



Draft Minutes: Board Meeting

Date: November 13, 2013

Time: 7:30 pm

Place: PHC

In Attendance: Board / Management

Ken Gurr, President
Gloria Hatfield, Vice President
John Peirce, Treasurer
Carly McMahon, Secretary / Director
Chris Hock, Director
Sharon Hooton, Director
Dorothy Engst, Director
Adam Velsen, Director
Christine Taylor, Director
Lisa Rey, Manager

Guests

Patricia Woods
Josee Velsen
Lana Pearson
Jane Ferland
Jill Adamson
Anita Jackel Deggan
Sarah Holmes
Derek Kilbourn
Allen Engst
Mike Taylor

Guest Speaker

Jenn Houtby
Bailee McNabb

1. Call to Order

The meeting called to order by Ken Gurr, President

Ken to introduce the directors present - listed above. All directors attended.

2. Approval of Agenda

Motion: To adopt the agenda as presented

Moved: Gloria Hatfield

Seconded: Carly McMahon

Discussion: None

CARRIED

3. Approval – Minutes from November 19, 2012 AGM

Motion: To adopt the minutes from November 19, 2012 AGM

Moved: Sharon Hooton

Seconded: Chris Hock

Discussion: None

CARRIED

4. Business Arising from the Minutes

There was no business arising.

5. President's Annual Report

Welcome to the 2013 Gabriola Chamber AGM

The Chamber had another busy year with several changes and challenges. In looking at the activities of other chambers along the coast and southern Vancouver Island, it is always remarkable to see what our small chamber accomplishes with its very limited resources. Indeed, this chamber is like a sports team from the minors that continues to play at the same level of the big league teams, with all their access to civic funding and population-base. All members, our Manager, Board and crew of volunteers should be very proud of what we do each year.

Highlights include:

Marketing & Promotion

- The Visitor Centre saw approximately 2,400 visitors in 2013. The centre provides a vital “front door” service to our visitors and island residents hosting guests.
- David Soy – Representing Gabriola at Nanaimo Terminal
- Reduced numbers of Visitor Centre Volunteer Hosts this year.
- Many other visitors are not reflected in these numbers. One good indicator of increased tourism is that close to 6,000 of the Go Gabriola visitor guides were distributed by BC Ferries- Nanaimo terminal in 2013.
- All hospitality and retail members reported a definite increase in business over 2012 high season. Increase in family reunions, weddings, events, etc.
- Real estate office reports 30% increase in home sales over last year.
- Two Fam Tours were held, including hosting staff from Tourism Nanaimo
- Media interviews promoting Gabriola were held with Shaw-TV, Nanaimo newspapers and tourism publications.
- Worked with island farmers to create and distribute Gabriola Growers farm directory.
- Iceland Visitor came all the way Gabriola for 2 days to visit eye doctor!
- Began new collaborative planning around marketing with Gabriola Arts Council
- Met with NEDC Tourism staff about improved marketing collaboration with Gabriola– resulted in improved Tourism Nanaimo web presence, improved promotion to Travel Trade media and at Calgary/WestJet Trade Mission.

- Initiated plan, budget and new approach for an expanded Visitors Guide in 2014 to promote broader range of businesses, increased marketing activities and distribution.
- Initiated plan for new website and internet-based marketing and member services.
- Provided promotional support to Gabriola Gertie bus.

Development and Administration

- The Chamber continues to evolve, with our current, paid membership now standing at 119 as at this AGM date.
- Farewell to Carol Ramsay, GICC Manager for 6 years and thank you to Carol for her support during the transition.
- Board members resigned: Sue de Carteret, President Ken Wur, Steve Wohlleben
- New Board members appointed to fill vacancies: Chris Hock, Christine Taylor, Adam Velsen.
- Retained Brenda Fowler on very short notice and tough conditions to work as interim Chamber Manager. Thank you to Brenda.
- Did function analysis, advertising and interviews and recruited new Chamber Manager – Lisa Rey.
- Attended AGM of Nanaimo Economic Development Corp (NEDC), and Vancouver Island Economic Summit to continue collaborative partnership building and networking.
- Continued policy work and advocacy efforts re: OCP in Village Core (with Sustainable Gabriola); signage, BCF, additional access options to the island.
- Budget planning, revisions, strategic planning processes and operations review continued.

Volunteer Appreciation September 2013

- We graciously thank our Tourism Counsellors who donated over 750 volunteer hours to the Visitor Centre's operation. We could not provide these tourism services without you. Thank YOU!
 - Sadly Jeff Wisdom one of our dedicated volunteers recently passed and will be missed by all.
 - Thanks to Lisa Rey for hosting this year's Volunteer Appreciation night.
 - Thanks to the 20 member businesses that generously donated gifts for the volunteer function.

