

Mayne Island Community Chamber of Commerce  
Board Meeting  
May 12, 2015 at 7pm  
Home Hardware House on the Hill

Board Members in Attendance: Millie Leathers, Toby Snelgrove, Richard Jarco, Lorie Brown, Sharon Hinton, Andy Pearson, Anita Bates  
Regrets: Jillian Rice, Bill McCance

Agenda Item	Responsibility
1. Representative of Expedia presentation	
2. Additions to the agenda	Millie
3. Approval of the agenda	Millie
4. Approval of March 10, 2015 board minutes	Millie
5. Business arising from the minutes	Millie
6. Chair's Report	Millie
7. Treasurer's Report	Andy
8. Membership Committee Report	Sharon, Richard De Armond
9. Marketing Committee Report	Toby, Lorie, Andy
10. i5land Challenge discussion	Lauren
11. Ocean television filming	Lauren
12. Chamber Chatter	Millie
13. Canada Day	Richard
14. Adjournment	Millie

Meeting brought to order by Millie Leathers at 7:05pm

1. Representative of Expedia presentation
  - The representative did not show up to the meeting.
2. Additions to the agenda
  - N/A
3. Approval of the agenda
  - Agenda approved
4. Approval of March 10, 2015 board minutes
  - **Motion** to approve the March 10, 2015 board minutes by Sharon Hinton, seconded by Richard Jarco. CARRIED
5. Business arising from the minutes
  - See table at the end of the minutes for updated action items
6. Chair's Report
  - On March 12/13, 19/20, there will be an Outdoor Adventure and Travel show in Vancouver and Calgary respectively. A 10'x10' booth would cost \$1395 at these events. The idea was

presented of having a collaboration within the Gulf Islands to have representatives staffing a booth at these shows.

**Action Item: Millie to forward the email regarding the trade shows to Andy.**

#### 7. Treasurer's Report

- Cheques paid by the Chamber this month total \$667.12. The balance as of the 1<sup>st</sup> of April is \$14,725.94. \$530.00 should be coming from Insurance payments, bringing the total to \$15,255.94.
- Tourism Vancouver Island (TVI) has approved \$8400 in advertising money, bringing the Chamber's advertising budget to approximately \$12,900.
- **Motion** to approve the Treasurer's report by Richard Jarco, seconded by Sharon Hinton.

CARRIED

#### 8. Membership Committee Report

- Anita Bates has joined the membership committee.
- There was discussion over the need to contact insurance members who had not renewed their membership for 2015, to see if they wished to continue being receiving benefits.
- **Action Item: Lauren to send Sharon the 2015 membership file.**

#### 9. Marketing Committee Report

- Lorie presented a draft questionnaire to track the Chamber's marketing efforts. Once finalized, these questionnaires would be at on-island shops and accommodations.
- **Motion** by Lorie Brown to re-write the questionnaire and submit to the board members for approval. Once distributed, the questionnaires would be collected about one a month. Seconded by Andy Pearson.
- There will be no billboard because the slot has been taken and the next slot available is in September.
- Lorie passed around an advertisement for Portland Oregon, wondering if Mayne Island might be able to do a similar ad. Ideas for the ad included photographing the painting at Tru Value and using that, or having postcard designs. The idea is to have something bigger and bolder that embodies the whole island.
- The idea of hosting a photo contest was mentioned, but there was some concern about the quality of photographs as well as the non-use of photographs being demotivating.
- The marketing committee is looking at ads in Island Parent, Black Press publishing and Island Tides.
- **Action Item: Lauren to see if she can get other websites to link to the Chamber website.**

CARRIED

#### 10. i5land Challenge discussion

- **Action Item: Lauren will check to see if they are going to have locals involved in the challenge and also if they are wanting accommodation for participants.**

#### 11. Ocean television filming discussion

- Filming is postponed until fall

#### 12. Chamber Chatter

- It has been 2 months since the Chamber Chatter was in the Mayneliner.
- It is felt that the exposure that Chamber Chatter provided to the community was important.

- Millie is willing to write this as long as there is material given to her (ideas for upcoming chatter are: who is on the board and what they are doing, what the chamber has been doing for advertising, mention the Facebook page).
- **Motion** by Toby Snelgrove to re-enter the Chamber Chatter into the Mayneliner has needed. Seconded by Richard Jarco. CARRIED

### 13. Canada Day

- Richard gave a heads up that there will be no flea market at Canada day this year and that the Lions will be stepping back from the activities (it is actually put on by the Legion). Canada Day will be a flag raising only and the Lions will be sitting down with the Legion for 2016 to come up with possible new ideas.

### 14. Meeting adjourned at 8:48 pm. The next meeting will be at the House on the Hill on June 9<sup>th</sup>.

<b>Summary of New Action Items</b>		
<b>Action Item</b>	<b>Responsibility</b>	<b>Status/Timeline</b>
Millie to forward the email regarding the trade shows to Andy.	Millie	asap
Lauren to send Sharon the 2015 membership file.	Lauren	asap
Lauren to see if she can get other websites to link to the Chamber website	Lauren	June 9
Lauren to put the car show on the agenda for the next meeting.	Lauren	June 9
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	June 9
<b>Action Items –In Progress</b>		
<b>Action Item</b>		
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
Having identified Chamber By -laws that require updating and amending, Millie and Sharon will re- write those By-laws.		Millie and Sharon
Millie will talk to the owner of Tru Value Mall in regards to brochure rack		Millie
The Board to discuss the change of meeting days at the next meeting		All
Millie to find out if a seal is required for the Chamber.		Millie
Andy to send a report on SGI Tourism to Board members		Andy
<b>Action Items –Completed Since Last Meeting</b>		
<b>Action Item</b>		
The Marketing Committee will meet and discuss the brochure and issue of board members doing work for board.		
Lauren to tell people to bring welcome bag items to the AGM		
Richard Jarco to ask Harbour’s Commission if they will pressure wash the Miner’s Bay Dock prior to the Active Pass Festival.		
Millie to give the suggested bylaw changes to Lauren so that she can send them to members.		
Millie to discuss the change of meeting day with Brian Dearden		
Present the question regarding items being put out to tender at the AGM.		
Lauren to post meeting minutes on the Chamber Website		

Lauren to advertise the AGM, and in the Mayneliner ad include that members should check their emails for proposed bylaw changes.
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Richard Jarco to double check that Alea has the brochure for printing.
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Lorie to take the lead on getting content into Global for the Small Town Feature.
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Lauren to send media correspondence to Board
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