

GREATER VICTORIA CHAMBER OF COMMERCE
Board Meeting
07:00 hours – 26 July 2011

Present: David Marshall (Chair), Rose Arsenaault, George Fuller, Al Hasham, Darlene Hollstein, John Wilson, Bea Bate, Mike Black, Janell Karst, Pauline Rafferty, Rob Bennett
Bruce Carter (CEO), Sasha Angus (staff), Ellen Henry (staff)

Regrets: Kimberley Hughes, Dan Dagg, John Espley, Capt(N) Craig Baines, Ray Kolla, Gerry Brimacombe

Leave: Regan McGrath

1) Motion to approve the meeting agenda as amended

Amendment: June 2011 financial statements were moved from the consent agenda portion of the agenda to allow for further discussion.

Moved by Rob Bennett

Seconded by Pauline Rafferty

Carried

2) Motion to approve consent agenda, including minutes of June 28, 2011 Board of Directors meeting and mid-year planning session.

Moved by Pauline Rafferty

Seconded by Mike Black

Carried

3) Chair's Remarks

- The Chair commented on the recent meeting Minister Falcon. The Chamber priorities were reviewed and issues including HST, the airport runway extension and the importance of the formation of an office of the Municipal Auditor General were discussed. The Minister supported the Chamber's position that such an office report publicly and through the Office of the Auditor General.
- The Chair reported on a recent meeting with Mayor Frank Leonard and discussions on the LRT project including the issue of a referendum concerning the regional portion of the capital costs.
- The Chair also reported on a meeting with Martin Leclerc, General Manager of the Fairmont Empress and incoming Chair of the Downtown Victoria Business Association (DVBA). Issues included the DVBA's role in advocacy and the ongoing opportunity for conversations between the two organizations on issues like panhandling.

4) June 2011 Financial Statements

Discussion centered on the costs associated with production of Business Matters and the Chamber's new annual report format. Costs increased on these items due to the outsourcing of the magazine's layout and higher page counts to accommodate the member listings in the annual report. Savings have been realized in the Chamber's staffing costs mitigating the effects of these other costs.

Motion to approve the June 2011 financial statements as presented

Moved by Mike Black

Seconded by Rob Bennett

Carried

5) 150th Anniversary Report

The committee reported on the many activities to date surrounding the Chamber's 150th Anniversary preparations and the potential activities that have been developed for consideration. These include a tree planting legacy program, community events, and other promotional activities. Conversation centered on the budget and on implementation for the activities related to the Chamber's 150th anniversary activities.

Motion to approve the expenditure of up to \$50,000 and for the CEO to include 150th anniversary activities in the Chamber's business plan

Moved by Mike Black

Seconded by Pauline Rafferty

Carried

6) Branding Taskforce and Strategic Plan

Discussion centered on the recommendations of the branding taskforce and issues raised during the Chamber's mid-year planning session. The issue of examining the alignment of the strategic plan and the brand blueprint document was discussed. It was determined that a group including the Chair, Vice Chair, Chair of the Policy and Public Affairs committee, Chair of the Branding Taskforce and CEO would meet in August to ensure that the plans were aligned for implementation by Chamber staff.

7) Policy and Public Affairs

a) Municipal Election Campaign Pillars

Staff presented the municipal election campaign pillars that have been developed for the municipal election in November. Discussion centered on the pillars and how they support the strategic priorities of the Chamber and reinforced the brand taskforce activities and recommendations. Staff will be developing the campaign theme, key messages and platform documents based on the pillars.

Motion to adopt the municipal campaign pillars as presented

Moved by Rob Bennett

Seconded by Mike Black

Carried

8) November Planning Retreat

The CEO outlined the draft program and items for the board planning retreat in November. Given the program that is being developed and transportation logistics, the retreat this year will run from November 18th to the 21st. The board thanked John Espley and John Wilson for their efforts in helping to organize the retreat.

9) Staff Report

Issues around panhandling and efforts to address it were discussed. The Chamber has been working with regional partners and municipalities on the issue. Discussion centered on the current issues facing the Downtown Vancouver Business Association and concerns around legal liability for any initiatives going forward. Additional conversation centered on the state of the region's local economy and potential next steps should the HST referendum not pass.

Motion to Adjourn by Mike Black

Next Meeting August 23rd at 7:30 AM at the Chamber offices.

Secretary

Chair

Date