

MINUTES

GABRIOLA ISLAND CHAMBER OF COMMERCE ANNUAL GENERAL MEETING

DATE: November 25, 2015

LOCATION: Surf Lodge, Heritage Room

In Attendance: (9)

Ken Gurr – President
Gloria Hatfield – Vice President
John Peirce – Treasurer
John Woods - Director
Carly McMahon – Director
Adam Velsen – Director
Sharon Hooton - Director
Dorothy Engst – Director
Lisa Rey – Manager
Patricia Woods – Administration/Accounting

Guests: (32)

Dyan Dunsmore-Farley
Al Engst
Morag Orr-Stevens
Carol Martin
Brenda Fowler
Steve Bishop
Geoffrey Swan
Guy Parcher
Gerry Stefanson
Derek Kilbourn
Robert Stutzman
Manfred & Pam Tempelmayr
Mike Taylor
Melanie & Dave Teichroeb
Elizabeth & Giovanni Iachelli
Lisa Giffith
Peggy Richardson
Dave Hendry and 3 Guests
Donna Hamilton
Sean Hawkes
Steve Wohlleben
Alina Cerminara
Aaron Dewarle
Julie Sperber
Melanie Mamoser

Regrets: (1)
Chris Hock

Speaker: (2)

WAVE Consulting
Chloe Straw
Julie Sperber

A) Guest presentation: WAVE Consulting – “Interim Findings -- Report of Gabriola’s Economic Readiness Project. 7pm

B) GICC AGM: – 7:30 approx.

1. The meeting was called to order at 7:47pm by Ken Gurr, President

2. Approval of Agenda

Motion: To adopt the agenda as presented

Moved: John Peirce

Second: Gloria Hatfield

Discussion: None

CARRIED

3. Approval – Minutes from November 20, 2014 AGM

Motion: To adopt the minutes from November 20, 2014 AGM

Moved: Steve Wohlleben

Second: John Woods

Discussion: None

CARRIED

4. Business Arising from the Minutes

None

5. President's Report

**Gabriola Island Chamber of Commerce – AGM November 25, 2015
Annual Report of the President, Ken Gurr**

Highlights of the past fiscal year include:
Marketing & Promotion

- The new Visitor Centre successfully opened July 1st, 2015 with approximately 1,600 visitors during the months of July and August. The centre provides a vital “front door” service to our visitors and island residents hosting guests.
- Thanks to Adam Velsen for making the reception desk and to John Peirce for donating the maple for its top.
- Many other visitors are not reflected in these numbers. One good indicator of increased tourism is that close to 6,000 of the 2015 visitor guides were distributed by BC Ferries-Nanaimo terminal this past high season and 7,000 brochures distributed on BC Ferries, Horseshoe Bay to Departure Bay route and Tsawwassen to Swartz Bay route.
- Worked with island farmers to create and distribute Gabriola Growers farm directory and included that directory in the Visitor Guide and website. Thank you to Village Foods for working with the Chamber giving us the opportunity to raise money to promote the Gabriola Growers. With the money raised we are able to give our Gabriola Growers a larger representation in the 2016 Brochure, create a Green Flag program to direct visitors to Gabriola to our Farm Gates and Shop Local campaign and financial support for advertising of the new mid-week Farmers' market at the Commons.
- 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.
- 2015 was the first year of our Yellow Flag program directing visitors to Gabriola to our Artist's studios. This proved to be a huge success so we are expanding the program for 2016 to include more artists and farmers.
- Met with NEDC Tourism staff about improved marketing collaboration with Gabriola– resulted in improved Tourism Nanaimo web presence.
- For the first time Tourism Nanaimo included the Gabriola map on the back of the Tourism Nanaimo Map.
- 2016 Gabriola will be included in Nanaimo Tourism's Nanaimo Bar Trail.
- 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.
- Website desktop and mobile users between January 2015 - November 2015 22,687 desktop visitors and 4702 mobile visitors (82% desktop visitors and 18% mobile visitors) we had 68,000 pages visit with 23,000 users. This is an increase of approximately 300% compared to 2014. 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.
- Facebook contest focus on Vancouver Island and lower mainland. Increased Likes from approximately 150 to 3800. A great source/tool now for promoting Gabriola special offerings, services, events.

- With the co-sponsorship of Gabriola businesses we were able to participate with a Gabriola Booth at the Nanaimo Business Expo.
- Encourage the use of our Event Calendar as this will bring locals to our website and support our **SHOP LOCAL** campaign.

