

**2014 AGM Minutes for approval:
GICC Annual General Meeting
Date: November 20, 2014
Time: 7:00 pm
Place: Mad Rona's Coffee Bar**

In Attendance: Board / Management

Ken Gurr, President
Gloria Hatfield, Vice President
John Peirce, Treasurer
Chris Hock, Director
Sharon Hooton, Director
Dorothy Engst, Director
Adam Velsen, Director
Lisa Rey, GICC Manager

Guests

Patricia Woods
Derek Kilbourne
Nancy Peirce
Lana Pearson
John Woods
Geoff
Sabrina
Carol Martin
Jim Wilson-Storey
Jules & Chloe Mules
Dominic (Gabe Dollars)
Linda Deschambault
Madaline Ani (Madrona Law)
Marylyn and Bill (Casablanca by Sea)
Cameron and Laura Jean (Topography)

Speaker

Sasha Angus

A) Guest presentation: Sasha Angus, CEO from NEDC – 7 pm

1. **Call to Order – 7:45 pm**: The meeting called to order by Ken Gurr, President.

2. Approval of Agenda

Motion: To adopt the agenda as presented

Moved: Adam Velsen

Second: John Peirce

Discussion: None

CARRIED

3. Approval – Minutes from November 20, 2013 AGM

Motion: To adopt the minutes from November 20, 2013 AGM

Moved: Gloria Hatfield

Second: Chris Hock

Discussion: None

CARRIED

4. Business Arising from the Minutes

No business arising.

5. President's Report

Highlights of the past fiscal year include:
Marketing & Promotion

- The Visitor Centre saw approximately 1,700 visitors in 2014. The centre provides a vital “front door” service to our visitors and island residents hosting guests.
- Many other visitors are not reflected in these numbers. One good indicator of increased tourism is that close to 6,000 of the 2014 visitor guides were distributed by BC Ferries-Nanaimo terminal this past high season.
- Real estate office reports approx. 30% increase in home sales over last year with the Visitor Centre as a well-recognized resource for those moving to the island.
- Tourism Nanaimo brought the staff from their Nanaimo Visitor Centres to visit Gabriola.
- Worked with island farmers to create and distribute Gabriola Growers farm directory and included that directory in the Visitor Guide and website.
- Noticeable increase in day visitors coming from Victoria region.
- We had positive feedback from the members of the Gabriola Arts Council being part of the Gabriola Visitor Guide.
- 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.

- Created a whole new brochure going beyond a map to create a useful tool for visitors and Gabriolans alike. The brochure promotes ALL Gabe businesses and distribution was increased substantially, including all homes on Gabriola.
- Our new website was launched in June of 2014. Between June – November we had 29,000 pages visit with 8,300 users. We continue to make improvements and will be promoting the use of our event calendar bringing people to our site.
- Up to 100% increase in click-throughs to businesses advertising on the site.
- Encourage the use of our Event Calendar as this will bring local to our website and support our shop local campaign.
- Toward end of fiscal year, secured new location for the Chamber office and Visitor Centre, bringing us to the village core at Madrona Phase II

Development and Administration

- The Chamber continues to evolve, with our current, paid membership now standing at 117 as at this AGM date.
- Board members resigned: Christine Taylor and end of term for Dorothy Engst. We greatly appreciate their contributions and wish them well.
- Lisa Rey continues to act as Chamber Manager.
- Continued partnership building and networking, attended Destination BC conference, PHC Community Asset Mapping (Phase 1); AGM of Nanaimo Economic Development Corp (NEDC), and Vancouver Island Economic Summit; great working relationship and reciprocal benefits plan implemented with our colleagues at the Nanaimo Chamber of Commerce.
- Continued policy work and advocacy efforts re: OCP in Village Core (with Sustainable Gabriola); improved transportation links; BCF.
- Gloria Hatfield – NEDC, John Peirce – Sustainable Gabriola, Chris Hock – FAC, Ken Gurr – additional marine transportation options, Carly McMahon – PHC, John Woods (ex officio) – liaison to Nanaimo Chamber and Nanaimo Downtown Business Assoc.
- Strong Marketing Team – Gloria Hatfield, Sharon Hooton, Carly McMahon, Dorothy Engst and Lisa Rey. Exceptional volunteer commitment by these individuals to implement the monumental changes to our visitor guide, website and branding.
- Budget planning revisions after actuals showed reduced revenue, strategic planning and pursuing new avenues for funding/more revenue for operations.
- Increased staffing to drive all of these initiatives. Lisa & Pat = awesome support.

VOLUNTEERS and New Visitor Centre:

- Thanks to the 11 volunteers that helped as the visitor centre this year and to the 11 member businesses that generously donated gifts for the volunteer function.
- This year we started our Student program. We had 3 students who successfully completed the summer hours and created the End of Summer back to school event raising money for the 4H club. We want to expand in our student program to have more students working at the visitor centre and continue to build their skill-set in the tourism & hospitality business.
- With our new visitor centre we expect to see over 3000 visitors next year and will be looking for more volunteers.

