



**GABRIOLA
ISLAND
CHAMBER**



**COMMUNITY
ECONOMIC
DEVELOPMENT**
GABRIOLA, MUDGE, AND DECOURCY ISLANDS

**GABRIOLA ISLAND CHAMBER OF COMMERCE
ANNUAL GENERAL MEETING**

DATE: January 10, 2020

LOCATION: Gabriola Community Centre

In Attendance:

Patrick Belanger and guest	Carly McMahon	Michelle Benjamin
Graham Bradley	Shawna McPhillips	Dallas Smith
Rhonda Burton and guest	& CCCU team	Gavin Smith
Tawny Capon and guest	Nadine Mourao	Kristy Smith
Emma Carter and Jet	Claire Muir and guest	Anita Jackel
Vanessa Craig	Dominique Pattinier	Suzanne Walters
Jen Demler	John Peirce and guest	Tara Qua
Don Elkington and guest	Deborah Pike	Wylie Qua
Carol Fergusson and Margot	Noella Sale	Curtis Smith
Warren Fraleigh and Irene	Keith Seibold and guest	Caleb Smith
Margy Gilmour	Scott Shane and guest	Cameron Murray
Simone Halpin	Gerry and Lynn Stefanson	Adam Velsen
Bob Hamer and guest	Chloe Straw	Fran Usher
Tom Hann	Kate Wood	Ken Clark
Marilyn Heraty	Robert Stutzman	Ken Gurr
Sarah Holmes	Lino Vella-Gregory and guest	Ryan St Pierre
Derek Kilbourn	Colleen Walker and guest	Ange Valentini
Dan Hurley	John Woods	Nicholas Read
Tanya Kuyten and guest	Merrilee and Ken Wur	Tammie Hennigar
Tina Lynch and guest	Linda Black and guest	Julie Sperber
Jeff Malmgren and guest	Eric Veale	Gloria Hatfield
Kathy McIntyre and guest	Paula Maddison	Erin Mikulin
	Karen Cain	

1. Call Meeting to Order

- a. The Meeting was called to order at 6:38pm by Gloria Hatfield, President

2. Approval of Agenda

- a. Motion to adopt the agenda as presented

Moved: John Peirce

Seconded: Adam Velsen

Discussion: None

CARRIED

3. Approval of Minutes from November 28, 2018 AGM

- a. Motion to accept the Minutes of the November 28, 2018 Annual General Meeting

Moved: Tawny Capon
Seconded: Jen Demler
Discussion: None
CARRIED

4. New Members to the Chamber

a. Motion to approve the new Members for the Chamber

Moved: Graham Bradley
Seconded: Ken Wur

Discussion: The following members are new for 2019

- Dunne Enterprises Ltd
- Earth Fire and Tears Pottery
- Elkington Investments
- Eyes Wide Open Photography
- Ground Up
- Gulf Mechanical
- Gwen Spinks
- Hague's Haven Studio
- Holmestead GlassWorks
- Island Meat and Deli
- Josh Wood Royal LePage
- Love your Work Coaching
- Namaste Farm
- Precision Painting
- Publicity Mavens
- Rock my World Gallery
- Roundhouse Studio
- Salt & Co
- Silva Bay B&B
- Silva Bay House B&B
- Silva Bay Marine Repairs Ltd
- SilverBee Studio
- Tastebuds With Friends
- Thistle
- Tyro Typeworks
- Blackfish Homes

CARRIED

5. President's Report

a. Motion to accept the President's Report as presented

Moved: John Peirce
Seconded: Paula Maddison

CARRIED

Discussion:

The Chamber Transformed - Gabriola Style! Notes below

Overview:

2016: Economic Profile – Gabriola Economic Readiness Project

2017: Regional District Area B Economic Development & Tourism Strategic Plan (2.5 years) Tourism Marketing Agreement

2018: RDN Service Agreement (2.5 years), Rural Dividend Fund for implementation of the Strategic Plan, Hire Community Economic Development Officer, Form Economic Development Advisory Group

2019: Organizational Structure & Systems:

The **People**, The **Finances**, The **Governance**, The **Tools**. **PEOPLE**

- GABRIOLA CHAMBER COUNCIL
 - 12 members representing a cross-section of Gabriola industries & demographics Council > Community Partners > Regional Partners
- ADVISORY GROUP
 - guides the Community Economic Development Officer
- MEMBERSHIP COMMITTEE
 - guides the Chamber Manager

These groups engage over 400 entrepreneurs and individual businesses. Offering support through meetings, surveys, social media, websites, events, business development, The Sounder, visitor center, mentorship, emails, newsletters and workshops.

