

Mayne Island Community Chamber of Commerce Board Meeting  
 December 10, 2019  
 5:30 pm at Studio 652 (Home Hardware House)

Agenda Item	Responsibility
1. Additions to the Agenda	Brian
2. Approval of the Agenda	Brian
3. Approval of the September 2019 Board Meeting Minutes	Brian
4. Correspondence <ul style="list-style-type: none"> <li>• Xmas Bonfire Event Insurance</li> </ul>	Brian, Lauren
5. Treasurer's Report	Brian, Colleen
6. Membership Report	Lauren
7. Marketing Committee Report	Kat
8. Executive Officer Report <ul style="list-style-type: none"> <li>• Spaghetti Dinner Recap</li> <li>• Phone Book Ad</li> <li>• Board of Directors Insurance</li> <li>• Christmas Eve Bonfire</li> <li>• Brochure</li> </ul>	
9. Welcome Bag	Kat
10. Adjournment	Brian

**In Attendance:** Brian Dearden (President), Bill McCance, Richard Jarco, Candida Kitka, Drew Ferneyhough, Kat Ferneyhough (Secretary), Colleen Fraser (Treasurer), Annette Witteman, Lauren Underhill (EO)

**With Regrets:** Allison Taylor, Sharon Hinton

Meeting brought to order at 5:36pm

1. Additions to the Agenda
  - Shop Local Campaign
  - Mile Signs

2. Approval of the Agenda

**Motion to approve the agenda by Richard Jarco, seconded by Kat Ferneyhough**  
**CARRIED**

3. Approval of the September 2019 Board Meeting Minutes

**Motion to approve the minutes by Kat Ferneyhough, seconded by Annette Witteman**  
**CARRIED**

4. Correspondence

- Mayne Island Parks and Recreation has requested that the Chamber sign the insurance papers required for the Christmas Eve Bonfire. They are asking because of the belief that the Chamber runs the bonfire night. It may be conceived this way because of the

Chamber's ad in the Mayneliner that states that the Chamber "sponsors" the evening. However, the board discussed that the Chamber has not been involved in the fire aspect of the evening, merely the hot chocolate portion. There is concern that if there was any incidents with the bonfire that the Chamber board could be held liable. Brian will talk to Jerry to see if he can get clarification on this request, as well as ask why Parks & Recreation cannot sign the document.

**Action Item:** Brian Dearden will clarify the request regarding bonfire insurance with Jerry of Parks and Recreation and follow up with the Chamber board.

- Shop Local Campaign: Colleen provided an example of the "shop local" outdoor decals that could be printed for Chamber members. If 200 were printed the cost would be \$1.80 each. There needs to be a bigger discussion and campaign built around the shop local idea. At the next meeting a discussion will occur about a promotional package and advertising. Should we hold off on printing until a bigger discussion occurs?

**Motion to print 200 Shop Mayne Island first, shop local decals by Kat Ferneyhough, seconded by Richard Jarco.**

**CARRIED**

- Mile Sign: At the meeting on Saturna Annette raised the idea of having one or multiple mile signs on Mayne Island, pointing to Chamber member businesses. Businesses could take signs that they have purchased, design/create them, and then return so they can be put on the posts. The signs would be placed on strategic corners, depending on what businesses are where (possibly one in front of Tru Value?). This could fit with the shop local campaign. Steps to moving this forward would be to find possible locations, get approval for these locations, and run past the Islands Trust or MOT, depending on location. Annette will spearhead. At the next meeting Annette will bring info on possible locations, cost, and a letter to the Islands Trust.

**Action Item:** Annette to research possible locations and cost of a mile sign, as well as a draft letter to the Islands Trust.

#### 5. Treasurer's Report

- Currently the Chamber has over \$50,000 in the bank.

**Motion to accept the Treasurer's Report by Colleen Fraser, seconded by Bill McCance**

**CARRIED**

#### 6. Membership Report

- Total Members for 2020= 107, up 5 from 2019
- 3 new members are insurance based
- 1 new business members is MFL Accounting: Mitch LeBlanc
- 1 new community member
- 88.24% paid, 4 late insurance members, 2 late business members, 2 late community members.
- Have lost 5 business members for 2020: The Groove, Felix Jack Art Studio, Celtic Centurion, Mayne Island Camping/Beach Cottage, Mayne Island Juice Co.

#### 7. Marketing Committee Report

- Annette had talked with an independent marketing firm that wants to market the Islands. Annette will forward this information to Lauren.

**Action Item:** Annette to forward information on the independent marketing firm as discussed at the December meeting.

## 8. Executive Officer Report

- Spaghetti Dinner Recap
  - Alcohol sales were a bit less this year, possibly due to ratio of white wine (more) to red wine (less). Next year, will purchase equal amounts of white and red wine.
  - To meet requirements of Community Centre, garbage, recyclables, and organic waste are supposed to be removed by the renting organization. Colleen Fraser ended up doing this (organic waste was put in green cone outside, but it was getting full), it would be good to have a plan beforehand for this next year.
  - Comments from comment cards at the dinner have been recorded for next year.
- Phone Book Ad: We have been contacted by Toby Snelgrove to see if we want any edits to the Chamber's Mayne Island Telephone book ad. Changes discussed was removing "free workshops..." and putting in Community membership \$25 and Business Membership \$60.

**Action Item:** Lauren to contact the phone book designers to request discussed changes to the Chamber's phone book ad.

- Board of Directors Insurance: Lauren is awaiting a quote from Spark Insurance as well as Gulf Islands Insurance.  
Christmas Eve Bonfire: Brian and Richard are doing the hot chocolate and will check on urn status, and cookies have been ordered.
- Brochure: Lauren has been sending changes for the brochure to Richard as they have been received. Drew Ferneyhough's Lighthouse image has been chosen as the cover for 2020. Lauren wondered whether it would be good to ask farmstand owners if they would like to have an icon on the map indicating the location of their farmstand.

**Motion for Lauren to contact farm stand owners to let them know about the opportunity to have a farm stand icon in the brochure if they have a \$60 membership with the MI Chamber of Commerce, by Kat Ferneyhough, seconded by Annette Witteman.**

**CARRIED**

## 9. Welcome Bag

- The welcome bag will be addressed in January and businesses will be approached for donations/information for the bags.

[Prior to the meeting being adjourned Annette Witteman expressed that she would be stepping down from the Chamber board until Directors and Liability Insurance for the board was obtained]

**10. Motion to adjourn the meeting at 6:38pm by Brian Dearden, seconded by Drew Ferneyhough.**

**CARRIED**

<b>Summary of Action Items</b>		
<b>New Action Items</b>	<b>Responsibility</b>	<b>Status/Timeline</b>
Brian Dearden will clarify the request regarding bonfire insurance with Jerry of Parks and Recreation and follow up with the Chamber board.	Brian Dearden	ASAP [Completed]
Annette to research possible locations and cost of a mile sign, as well as a draft letter to the Islands Trust.	Annette Witteman	January 2020
Annette to forward information on the independent marketing firm as discussed at the December meeting.	Annette Witteman	ASAP
Lauren to contact the phone book designers to request discussed changes to the Chamber's phone book ad.	Lauren Underhill	ASAP [Completed]