Development and Administration

- The Chamber continues to evolve, with our current, paid membership now standing at 110 as at this AGM date.
- Board members terms completed/ or stepped down: End of terms -- Sharon Hooton (restaurant & hospitality), Chris Hock (commercial landowner); Resignation -- Jim-Wilson Storey (arts). We greatly appreciate their contributions and wish them well.
- Contract staff in place: Lisa Rey continues to act as Chamber Manager; Patricia Woods is Administrative Support.
- Continued partnership building and networking: attended Destination BC conference, community health and wellness planning workshop; AGM of Nanaimo Economic Development Corp (NEDC); MyBizDay event by Small Business BC; great working relationship and reciprocal benefits plan implemented with our colleagues at the Nanaimo Chamber of Commerce.
- Successful grant application to Islands Coastal Economic Trust (ICET) and NEDC for the Gabriola Economic Readiness Project (GERP) in the amount of \$29,000. Working with WAVE consulting this grant has given the Gabriola Chamber of Commerce the opportunity to engage closely with the businesses of Gabriola defining their needs and how we can better support their businesses. The first stage of this engagement has been the GERP online survey. The response to this survey has been a great success enabling us to move forward with project in 2016.

Also the grant is funding costs for the Village Vision meetings.

- In recognition of our marketing and hospitality efforts “small community” Visitor Centres in BC awarded additional operating grant of \$5,000 to be a minimum of \$10,000 per year for the next three years.
- Continued policy work and advocacy efforts re: Village Vision (with Sustainable Gabriola); BC Ferries; community health; investment back on Gabriola of tax dollars islanders contribute via the NEDC contribution from RDN Area B.
- Strong Marketing Team – Gloria Hatfield, Ken Gurr, Carly McMahon, Sharon Hooton, Anita Jackel-Deggan (member, Indian Summer Leather Designs), Lisa Rey & Patricia Woods. Exceptional volunteer commitment by these individuals to continue improving our marketing efforts, visitor guide, website and branding.
- Work planning, budgeting and systems support streamlined.

VOLUNTEERS and New Visitor Centre

- Thanks to the 13 volunteers that helped at the visitor centre this year and to the businesses that generously donated gifts for the Volunteer Appreciation Dinner.
- With our new visitor centre we expect to see over 3000 visitors next year and will be looking for more volunteers.

SPECIAL ACKNOWLEDGEMENT

- We said farewell and thanks to “Mr. Gabriola”, David Soy -- for his many years of tireless ambassador service at the Visitor Centre and greeting tourists at the ferry terminal. David and Sheila moved off-island to be closer to family and are dearly missed.
- We were deeply saddened by the passing of Sue De Carteret this year. Long-time visitor centre volunteer and co-founder of this chamber of commerce 31 years ago.

Plans for 2015-16- Highlights

- We continue to work on the Gabriola Brochure with improvements (2016 will offer the pull out map at the back of the brochure). Plans to distribute 30,000 in 2016. Ready for March 2016.
- Heavier and targeted distribution of Visitor Guide in core markets. Including racking on BC Ferries 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.
- Upgrading the website creating 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 at the Old Crow, the Golf Course, Madrona's this October and our AGM. We will be planning something every 2-3 months.
- Business community engagement in relevant community issues. Our directors continue to sit on the board of many community organizations.
 - American Friends of Canadian Land Trusts – John Peirce
 - FAC (Ferry Advisory Committee) – Chris Hock
 - Gabriola Arts Council
 - Gabriola Growers (Goal 2025) – John Peirce
 - Gabriola Health Care Foundation – John Peirce and Gloria Hatfield
 - Gabriola Lands Trust & Trails – John Peirce
 - Gabriola Tourism Marketing Committee – Gloria Hatfield
 - Nanaimo Carshare Co-operative – John Peirce
 - NEDC (Nanaimo Economic Development Corporation) – Gloria Hatfield
 - Nanaimo Chamber of Commerce – John Woods
 - Parents Advisory Committee – Carly McMahon
 - Sustainable Gabriola – John Peirce
 - Tourism Nanaimo Leadership Committee – Gloria Hatfield
 - Village Vision – John Peirce
- 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.
- Strategic Planning: We will be moving forward with the Economic Readiness Project and taking action based on all the valuable input provided to us.

2015-16 MEMBERSHIP PRICES:

NO FEE INCREASES IN 2016:

- Basic membership \$199
- Basic membership with weblink \$234
- Non Profit \$159
- Second Business \$100
- Extra page on website \$75
- Racking in new Visitor Centre \$100
- Banner Ad \$160
- Associate \$100

Motion: To accept President's Report

Moved: Carly McMahan

Second: Gerry Stefanson

Discussion: None

CARRIED

6. Treasurer's Report -- Presentation of financial statements and budget by Treasurer, John Peirce.

The final financial statements for the year have been distributed.

We finished the year with \$2795 net income, without taking into account amortization, as compared to budgeted \$3979 net income. Both revenue and expenses were slightly less than budgeted. With amortization, our net income is \$0.