- Our community and regional partners:

- B&B Association
- Ferry Advisory Committee
- Gabriola Arts Council
- Gabriola Co-op Network
- Gabriola Health Care Foundation
- GERTIE
- Health & Wellness Hub
- Gabriola Housing Society
- Parents Advisory Committee
- BC Economic Development Association
- Destination BC
- Island Coastal Economic Trust
- Islands Trust
- Ministry of FLN & Rural Development
- Regional District of Nanaimo
- Rural Islands Economic Association
- Tourism Nanaimo
- VICEDA
- Vancouver Island Economic Alliance

FINANCES

General Funds - received through support of membership and advertising, day to day operations, membership support, visitor center (grant from Destination BC)

Regional District Economic Development Fund

Service Agreement with RDN Electoral Area B

Funds the position of the Community Economic Development Officer

Restricted Funds

Grants from various funders for purposes restricted by conditions
ICET, Rural Dividend Fund, Summer Jobs, etc.

GOVERNANCE

Bylaws Operational Policies, Terms of Reference

TOOLS

Community Profile Development, Websites, Office Wizard

6. Economic Development Report

Mission: Develop a robust island economy that thrives within the culture Gabriolans cherish and provide tools and resources to create a community working in concert to improve our entrepreneurial capacity. Foundational pieces in place. In 2019 we built our tool kit, partnerships and capacity.

- Community profile development
- Communications
- Local partnerships
- Regional relationships
- Funding, opportunities, and resources
- Over 100 meetings with local entrepreneurs, organizations, regional partners and funding partners. 5 workshops for professional development
- Collaborated and supported 6 local organizations in their pursuits of CED.
- Business Plan development with 3 local entrepreneurs in 3 different sectors.
- Community Economic Development Regionally:

RURAL ISLANDS ECONOMIC FORUM

- Steering & sponsorship committee

VANCOUVER ISLAND ECONOMIC ALLIANCE

- Program planning committee

VANCOUVER ISLAND COASTAL ECONOMIC DEVELOPMENT ASSOCIATION

- Board Member, Central Vancouver Island Representative

The 2020 Focus & Projects:

- a) THE GABRIOLA ENTERPRISE ZONE
 - Rural dividend grant for feasibility study received in 2019.
 - Combined study with gap analysis funding for robust overview & efficiency

- Project timeframe January to May 2020
- Community engagement sessions
- Opportunity to be inventive & forward thinking
- b) SUPPORT LOCAL CAMPAIGN
- c) 5 SURVEYS HAVE BEEN DEVELOPED
 - Ferry, Visitor, Resident, Major Business and Home-based Business.
 - Collecting data aids funding applications, business support developments & community direction Engagement through storytelling, fact/info sharing & collaborative efforts.
- d) DATA COLLECTION
- e) MENTORSHIP PROGRAM:
 - Specific to the needs of the entrepreneur
 - One on one & group settings
- f) YOUTH ENTREPRENEUR SUPPORTS:
 - Gabriola Investment Co-op collaboration
 - Education & financial support
- g) GAP ANALYSIS - Provides insight to opportunity.
- h) OFF SEASON TOURISM – Turning the Off Season ON!
- i) 2020 TOURISM BROCHURE
 - Storytelling, off season focus, island culture & etiquette.
- j) FALL/WINTER PROMOTION
 - Learn from the creators, makers and innovators of the island.
 - ‘Packaged’ weekend getaways
- k) SHIFTING ECONOMIC PERSPECTIVES
 - Local economic growth based on local values & vision.
 - Focusing on strengths & understanding the challenges.
 - Collaborative efforts to build community resiliency through innovation, creative solutions and value-based enterprise.

