adding an address/name option so that they could be tracked.
- There was discussion about sending the questionnaires out to relevant businesses and collecting them monthly, along with having a monthly prize (e.g. a card from Toby or Lorie).

19. Chamber Chatter

- Topics suggestions for this month include writing about what the Chamber is doing for the island, the car show, the “closer than you think” advertising theme, and the website/facebook.

20. Tour des Isles Funding

- The majority of the money for this event is coming from the Economic Development Commission (EDS) and a CRD Grant in Aide. There is a request for financial support from Mayne Island.
- It was discussed that it would be bad PR if Mayne Island didn't give any support when other islands have.

Motion by Anita Bates for the Chamber to contribute \$250 to the Tour des Isles

Motion by Sharon Hinton for the Chamber to contributed \$200 to the Tour des Isles.

Seconded by Anita Bates.

CARRIED

21. Adjournment

Adjournment at 9:10pm

Motion to adjourn by Andy Pearson

Next Meeting will be July 14th at the House on the Hill at 7pm

Summary of New Action Items		
Action Item	Responsibility	Status/Timeline
Lauren to send Selena's email (once received) to board	Lauren	ASAP
Millie to resend the email regarding trade shows to Andy	Millie	ASAP
Lauren to resend the 2015 membership list to Sharon	Lauren	ASAP
Millie to talk to Bill about a possible welcome booth and cooperation with trails/parks	Millie	July 14
Andy to look at the newly discovered Chamber items in his possession to see if they include the Chamber seal	Andy	August
Andy to check on progress of the joint Gulf Islands website.	Andy	August
Lauren to post the Active Pass Festival letter on the Chamber website	Lauren	July 14
Committee review is postponed until the next meeting, with an RSVP to board members. If a member cannot attend the meeting, they will be asked in which board activities they would like to be involved.		July 14
A letter of support will be written regarding Improvement Districts and grants in conjunction with Sharon.	Sharon	July 14
Andy to ask a person from the Minibus Society to present at the Chamber meeting	Andy	August
Millie to ask Bill McCance if he might be able to man the Car show Chamber booth on July 25th.	Millie	July 14
Lauren to check her calendar to see if she is available to help at the car show.	Lauren	July 14
Lauren to send out an email to members about putting a link to the Chamber of Commerce on their webpages	Lauren	July 14
Lauren to send out an email offering workshops on editing Chamber website pages	Lauren	July 14
Action Items –In Progress		
Action Item		
See about the Pathways and Trails Association talking to Parks and Rec about putting up a welcome booth funded by the Chamber of Commerce in the Miner's Bay area.		To be decided
Millie to forward the email regarding the trade shows to Andy.		Millie
Millie will talk to the owner of Tru Value Mall in regards to brochure rack		Millie
Millie to find out if a seal is required for the Chamber.		Millie
Action Items –Completed Since Last Meeting		
Action Item		
Andy to send a report on SGI Tourism to Board members		
The Board to discuss the change of meeting days at the next meeting		
Deferred until next AGM: Having identified Chamber By -laws that require updating and amending, Millie and Sharon will re- write those By-laws.		
Lauren to put the car show on the agenda for the next meeting.		
Lauren to put on next agenda discussion regarding the terms of the president (moving from 2 years to 1 year) and the creation of a nominating committee.		
Lauren to see if she can get other websites to link to the Chamber website		

Lauren to send Sharon the 2015 membership file.