

**GREATER VICTORIA CHAMBER OF COMMERCE**  
**Board Meeting**  
**07:30 hours – 24 January 2012**  
**(signed copy on file)**

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**Present:** John Espley (Chair), Rose Arsenault, Kathleen Burton, Frank Bourree, David Marshall, John Wilson, Kimberley Hughes, Dan Dagg, Sang Ly, David Rand, Jesse Szczepanowski, Mike Black, Bruce Carter (CEO), Sasha Angus (staff), Ellen Henry (staff)

**Regrets:** Darlene Hollstein, Al Hasham, Capt(N) Craig Barnes

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**1) Motion to approve the meeting agenda**

It was requested that an item concerning the Burns Lake Chamber be added under New Business

**Moved by** Rose Arsenault  
**Seconded by** Kimberley Hughes  
**Carried**

**2) Motion to approve consent agenda, including minutes of October 25, 2011 Board of Directors meeting.**

A revision was requested to the minutes to reference J. Espley as Chair of the 2012 board meeting held in October 2011.

**Moved by** David Marshall  
**Seconded by** Mike Black  
**Carried**

**3) Chair's Remarks**

- The Chair welcomed everyone to the first meeting of the 2012 board of directors and outlined a few of the opportunities and issues to be addressed in the coming year.
- The Chair further commented on the excellent progress that has been made on the Chamber's rebranding efforts, reiterated the importance of always remaining a member-centric organization and was encouraged by the new opportunities in 2012 for member engagement.

**4) Committee Terms of Reference Approval**

Discussion centered on minor amendments to the language in a few of the committee terms of reference for 2012.

**Motion to approve the following 2012 Committee Terms of Reference:**

- Strategic Communications
- Economic Development (GVDA)
- Governance
- Policy and Government Affairs
- Finance and Audit

**Moved by** Dan Dagg  
**Seconded by** David Rand  
**Carried**

**5) Committee Business**

## **a) Finance and Audit**

### **i) Year End Financials**

Discussion centered on the difficult financial environment locally and under which the Chamber had to operate in 2011. Steps are being taken. Actions are being undertaken to mitigate these effects for 2012.

### **ii) Budget 2012**

Adjustments are being made to ensure the best financial performance possible and to ensure the 2012 budget projections are met.

### **iii) Investment withdrawal**

The proposed cash withdrawal from the Chamber investment portfolio is to assist in funding the Chamber's 150<sup>th</sup> Anniversary activities

**Motion to approve the withdrawal of up to \$50,000 from the investment portfolio for 2012.**

**Moved by** Frank Bourree  
**Seconded by** Mike Black  
**Carried**

### **iv) Audit**

An update to the board was presented outlining the auditors chosen for the audit of the Chamber's financial statements for 2011. Grant Thornton LLP Chartered Accountants will be conducting the audit.

## **b) Governance**

Discussion centered on the board skills matrix. The committee Chair thanked the members of the board for completing their sections. It was recommended that the committee establish a Vice Chair position to support its activities.

**Motion to appoint Kathleen Burton as Vice Chair of the Governance Committee.**

**Moved by** Frank Bourree  
**Seconded by** Mike Black  
**Carried**

Highlighted in the discussion were the potential areas that the board may want to review for appointments, including the region's academic sector and benefit of having a lawyer represented on the Chamber board. The committee will review the Chamber's current bylaws and other models currently in use by organizations like the BC Chamber and will bring forward a recommendation to the board concerning the appointment of legal representation to the board.

## **c) Policy and Government Affairs**

The Chair of the Committee reviewed the committee's activities over the past two months and outlined the committee work plan for 2012. The work plan continues the Chamber's

efforts on municipal finance and infrastructure, while addressing issues concerning workforce development, transportation and the 2013 provincial election.

#### **6) Lifetime Achievement Nomination Approval**

The Governors of the Chamber met to discuss candidates for the 2012 Lifetime Achievement Award. After discussion and deliberation, the Governors have nominated Terry Farmer as the 2012 recipient.

**Motion to accept Terry Farmer as the 2012 Lifetime Achievement Award winner.**

**Moved by** Dan Dagg  
**Seconded by** David Rand  
**Carried**

#### **7) Trapeze Logo Presentation**

Members from Trapeze Communications outlined the branding process and considerations that were taken in the development of the Chamber's proposed logos. Discussion centered on the Chamber's position in the community, potential copyright issues, the perception from other stakeholders and the ability to use the new logo for the Chamber's 150<sup>th</sup> anniversary celebrations. The goal is to unveil the new logo at the Chamber's February 21<sup>st</sup> member breakfast.

**Motion to select the "The Chamber" logo as the new brand.**

**Moved by** Mike Black  
**Seconded by** Rose Arsenault  
**Carried**

#### **8) Prodigy Group Review**

Discussion centered on the formation of a group to review and make recommendations to the board as to the Terms of Reference for the Prodigy Group committee and its continued growth as a committee of the Chamber. A group comprised of the Chairs and Vice Chairs of the Chamber and Prodigy Group, as well as the Chair of the Strategic Communications Committee and Chamber board liaisons to the Prodigy Group will meet to make recommendations to the Chamber board. It was asked that any input or recommendations from board members be forwarded to Al Hasham for inclusion in the discussion.

#### **9) Staff Report**

The CEO outlined a few issues and items that are currently on the Chamber's priority list including the transition to a new membership software system, the 2012 flower count and support for the Chamber Ambassadors. The Chamber will be partnering with Tourism Victoria, the Saanich Chamber and Butchart Gardens for the 2012 flower count. The Chamber is currently transitioning from its existing membership software and has been dealing with the current and new service providers on a number of issues. The Chamber has developed a new member benefit with the Union Club that will be announced at the member breakfast on Feb. 21<sup>st</sup> and has developed a new operational reporting format that will be distributed to the board. Staff is meeting with members of the Ambassadors program to see how best to support their activities and recognize their efforts on behalf of the Chamber.

#### **10) New Business**

There has been a request for support from the Burnside Lake Chamber of Commerce after the accident at a local mill. The Chamber has provided support in other similar circumstances historically.

**Motion to support the Burnside Lake Chamber by purchasing a membership in their Chamber for one year.**

**Moved by** David Rand  
**Seconded by** David Marshall  
**Carried**

**Motion to Adjourn by Dan Dagg**

**Next Meeting: February 28th at 7:30 AM at the Chamber offices.**

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**Secretary**

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**Chair**

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**Date**