Plans for 2013-14 - Highlights

- Expansion of New Visitor Guide to larger format. Circulation increased from 30K to 50K. Ready for March 2014.
- Heavier and targeted distribution of Visitor Guide in core markets. Including racking on BCF main routes, Pacific NW, Nanaimo, airport and “Come Ashore” packages (Port of Nanaimo). As well as continuing distribution to Visitor Centres across BC and all of Vancouver Island.
- Working to create group buying opportunities for off-island advertising and publicity, therefore more affordable for our members to participate.
- More development work on cruise ship excursion and other tour/event marketing plans
- New website design and approach. Ready early 2014.
- Increased use of social media, visuals and e-networking to membership and visitors.
- Expanded support of VIC with more volunteer ambassadors and Nanaimo Terminal presence (support for David Soy).
- Increased collaboration with tourism and hospitality leaders on Gabriola: GAC, Museum, B & Bs, Tourism Nanaimo, etc.
- We will continue to develop effective strategies to support and promote our Gabriola business community. We need to hear from you. Collaborate. Focus on NEDC to better promote and support economic development priorities for Gabriola– starting with improved presence on Invest Nanaimo website.
- Member events – Network sessions – Social get togethers etc.
- Business community engagement in relevant community issues.
- Increased work on island economy, buying local - support and promotion.
- Board Strategic Planning in January/February and member feedback/input.

Motion: To accept President’s Report.

Moved: Christine Taylor

Seconded: Carly McMahon

Discussion:

CARRIED

6. Treasurer's Report -- Presentation of financial statements and budget

Thank you to Gloria Hatfield and Patricia Woods for their support with accounting.

Deficit of (\$3548) for 2013, included a non-cash amount of (\$1757) for amortization, as compared to the budget of ((03) with no amortization budgeted. Financial statements for the year are attached to these minutes.

Same Membership Structure for 2014 with slight fee increase.

Increase in 2014 Brochure costs.

The budget for 2014 (attached, with notes) projects a cash deficit of (\$492) and a total deficit of (\$1844) with amortization.

If we are tracking budget in February, then GICC will hire a 2nd person at 8 hr per week.

GICC will change its accounting method from an accrual basis to cash basis for Fiscal Year 2024 and beyond. This means no change in our cash position, but the 2014 budget is inflated by the unearned income collected in 2013 that is applied to 2014 expenses.

Motion: The budget and financial statements for 2012/2013 and the budget for 2013-2014 be approved as presented.

Moved: Sarah Holmes

Seconded: Adam Velsen

Discussion:

CARRIED

****NOTE –** Subsequent to the AGM a spreadsheet error was discovered in the 2014 budget (concerning the carryover of one component of unearned income from 2013). The result is that the budget now projects a total surplus of \$2447 after amortization. The revised budget is attached to these minutes instead of the budget in error.

7. Call for Nominations for Directors

Ken presented the current status of Board members. Due to three resignations from the Board, and other vacancies in the interim period, as mentioned earlier in the meeting, new Board members were appointed. As of this AGM, though, even with the practice of staggered terms, so as to have only half of the Board needing replacement or re-election each AGM, we have one board member: Sharon Hooton, elected at the last AGM and currently serving her term until November 2014. All other Board members need to be elected or re-elected as they have terms expiring at this AGM.

Current Board members appointed earlier this year or previously elected are willing to stand for election for one or two year terms as applicable at this AGM.

Those individuals are:

Dorothy Engst, to one year term November 2014

Chris Hock, to two year term November 2015

Christine Taylor, to two year term November 2015

Adam Velsen, to two year term November 2015

Carly McMahon (serving as Secretary), to one year term November 2014

John Peirce (serving as Treasurer), to two year term November 2015

Gloria Hatfield (serving as vice-President), two year term November 2015

Ken Gurr (serving as President), to one year term November 2014

Are there any other nominations from the floor? (repeated twice more) There being no further nominations, nominations closed and proceeded to elections of Directors and Officers.

8. Election of Directors & Officers

Carly: Mr. Chair, I would like to Move that the entire slate of Directors and Officers be voted in a single slate.

Seconded: Gloria Hatfield

VOTE

Carried

9. Set date and time for next meeting

November, 2014 (Date TBA)

10. Adjournment

If no further business.

Motion to adjourn: Adam Velsen

CARRIED – Adjourned at 8:25