Plans for 2014-15- Highlights

- Move to new Visitor Centre in the spring.
- We continue to work on the Gabriola Brochure with improvements (2015 will offer the pull out map). Plans to distribute 40,000 in 2015. Ready for March 2015.
- Heavier and targeted distribution of Visitor Guide in core markets. Including racking on BCF main routes, Pacific NW, Nanaimo, airport, Victoria, as well as continuing distribution to Visitor Centres across BC and all of Vancouver Island.
- Identify more group buying opportunities for off-island advertising and publicity, therefore more affordable for our members to participate.
- Continue increased use of social media, visuals and e-networking to membership and visitors.
- Continue to make the website a more useful tool for visitors and Gabriolans alike.
- Continue increased collaboration with tourism and hospitality leaders on Gabriola: GAC, Museum, B & Bs, Tourism Nanaimo, etc.
- 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.
- Member events – Network sessions – Social get togethers etc. We had one in October, AGM and will be planning something every 2-3 months.
- Business community engagement in relevant community issues.
- Conduct community survey (with RDN approval) to gauge support for added usage at RDN Descanso Dock—precursor for RDN consent to referendum.

- Developing a more expanded role as a business/enterprise centre for Gabriola's entrepreneurs. Looking at new funding sources for program initiatives.
- Increased work on island economy, buying local - support and promotion.
- Board Strategic Planning in February and member feedback/input.

2014-15 MEMBERSHIP PRICES:

- Basic membership \$199
- Basic membership with weblink \$234
- Extra page on website \$75.00
- Racking in new Visitor Centre \$100
- Non Profit \$150.00
- Associate \$100

Motion: To accept President's Report

Moved: Sharon Hooton

Second: John Peirce

Discussion: None

CARRIED

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

We have come through a challenging and momentous year for the Gabriola Chamber. There have been many changes, and with each change success, but also financial stress.

This was our first full year with Lisa Rey as the Manager for the Chamber. In addition to all the pressures of a leadership change in the office, we completely redesigned both our web site and our Gabriola 2014 brochure. While the final results are a testament to the vision and hard work of our Marketing Committee and Lisa, neither project went entirely smoothly. All the change and some delays meant losing some memberships and some advertisers. However, the final results have received rave reviews – and we hope to capitalize on those successes in 2015.

The final results for 2014 were a disappointing loss Of \$2,979.12, as compared to a budgeted surplus of almost \$3,800. The costs of designing the new web site and brochure from scratch, combined with weak membership revenue made the difference.

For 2015, our budget projects a surplus of \$2628, based on the same number of members overall as last year, but with higher annual membership fees to reflect the higher level of visibility and service that we are offering our members. We also are realizing savings relative to last year by having no front-end redesign cost for either the brochure or the web site, printing 10,000 less brochures, and having the Visitor Centre closed during the winter as part of our move to Madrona II in the village centre. Our staff costs will be somewhat higher than last year as we have added a part-time helper in the Visitor Centre, Patricia Woods, to help with record keeping and to provide backup for Lisa.

Motion: The budget and financial statements for 2013/2014 and the budget for 2014 -2015 be approved as presented.

Moved: Dorothy Engst

Second: Gloria Hatfield

Dissussion: None
CARRIED

7. Call for Nominations for Directors

Ken presented the current status of Board members.

Dorothy Engst, to one year term November 2014

Sharon Hooton to one year term November 2014

Chris Hock, to two year term November 2015

Christine Taylor, to two year term November 2015 (Resigned)

Adam Velsen, to two year term November 2015

Carly McMahon (serving as Secretary), to one year term November 2014 (Resigning from position of Secretary)

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

Status: one resignation from the Board, and the end of term for another three directors, and one Officer position open. As of this AGM, with the practice of staggered terms, we have the following Board to be elected or re-elected as they have terms expiring at this AGM.

Those individuals now nominated and standing for election or re-election are:

John Woods, to two year term **(November 2016)**

Carly McMahon, to one year term **(November 2015)**

Sharon Hooton, to one year term **(November 2015)**

Ken Gurr (serving as President), to one year term **(November 2015)**

Are there any other nominations from the floor, Gloria Hatfield nominated Jim Wilson-Storey.

Second: Adam Velsen

There being no further nominations, nominations closed

8. Election of Directors & Officers

Motion: Gloria Hatfield

Second: John Peirce

Discussion: None

Vote: All in favor – Welcome Jim Wilson-Storey and John Woods.

9. New Business

10. Set date and time for next meeting

November, 2015 (Date TBA)

11. Adjournment

Motion to adjourn: Chris Hock

CARRIED – Adjourned at 8:20pm