We saved \$3500 by having the Visitor Centre closed over the winter while waiting for our new quarters in the Madrona West development. As planned, we added a part-time 2nd staff member, Patricia Woods, as an administrative assistant. She has been a huge help, freeing up Lisa to work on her prime duties, such as organizing the Visitors' Guide 2016. As a result the Visitors' Guide 2016 is way ahead of schedule compared to last year.

We finished the year with 110 members, up slightly over 2014.

We have \$22,937 of Unearned Income due to invoicing for next year's brochure. About half of that has been received.

Chequing balance was \$5069.50 on Oct. 31 and Savings balance was \$11,657.61 on Oct. 31.

We received a grant for \$29,600 from the Islands Coastal Economic Trust and the Nanaimo Gabriola Economic Development Corporation for the Gabriola Economic Readiness project and to support meeting expenses for the Village Vision planning effort. None of that money actually flows through our books, so it is not reflected in these statements or in next year's budget. As of Oct. 31 we have spent \$11,243 of the grant. All monies must be spent by March 31.

All advertising space has been sold for the Visitors' Guide for 2016.

Notes on 2016 Budget

The attached budget has a small projected surplus of \$1479, not including amortization.

We have assumed an increase of 5 members, due to greater exposure at our current location, and increased profile in the community through the Gabriola Economic Readiness Project. Membership rates are unchanged over last year.

Our BC grant for 2016 is increased to \$10,000 from \$5,873. The Visitors' Guide is fully subscribed at 26 pages. Printing reduced to 30,000 and distribution on the ferries increased. We

have budgeted a 15% increase in wages – both hours and rates of pay have been increased. Other expenses are budgeted for small inflationary increases.

Motion: The financial statements for 2014/2015 and the budget for 2015/2016 be approved as presented.

Moved: Gloria Hatfield

Second: Adam Velsen

Discussion: None

CARRIED

7. Call for Nominations for Directors

Ken Gurr presented the current status of Board members.

Dorothy Engst:	appointed to Board in fall of 2015, term TBA
Sharon Hooton:	term ending November 2015
John Woods:	term serving until November 2016
Chris Hock:	term ending November 2015
Adam Velsen:	term ending November 2015
Carly McMahon:	term ending November 2015
John Peirce (serving as Treasurer):	term ending November 2015
Gloria Hatfield (serving as vice-President):	term ending November 2015
Ken Gurr (serving as President):	term ending November 2015

Status: one interim resignation from the Board, Jim Wilson Storey due to personal circumstances. Both Sharon and Chris, who have completed their terms, are not standing in for another term, and Ken is stepping down after 1 1/2 terms as President and will serve as Past President Ex Officio to the Board for one year.

Our Board, under bylaws is ideally made up of 8 –12 Directors. Those individuals now standing for election or re-election (to keep John Woods company!) are:

Dorothy Engst:	to two year term (November 2017)
Carly McMahon:	to one year term (November 2016)
Adam Velsen:	to one year term (November 2016)
John Peirce:	to two year term (November 2017)
Gloria Hatfield:	to two year term (November 2017)

Nominations from the floor:

Robert Stutzman:	Nominated to a two-year term by John Peirce; Seconded by Chloe Straw
Steve Bishop:	Nominated to a two-year term by Chloe Straw; Seconded by Carly McMahon
Peggy Richardson:	Nominated to a two-year term by John Peirce; Seconded by Sharon Hooton
Alina Cerminara as representative of the Gabriola Arts Council:	Nominated to a two-year term by Julie Sperber Seconded by Gerry Stefanson.

There being no further nominations, nominations were closed and the meeting proceeded to elections of Directors and Officers.

8. Election of Directors

Motion: Carly McMahon moved that the entire slate of nominees be voted on in a single motion.

Seconded: John Peirce

Discussion: None

Vote: Carried

9. Election of Officers

Standing for Nomination for Officers of the Board are:

Gloria Hatfield: for President (2 year term)
John Peirce: for Treasurer (2 year term)

Motion: There being no nominations from the floor Sharon Hooton moved the appointment of the Officers.

Second: Adam Velsen

Carried.

10. New Business

Gloria Hatfield thanked Wave Consulting, noting that their work so far has surpassed the Board's expectations.

Gloria Hatfield then thanked Ken Gurr for his tremendous leadership in his tenure as President. His skills as an ambassador, steward, diplomat, and ideas man have driven the Chamber to better understand what a made-on-Gabriola business looks like and needs. And therefore allowing the Chamber to discover what it needs to do to become a truly made-on-Gabriola Chamber supporting all of the 500+ business in our economic community.

11. Set date and time for next meeting

November, 2016 (Date TBA)

12. Adjournment

Motion to adjourn: John Peirce

CARRIED – Adjourned at 8:30pm