7. Membership Report

Quick Statistics 2019

- Gabriola Visitor Guide - Distribution of 35,000
- Visitor Center - 5,925 visitors assisted
- Canada Summer Student Grant - 4th year to employ youth at Visitor Centre & Mobile Kiosk

SOCIAL MEDIA

- Tourism Facebook followers up +433 From 4,767 to 5,200
- Highest post reach 10,700
- Tourism Instagram followers up +775 From 2,656 to 3,431
- Chamber Facebook followers up +45 From 192 to 237

Presentation of the 2020 Brochure package, see slides

8. Financial Report

GABRIOLA ISLAND CHAMBER OF COMMERCE

More Advertising Options:

- Chamber and Tourism websites
- FREE business listing
- Gabriola Tourism Website
- FEATURED BUSINESS listings ads are available for \$200
- Social Media Spotlight Ads \$45
- Gabriola Island Collaborating
- Sounder/Chamber Ad package
- Gabriola Events

- Gabriola Visitor Centre
Presentation of Chamber Member Benefits – see slides

Statement of Revenues and Expenditure - Year Ended October 31, 2019

GABRIOLA ISLAND CHAMBER OF COMMERCE					
Statement of Revenues and Expenditure - Year Ended October 31, 2019					
	GENERAL	RESTRICTED	RDN EC DEV	TOTAL	TOTAL
	FUND	FUND	FUND	2019	2018
REVENUES					
Events & workshops	\$ 2,072	\$ -	\$ -	\$ 2,072	\$ 1,192
Commission Income	\$ 858	\$ -	\$ -	\$ 858	\$ 516
Grants	\$ 10,000	\$ 39,086	\$ 65,000	\$114,086	\$236,739
Memberships	\$ 20,791	\$ -	\$ -	\$ 20,791	\$ 19,063
Visitor guide revenues	\$ 29,351	\$ -	\$ -	\$ 29,351	\$ 34,670
OTHER INCOME					
<i>Interest Income</i>	\$ 187	\$ -	\$ -	\$ 187	\$ 266
Total	\$ 63,072	\$ 39,086	\$ 65,000	\$ 167,158	\$ 292,180
EXPENDITURES	\$ 74,639	\$ 66,927	\$ 51,699	\$ 193,265	\$ 175,779
EXCESS/DEFICIENCY	\$ (11,380)	\$ (27,841)	\$ 13,301	\$ (25,920)	\$ 116,667

- Motion to accept the financial statements (2018/2019) and the budget (2019/2020) as presented.
Moved: Warren Fraleigh
Seconded: Wylie Qua
Discussion: None
CARRIED
- Motion to accept Johnston and Johnston Independent Practitioner’s review of Financial Statements.
Moved: Wylie Qua
Seconded: John Woods
Discussion
CARRIED

9. Bylaw Revisions

- Motion to adopt the revised bylaws of the Gabriola Island Chamber of Commerce as presented
Moved: Carly McMahon
Seconded: Ken Wur
Discussion 6 bylaw changes were presented, no questions or discussion.
CARRIED

10. Election of Directors

- Motion to nominate new officers and directors
Discussion: no nominees
CARRIED
- Motion to elect the Directors as nominated
Moved: Chloe Straw
Seconded: Chris Straw

Discussion: The motion to elect the following members was prepared prior to the AGM. There were no further nominations and the following were appointed by acclamation.

Graham Bradley-President

John Peirce-Secretary/Treasurer

Adam Velsen-Director

Carly McMahon-Director

Gloria Hatfield-Director

Jen Demler-Director

Ken Wur-Director

Robert Stutzman-Director

Sharon Hooton-Director

Tawny Maclachan Capon-Director

Warren Fraleigh-Director

CARRIED

11. Announcement of the Businesses of the Year

This year, awards were presented in three categories:

- 2019 Business of the Year – Arbutus Home Building Centre
- 2019 U40 Entrepreneur of the Year – Sarah Holmes
- 2019 New Business of the Year – Salt & Co Food Truck

The winners were awarded a complimentary 1 year chamber membership and a display trophy with engraving.

12. Adjournment

- a. Motion to adjourn the meeting at 8:00PM

Moved: Graham Bradley

Seconded: Gerry Stefanson

CARRIED