



MINUTES GABRIOLA ISLAND CHAMBER OF COMMERCE ANNUAL GENERAL MEETING

DATE: November 28, 2018

LOCATION: Dragon's Lodge

In Attendance: (8)

Gloria Hatfield – President
John Peirce – Treasurer
John Woods – Director
Steve Bishop - Director
Tanya Kuyten- Director
Peggy Richardson – Director
Tawny Capon- Director
Robert Stutzman – Director
Carly McMahon – Director
Julie Sperber – Ec Dev Officer
Tammie Hennigar- Manager

Guests: (49)

Amy Hume and guest
Billi Mercier and guest
Crystal Johnston and guest
Frank Shoemaker
Gerry Stephanson and guest
Emma Carter and guest
Jill Yuzwa
Judith Plante
Kees Langereis
Manfred Templemayr and guest
Don Gatley
Tim Gabrill
Tony Grove
Dion Pepper-Smith and guests
Dave Teichrob and guest
Ken Wurr and guest
Michelle Benjamin
Nadia Roch
Arian Scott
Colleen McCarthy
Derek Kilbourn
Jeannie Johns and guest
Jason Xiao
Jenny Marcus
Jude Briscoe
Katie Massy and guest
Kitt Stringer
Margo Anfossie
Phyllis Reeve
AJ Hustins
Scott Colborne
Jessica Zheng
Amy Belmains
Vanessa Craig
Margi Gilmour and guest
Steve Wohlleben

1. **The Meeting was called to order at 7:02 pm** by Gloria Hatfield, President

2. **Approval of Agenda**

Motion: To adopt the agenda as presented
Moved: John Peirce
Seconded: John Woods
Discussion: None
CARRIED

3. **Approval of Minutes from November 23, 2017 AGM**

Motion: To adopt the minutes from November 23, 2017 AGM
Moved: Peggy Richardson
Seconded: John Woods
Discussion: None

CARRIED

4. President's Report

Highlights of the past fiscal year include:

Tourism Marketing:

- **Gabriola Visitor Guide** -Distribution 35,000
- **Yellow and Green Flag Programs** –\$50 for flag, brochure listing, photo in Visitor Centre and coverage on social media and website
- **Visitor Center** -18% increase over last year up to 5,834 visitors assisted
- **Innovation Fund Grant** -Mobile Kiosk updated
- **Visitor Centre** - 928 visitors assisted, up from 851 last year
- **Canada Summer Student Grant** -Third year to cover student for the Mobile Kiosk
- **Facebook** - Followers up from 4688 to 4,767, highest reach 12,838 compared to last year's largest reach of 7,929, Chamber page up to 192 from 113 followers
- **Instagram** - Instagram followers from 62 to 1,160 to 2,656
- **Website** - Unique Visits up 9,483 (+31%) to 39,439, page views up 16,075 (+22%) to 90,545 views

Complete commitments under previous Tourism Related Service Agreement

Applied and received \$7,000 from ICET for: Visual Identity/Community Profile and Brand Website development

Collaborative Marketing Partnership- developed \$60,000 campaign with Tourism Nanaimo/Tourism Vancouver Island

Education:

- **Workshops** - Expand Your Marketing Efforts by Engaging on Facebook and Instagram, Google Maps for Businesses, Expanding your Marketing Efforts & Engaging with other Businesses to Cross Promote, Capitalizing on Street Traffic

Economic Development:

- Southern Community Economic Development Service Agreement for Electoral Area B (Economic Development Services, 2017 –2020) Signed October 3, 2017

Governance:

- **Implement Oversight through Economic Development Advisory Group**
- **Terms of Reference:**
- **Skills and Sector Representation of Advisory Group**
- **Identify Key Performance Indicators and Collection Strategies**
- **Governance Training** - for both Economic Advisory Group and Gabriola Chamber Board
- **Implement Staffing Complement**
- **Human Resources Plan:**
- **Hire Community Economic Development Officer**

Grant Applications:

ISLAND COASTAL ECONOMIC TRUST

Economic Development Readiness Quick Start Implementation Program for **\$5000** to match the Regional District dollars.

GRANT APPLICATION TO PROVINCE –RURAL DIVIDEND

\$100,000 received for Community and Economic Development Projects that help rural communities plan to build a foundation for economic growth or improve community vibrancy.

REGIONAL DISTRICT FUNDING

\$65,000 annually.

Leverage Funding:

- Regional District funding of **\$65,000** annually.
- Strategic Plan Implementation Total **\$12,000** leveraged for additional **\$112,000** funding.
- Marketing Campaigns Total **\$10,000** leveraged into **\$550,000** campaigns

Motion: to accept the President's Report as presented

Moved: Robert Stutzman

Seconded: Peggy Richardson

Discussion: None

CARRIED

5. Treasurer's Report

Financial Report for FY 2018 and Budget Notes 2019

The preliminary financial statements for the year have been distributed. There may be some yearend adjustments by the accountant, including the addition of 50% of the estimated cost of a review engagement audit.

