

GOLD RIVER CHAMBER OF COMMERCE

General Meeting Minutes

Thursday, Jan 19, 2023

7pm at the JCC, room 116, as well as a Zoom (Zoom did not work for us!)

Call to Order: 7:05pm

Attendance: **In Person:** Linda Vandenberg, Serena Ross, Anita Lawrence, Candice Baker, Chris White

Via Phone: Cathy Nesbitt, Dawn Dakin

Approval of minutes from Nov 2022 – *Motion to Approve: Candice, Second: Chris*

Additional Items to add to Agenda: 6. Cancellation fee for Legion 7. Indigenous Resource Opportunities conference

Directors and Officers Reports:

Linda – Membership – Sent 95% of the invoices out, membership must be paid Feb 1st. For those that have not had the invoices sent yet, because we need an updated email/address, will have an extension on that date (approx. 5 more people).

- Window clings would be about a 4-inch round decal and would cost us \$4 per, and would have to be mailed or delivered to each member. Due to cost/Work we have decided at this time we will not move forward with this, though it was a good idea. We will continue to just email out a certificate as before that each member can choose to print

Linda – President – presidents letter should be sent out this week.

- AGM location: Anita will look into booking the Ridge hospitality room

Anita – Treasurer – October Report correction: date should read 15-11-2022, chq 541 was to quality designs for the SHOW AND SHINE sign not the Christmas sign.

- question raised as to what the \$15.50 insurance payout is: this is a monthly kickback we receive based on how many members use the Chamber insurance plan. This will be changed to say Chamber Group Insurance Commission, as it is money we make monthly.

- New e-transfer email is working well!

Anita – Social Media – Paul is going to work on getting the minutes up on the website. Serena will begin emailing them directly to him when she emails minutes out to the directors.

- Still seeing really good website outreach. Anita gets lots of questions coming in about hunting, when the lakes open, things like that. She answers what she can or forwards questions to other members of the community if she can't!
- Membership reminder for payment was posted to the Chamber Facebook Page

Cathy – EDC – Since the new council came into place it seems the EDC has been disbanded and new groups are being put into place. So, there will be no further EDC reports. Thank you to Cathy, Anita and all the other members of the EDC for all of their amazing hard work!

- The community Calander was something that was run by the EDC, but taken care of by Cathy and Georgie. It runs at a cost of about \$5-\$10 monthly for supplies.
- ***Cathy motioned for the Chamber of Commerce to take over this cost (approx. \$10/month) . All voted in favor and the motion was carried.***

Georgie – New Businesses – not present at this evening's meeting. We will get an update next month.

Business Items:

1. Marketing – marketing report from Destination Think will be in by the time of our next meeting – we will review then. Destination Think is a marketing tool that helps us market across the region. This was something that Anita worked with/set up through her old position at the village, and each year the Chamber and Village would each send \$500 to the program for our participation.
 - All the Magazines and Videos last year were from a grant, and are all done and paid for.
 - The Strathcona Collective has reached out to us again this year asking if we would like to sponsor a page in their Spring/Summer issue, meaning we would pay a part of the advertising cost, and the rest of the cost would be split between whatever members chose to participate. This would ONLY be open to CHAMBER MEMBERS. There is also the Comox Valley Collective which has a Summer Issue that would be the same cost. \$500 paid by the chamber, the rest split by members. *At this time, given the short notice for the Strathcona Collective, the Chamber has chosen not to move forward with this issue. Candice motioned to spend \$500 to advertise in the Comox Valley Collective summer edition. The vote was all in favor and Chris seconded so this motion could be carried.*
2. Correspondence outside of meetings – we did chat about this but decided it was best we stick with what we are doing. Issues do come up from time to time that need to be addressed before our meetings, and in this case, we do need to email back and forth to make sure we are all informed and are making the best decision for our chamber members.
3. Schedule of Events for next year – This will be left until the Feb/March meeting when the new directors are in place for the 2023 year. One event we did discuss at this meeting was the Spring Social

- the Spring Social will once again be held at the Golf Course; Candice will reach out to book. We are looking to hold this on the 25th of May.

4. Membership Drive 2023
 - a. – we have decided that during the spring social we will provide a brief survey for our members to fill out before they leave, just asking what people expect/want to see our Chamber doing, how can we improve?

- b. We had a chat a bit about our presence in the community. Lots of great points were brought up about how the Chamber doesn't have a huge physical presence in town outside of our events we host/are a part of, but there is a LOT of background work that we do. Linda will include some notes about these events/this work in her president's letter.
- c. During our AGM/General Meeting in February we are going to plan for some presentations for our chamber members to help encourage attendance. These will be
 - i. (hopefully) Darren Kardynal to talk about Chamber benefits plan
 - ii. Anita – Advertising/social media (and benefits if Darren is unable to attend)
 - iii. Dawn – Bursary
 - iv. Cathy – Community spirit/welcome wagon/community events
- d. Linda will send out an AGM/meeting invitation on her president's letter. She will also ensure our new council representatives, Henry and Peter, are invited and asked if there is anything they would like to share.**
- e. Anita will reach out to Darren to see if he is available, and will create a poster for the meeting.**
- f. Candice and Linda will work on a phone campaign again to make sure word gets out. Linda will also hand deliver a copy of the president's letter to new businesses to ensure that they are on our list and aware of upcoming events.**
- 5. Directors/recruitment for 2023 – for this upcoming year, we need to elect a new Vice President and a new Secretary. Serena has stated she would like to step down as secretary but will stand as a director.
- 6. Legion has charged us \$100 for cancellation on short notice. Anita has written a cheque for Candice to deliver to the Legion
- 7. Indigenous Resources Opportunities Conference – no at this time – too short of notice

Next Meeting Feb 16th @7pm hopefully at the Ridge

Meeting adjourned 8:52pm

Submitted by recording secretary Serena Ross