

GOLD RIVER CHAMBER OF COMMERCE

Agenda

Director's Meeting

Thursday, April 20, 2023

7:00pm

JCC room 116 and ZOOM

Call to Order 7:12 pm

Attendance Linda Vandenberg, Anita Lawrence, Candice Baker, Brenda Patrick, Serena Ross, Chris White, Cathy Nesbitt

Approval of the minutes from March 16, 2023 **Motion:** To approve the minutes of March 16, 2023, with one correction - change the date in the heading from 2022 to 2023. (Anita/Linda)

Additions to the Agenda - Welcoming new businesses

Director and Officer reports

President/Membership - Linda Vandenberg

A newsletter was sent out to the membership April 17, 2023. See attached.

Membership - 29 of 42 members have paid their dues. Linda will mail out an invoice to all delinquent members.

Vice President - Candice Baker no report today

Treasurer/Social Media - Anita Lawrence

Financial - Balance as of Feb 29, 2023, is \$12,296.16 in checking and \$772.33 in savings. No paper report is available currently.

Social Media - Anita received stats about our web site for the period from March 21, 2023, to April 16, 2023. Page views - 990; unique page views - 890; average time spent per visit - 2 minutes and 7seconds. Top searches included - camping, picnic, areas, Chamber, membership, accommodation, history of Luna, our community events calendar.

Motion: That Anita make a public Gold River Chamber Facebook page.

(Anita/Candice)

Paul would like to receive pictures, stories, flyers, events, etc., to post on the website and or Facebook page.

An idea was discussed to showcase one member each month on the face book page.

Business Items

1. Job Fair - It was deemed valuable to hold it in conjunction with MMFN Health and Wellness Fair. It was well attended by the FN community. Five chamber members had tables with info on job opportunities.

2. Bursary - Anita has spoken with GRSS and put things in motion for this year. Riley Last has claimed her funds from last year and a check will soon be sent out to Anja Banas for her portion.
3. Spring Social - Candice. Wednesday, June 7 at the Golf Club in the evening for a meet and greet. The evening will include an intro/welcome by Linda, a short survey to be filled in, food and drink, and door prizes.
Motion: To allot a budget of \$500 for the Spring Social. (Anita/Candice)
Winter Social tentatively at the Legion on Nov 18.
4. Destination Marketing - Strathcona and Comox Valley Collectives.
Several of our members have contacted Courtney concerning ad space.
Motion: That we increase the original (Jan 2023) pledge of \$500 to \$1500 for the Strathcona and Comox Valley Collectives to include four publications. (Candice/Serena)
5. Gold River Days - Linda. Things are coming together and can move forward a bit faster once the Village has verified the budget. The theme will be "Once Upon a Time".
6. Strategic Planning - A special meeting will be planned after speaking with Azar.
7. Welcoming new businesses - Candice will take on this job by visiting the new business, presenting a small gift, and inviting them to join the Chamber.

Discussions - Several topics were discussed.

- a) Job Fair -consider changing the name to Hiring Fair, include NIEFs, advertise in Campbell River.
- b) How do we show our membership what we do for them? What we have to offer? Maybe Mary Ruth from the Campbell River Chamber could give us some guidance.
- c) We have yet to have the Village liaisons attend a meeting. Maybe an invite?
- d) Annual planning. Put up a calendar in our office showing annual events that we take part in.
- e) Offering workshops to the members/community? Such as 'How to Manage a Business Face Book Page'

Next Meeting - General Meeting May 18, 2023, 7pm in the Jack Christiansen Center, room 116 and via ZOOM

Adjourn 9:10 pm

Submitted by Cathy Nesbitt