These statements show the combined results of the Chamber's budget and all our Special Projects (grants that are restricted funds that must be spent in specified ways). These grants are mostly related to the initiative to set up the Economic Development Advisory Group (EDAG) to provide advice on economic development planning for all of Electoral Area B, that is for a broader group than just the membership of the Gabriola Island Chamber of Commerce.

The accountant is in the process of revising the format of these statements so that the Chamber finances and the Special Project finances will be shown in separate columns on the financial statements and a schedule will be added to show the revenue and expenses and remaining balance of each Special Project. These changes will provide a much more transparent picture of our financial position.

For the Chamber, we finished the year with a projected \$5654 net loss (including 50% of the expected audit cost), as compared to a budgeted balanced budget planned for the year. Our main loss of income was a loss of \$2700 relative to budget on membership income, due primarily to a decision to cut the membership rate for artists and fewer members overall than projected. We also incurred an unexpected expense for hiring students for an extra two weeks at the beginning of the summer because several volunteers resigned at the last minute. The Visitor Guide, which is our main source of revenue, came in \$2700 net below budget for a variety of reasons, largely beyond our control. No audit was planned at the time we drew up last year's budget, but it was required to apply for the Rural Dividend Fund (RDF) grant. So, we opted to risk the \$2800 cost of the audit to gain the opportunity of receiving the \$100,000 RDF grant. These income negatives were offset by several small gains in other areas.

We also registered for GST as of April 1, 2018. We had to do this because of our revenue size, but also to recover the increased amount of GST that we are paying out as a result of the EDAG expenses. Our net GST recovery for the last 6 months was \$1921. That amount does not show up on the income statement, but it does accrue to our net equity position on the balance sheet.

Financially it was another very complicated year with many more initiatives than in the recent past, even compared to 2017. We had \$214,480 in grant revenue this year. These projects and their budgets include:

Canada Summer Jobs Program (Federal Gov't \$9,700, completed)
2017-18 Marketing Initiative (RDN \$6,875, completed)
FY 2018 Economic Development & Tourism (RDN \$29,925, completed)
Strategic Planning Governance (ICET \$5,000 plus \$5000 matching funds from RDN
Implementation of Economic Development Strategic Plan (Province of BC RDF \$100,000)
FY 2018 Economic Development & Tourism (RDN \$65,000)
Strategic Planning Community Profile (ICET \$14,000 plus \$14000 matching funds from RDN)

To date we have spent only \$90,267 of the Special Project funds, for a net "income" for Special Projects for the year of \$124,212. For that reason, we have a large bank balance overall, but the Chamber's balance is in the red.

All these projects took considerable time and energy to implement. Our Manager, Tammie, put in considerable extra time without compensation. Both she and the Chamber Board were focussed on EDAG issues and some of the basics, like providing services to members, suffered as a result. This year, our theme for the Chamber is "Back to Basics", which includes providing more services to members and thereby building our membership base and participation in the Visitor Guide and rebuilding our net equity position over the next several years.

Notes on 2018 Budget:

The attached budget shows a small surplus of \$830. It does assume a small increase in the net number of members, an increase in membership revenue with some restructuring of membership rates, a substantial increase in revenues from workshops, which was one of our growth areas last year, and some new social media initiatives to generate revenue. The net income from the Visitor Guide is projected at \$2300, which will be a marketing challenge to achieve. The Visitor Guide budget includes a planned increase in the print run to 40,000 copies to better support our efforts to focus on enhancing off-season tourism.

We operate extremely close to the line on staff hours and Visitor Centre expenses, and we depend on support from volunteers to keep the Visitor Centre open during the summer. We must be vigilant that time and expenses related to the new EDAG initiatives is properly charged to those accounts. It is next to impossible to get grant money for routine staff time, except for our regular \$10,000 grant from Destination BC, so we depend hugely on membership revenue and income from the Visitor Guide to cover our routine costs.

As mentioned above, we are in the process of reformatting our financial statements. This will simplify the Treasurer's and bookkeeper's jobs, as well as providing much clearer monthly accounts for the Chamber and for each special project, thereby providing the Community Economic Development Officer (CEDO) with the tools for more effective budget control.

A near term goal is to develop a budget timeline for each of the Special Projects so that we have a clearer understanding of our cash flow in each grant over the coming months. The CEDO is developing an Operational Plan which will integrate all the project funding (except the Federal Student Hiring Grant) and allow projections of spending over the next 18 months.

