

GREATER VICTORIA CHAMBER OF COMMERCE
Board Meeting
07:30 hours – 23 November 2010

Present: David Marshall, John Juricic, Rose Arsenault, Captain Craig Baines, Rob Bennett, Mel Couvelier, Dan Dagg, John Espley, Al Hasham, Ray Kolla, Regan McGrath, Pauline Rafferty, Roger Skillings, Bruce Carter (CEO), Shannon Renault (staff)

Regrets: Mike Black, Gerry Brimacombe, George Fuller, David Vinnels, Annie Wong Harrison

Guests: John Wilson, Jocelyn Jenkins

1. Motion to approve the meeting agenda

Moved by Rob Bennett

Seconded by Pauline Rafferty

Carried

2. Motion to approve consent agenda, including minutes of October 26th Board of Directors meeting.

Moved by Ray Kolla

Seconded by John Juricic

Carried

3. Chair's Remarks

- The Chair commented on the board retreat that took place over the preceding weekend and encouraged committee chairs to complete the terms of reference for the respective committees.
- The CEO and finance committee have been asked to consider the implications of strategies on 2011 budget. This work may lead to budget amendments early in 2011.

4. Governance Committee

Motion that Pauline Rafferty be appointed to the Tourism Victoria board of directors for 2011

Moved by Dave Marshall

Seconded by Mel Couvelier

Carried

- It was noted that the Destination Marketing Commission is re-organizing to become a committee of Tourism Victoria instead of its own organization. Therefore there will be no appointment to DMO this year.

5. Board Planning Session Results

- The Chair invited comments from directors on the retreat. The CEO noted that a lot of the work of the strategic plan is scheduled to take place early in the three year time frame and may need to be rationalized over the period.

6. 2011 Budget

- The Chair of the Finance and Audit committee noted that the projected budget does not include strategic plan changes. The committee chair reviewed the projected budget with detailed comments on revenue and expenses.

Motion to approve budget as presented with acknowledgement of amendments to come early in the New Year.

Moved by Roger Skillings

Seconded by Rob Bennett

Carried

7. RBCM Letter of Support Request

- Pauline Rafferty asked if she should leave the room for discussion and the Chair indicated it was not necessary.
- The board held a discussion on the request for a letter of support from the Royal BC Museum regarding their expansion plans. The Chamber's support would be based upon the museum's important role in the community and the economic development potential on the expansion.

Motion to approve providing a letter of support to the RBCM.

Moved by Ray Kolla

Seconded by Rose Arsenault

Carried

8. Blue Bridge – Next Steps

- CEO outlined the next steps the City must take to move the project forward and noted that this would be the subject of the feature article in the January Business Matters publication.

9. Jocelyn Jenkins – Victoria Convention Centre

- Jocelyn, General Manager of the VCC, provided the board of directors with an overview of the business model of the VCC and changes from original model that have resulted from taking over the Crystal Gardens location
- The VCC will revert back to the Fairmont Empress in 2037
- VCC hosts about 260 events per year, or which about 25% are conferences. The average conference size is 600 delegates over 3 days, the target size is 800-1000
- Core market of the VCC is association business and prime market targets are Ottawa, Toronto, Pacific Northwest and Washington DC
- 2010 has been the toughest year ever for the VCC but 2011 is looking positive so far
- Convention trends – they are locking into a smaller number of locations instead of rotating to a variety of locations. This leads to increased competition with new centres around the country
- Challenge for VCC is that other centres earn revenue from food and beverage and naming rights
- A number of other centres are seen as more competitive than VCC – Victoria is seen as less culturally distinct than other locations, and viewed more as a leisure centre than a business centre
- VCC must be self-financing in next 4 years. They currently have a \$3 million budget with revenue streams from the parkade, space rental and commissions from services.

Motion to Adjourn by Rose Arsenault

Next Meeting December 7th 2010 at 7:30 AM at the Chamber office.

Secretary

Chair

Date