

Mayne Island Community Chamber of Commerce Board Meeting  
 March 08, 2022  
 6:00 pm @ House on the Hill (652 Fernhill)

Agenda Item	Responsibility
1. Land Acknowledgement	Annette
2. Additions to the Agenda	Annette
3. Approval of the Agenda	Annette
4. Approval of January 11,2022 Board Meeting Minutes	Annette
5. Correspondence	Lauren
6. Chair's Report	Annette
7. Treasurer's Report	Colleen
8. Membership Report	Lauren
9. Marketing Committee	Kat
10. Executive Officer Report -Welcome Wagon -Brochure -BC Love Local Campaign -Welcome Sign -TDA	Lauren
11. AGM/Networking Event	Lise
12. Accommodation Advocacy	Lise
13. Adjournment	Annette

In Attendance: Colleen Fraser (Treasurer), Lise Magee (Vice President), Drew Ferneyhough, Kat Ferneyhough (Secretary), Marcus Farmer, Brian Dearden, Gail Noonan, Lauren Underhill (Executive Officer)

With Regrets: Annette Witteman (President), Emily Walker

Meeting brought to order at 6:01pm

1. Land Acknowledgement

We acknowledge that we are on the traditional territories of many of the Coast Salish First Nations. Our businesses and homes sit on this island, S,KTAK, a name recognizing the importance of the area encompassing Active Pass. First Nations people were pushed from this land by colonization, and we acknowledge that we recognize this history and aim to continue learning so that may advance reconciliation and respect for the original peoples of this region.

2. Additions to the Agenda

- Kids Playing Signage

3. Approval of Agenda

**Motion by Gail Noonan to approve the agenda, seconded by Kat Ferneyhough. CARRIED**

4. Approval of the Minutes

**Motion to approve January 11, 2022 board meeting minutes by Kat Ferneyhough, seconded by Gail Noonan. CARRIED**

5. Correspondence

- None

6. Chair's Report

- Annette was unable to make the meeting. New island businesses and businesses relocating was discussed.

7. Treasurer's Report

- \$76,597 in the bank account.
- Please get any bills to Colleen because year end is coming up.

**Motion to approve the Treasurer's Report by Colleen Fraser, seconded by Kat Ferneyhough. CARRIED**

8. Membership Report

<b>Island Business Members</b>	<b>54</b>
<b>Annual Insurance Payees</b>	<b>13</b>
<b>Monthly Insurance Payees</b>	<b>41</b>
<b>Total Business Payees</b>	<b>108</b>
<b>Community Members</b>	<b>4</b>
<b>Total Members</b>	<b>112</b>
<b>New Members from total</b>	<b>10</b>

**Motion to approve the membership report by Gail Noonan, seconded by Kat Ferneyhough. CARRIED**

9. Marketing Report

- Lauren has been doing majority of marketing activity for the past months.

10. Executive Officer Report

- Brochure.
  - We have been sent the template by Partners & Hawes (design firm employed by Southern Gulf Islands Partnership Society (SGITPS)). Lauren is working on the text copy as well as confirming business info. Lise is taking lead on getting design work done. It was commented that the "Mayne Island" logo/title on the front can be quite confusing. We will be removing business card ads and reimbursing those who purchased these.
  - Kat can make up QR codes for the brochure.
- Love Local Campaign
  - Overall, there was a very positive response to this campaign and the collaboration between the Southern Gulf Island chambers.
  - Spent \$2400 on Mayne Island for prizes.
  - Looking at making this an annual event, possibly also with a fall event. Dependent on funding.
  - Mayne Island statistics:

25 Island Businesses Involved

Over \$3000 spent at Mayne Island Businesses

1 Mayne Island youth participated in \$500 contract

1 minute regional love local video in production

Multiple local Mayne businesses provided with business photography as well as for Chamber use

Instagram:

21 posts, 6 stories

335 Story Views

2412 Accounts Reached

2826 Impressions

315 Content Interactions

Facebook:

13 Posts

3773 Accounts Reached

290 Engagements

- Regional Statistics:

Number of local partnerships created - 20

Number of resources developed - 8

**Number of social media impressions:** 18000+

Number of participating businesses - 310

Number of local suppliers that received funding/contracts to assist with development and delivery of the campaign - 14

Number of youth employed to help administer the campaign - 7

**Number of people reporting awareness of the campaign** (based on reach of ad-buys in legacy media and other promotional activities) - 4500+

Number of legacy products that will continue to be used beyond the life of the funded campaign - 5

***Number of people reached through each of the campaign activities*** (approximation is sufficient) - 230 000+

Number and types of sectors promoted through the Shop Local campaign - 9

- Welcome Sign

- Lauren was set to meet with Jake Roder from the Ministry of Transportation; however he became ill and has yet to reschedule. Lauren will follow up.

- Welcome Bags

- Contracted Courtney Hedges (using BC Love Local grant funding) to contact businesses and collect items for welcome bags.
- Currently have items from 15 businesses. Need to get phone books and do on last call for items. Will deliver to Realtors and advertise that we have, ensuring that also note for renters on island.
- Have some totes and will also use totes from Love Local campaign.

- Tourism Digital Academy
  - In last week of course, have learned a lot. Will work on summary and plan to share information after course over.

#### 11. Networking/AGM

- Looking at combining the AGM and a dining event at the Bistro.
- Proposed date: May 11, 2022
- Lise will send out info about this with proposal regarding dinner and drink purchases.
- Would be an RSVP event since space will be limited.
- Brian and Colleen will both be stepping down from the board. Will need to look at board recruitment.

#### 12. Accommodation Advocacy

- Lise has written a letter, but has not yet gotten together with Annette to discuss letter.
- At the next meeting would like to look at this issue, look at asking Islands Trust regarding why TUP's have been okayed for STVR's where they have been denied in the past. What has changed?

#### 13. Children Playing Signage

- Drew is concerned regarding the speeding on Montrose, particularly with the usage of the road by the Mayne Island Daycare.
- Lauren will look into getting signage for the road.

#### Notes:

-Lise will forward SGITPS AGM minutes.

-Discuss possibly putting some money towards the Charles Pyott Scholarship Fund at next meeting.

Meeting Adjourned at 7:10pm