The CEDO position is funded by the RDN Economic Development grants (\$65,000 per year for three years; we are midway through Year 2), which are a redirection of taxes paid by taxpayers in Electoral Area B that previously supported the Nanaimo Economic Development Corporation. Our hope is that this funding can be secured on a long-term basis (5 years or more) so that we have a more stable basis for the CEDO for planning economic development initiatives.

Looking ahead for the next year, we expect to receive our \$65,000 of funding for Year 3 from the RDN next summer. The CEDO has two grants outstanding, and we should hear news on the success of those applications very soon. The EDAG group has gelled and is meeting monthly. The CEDO will have an Operational Plan in place soon, with a budget. At the Chamber, we will be taking our “Back to Basics” theme and applying it to offer more member services in terms of networking and workshops.

Motion: to approve the financial statements (2017/2018) and the budget (2018/2019) as presented

Moved: John Woods

Seconded: Steve Bishop

Discussion: None

CARRIED

6. Bylaw Revisions

Motion: to approve the Bylaw revisions

Moved: Tawny Capon

Seconded: John Peirce

Discussion: None

CARRIED

7. Community Economic Development Report

Gabriola Chamber of Commerce (GICC) is the Service Agreement holder with the Regional District of Nanaimo. GICC was successful in securing Rural Dividend funding of \$100,000 and this funding is used for Community Economic Development as outlined in the Strategic Plan. The Economic Development Advisory Group (EDAG) was formed by the GICC to lead the Community Economic Development (CED) process and be the main advisors for the Community Economic Development Officer (CEDO).

The CEDO position is dedicated to doing community economic development work for the whole of the Community. The CEDO role is to be a resource to all island enterprise. The EDAG & CEDO are looking to utilize strategies for long term, sustainable and resilient local economic prosperity.

CED Principles:

- **SUSTAINABILITY:** Is this a long-term solution? Make communities resilient for the long term.
- **COMMUNITY BASED:** Does it serve the interest of the broader community? CED facilitates community control through respecting community values and by way of its grass-roots process.
- **PARTICIPATORY:** Have a broad and diverse range of community members been involved? CED invites and ensures active and inclusive participation in planning and strategy
- **ASSET-BASED:** What are the communities’ resources and assets? CED builds on strengths and resources as well as meets needs.
- **SELF-RELIANCE:** Does it reduce economic dependence? Monitor the flow of wealth and find ways to plug leaks.

Funding Applications Submitted:

RURAL DIVIDEND FUNDING APPLICATION

- Gabriola Enterprise Zone
- \$9000 for feasibility study to Re-zone property to light industrial on Gabriola

ISLAND COASTAL ECONOMIC TRUST FUNDING APPLICATION

- Community profile development
- Application was successful \$14,000 contribution to the project

VANCOUVER FOUNDATION FUNDING APPLICATION

- Feasibility study for two inter-connected local food systems
- Multi-stakeholder collaboration for food sovereignty

Funding Applications in Progress:

JOB CREATION GRANT

- Admin Assistant for data collection and entry
- 8-month position (Feb-Oct. 2019)

DESTINATION BC PARTNERSHIP WITH NANAIMO

- Partner for their consortium marketing application

ISLAND COASTAL ECONOMIC TRUST

- Regional Collaboration and Marketing Fund
- Partnership/relationship developing amongst Gulf Islands
- Turning the off-season ON!

Upcoming:

- Website Launch
- Support Local Campaign
- RFP for GAP Analysis
- Business Support:
 - CEDO Public Hours to Start in December.
 - Workshops
 - Mentorship and Business Succession Programs
 - Connections for Resources and Opportunities

8. Call for Nominations for Directors

Gloria Hatfield presented the status of the Board members

The individuals continuing as board members are:

Gloria Hatfield (serving as President)

Tawny Capon

Robert Stutzman

Tanya Kuyten

Peggy Richardson

The individual that is stepping down from the board is:

John Woods

The individual standing for re-election for a one-year term ending November 2019:

Adam Velsen

to one-year term (November 2019)

Nominations for the floor:

Motion: John Peirce nominated Ken Wur

Moved: Tawny Capon

Seconded: Robert Stutzman

Discussion: None

CARRIED

Motion: Peggy Richardson nominated Michael Brown

Moved: John Peirce
Seconded: Robert Stutzman
Discussion: None
CARRIED

There being no further nominations, nomination closed, and Adam Velsen, Ken Wur and Michael Brown were appointed by acclamation.

9. Announcement of the Business of the Year

Heart and Soil Organics was the winner of the Gabriola Business of the Year. They were given a print from Quinton Dewing to recognize their achievement.

10. New Business

None

11. Set date and time for the next meeting

November 2019 (Date TBA)

12. Adjournment

Motion to adjourn Tanya Kuyten
Seconded: John Peirce
CARRIED – Adjourned at 8:12 pm