

Minutes –



GREATER VICTORIA
CHAMBER OF COMMERCE

Chamber Board Meeting –

January 26, 2021 | 7:30 – 9am | Virtual

Attended: John Wilson, Kris Wirk, Moira Hauk, Christina Clarke, Richard Michaels, Ann Squires-Ferguson, Rose Arsenaault, Tom Plumb, Judith Ethier, Captain (Navy) Sam Sader, Pedro Marquez, Ian Batey, Bruce Williams, Cheryl Wirch-Ryckman (staff).

Regrets: Dan Dagg, Raul Caballero

1. Approval of the agenda and minutes:

Motion to approve agenda as is.

Moved by Kris Wirk

Seconded by Rose Arsenaault

Carried

Motion to approve minutes from previous board meeting.

Moved by Moira Hauk

Seconded by Tom Plumb

Carried

2. Chair

Welcome to 2021. Last year was a year of transition, that although challenging, resulted in a fairly strong position for The Chamber. We are looking forward to a brighter year ahead and a return to normalcy. Leadership is important in good times and even more so in bad times. The board, staff and committees were thanked for demonstrating that leadership and volunteering their skills and time.

In 2021, COVID recovery remains the top issue, in particular for the tourism and hospitality sector. Having missed two back-to-back tourist seasons and they will have a longer recovery rate than most other sectors. The Chamber needs to make sure that those businesses are here for the recovery estimated to occur in the 2022 tourism season.

There has been a heavy personal toll on the mental health of the individuals in our community. Positive reinforcement providing help not stigmatism is needed. Many of the challenges in the downtown today have a foundation in unaddressed mental health problems. The Chamber will continue to advocate that resources beyond housing is needed to facilitate rehabilitation.

Appointment of New Board Members – Michaels & Squires-Ferguson

Motion to appoint Richard Michaels and Ann Squires Ferguson to the 2021 Chamber Board.

Moved by Judith Ethier

Seconded by Christina Clarke

Carried

BC Chamber membership annual review went over the fundamentals of the decision in 2019. There were no fundamental changes in the value proposition of our membership with BC Chamber. A new CEO of the BC Chamber should be announced soon, during this transition,

2020 KPIs at year end went well above set goals in Advocacy and Communications. Although membership numbers remained surprisingly stable, revenue and attendance numbers were predictably low. New KPIs and Business Plan for 2021 to be presented by March to the Board once COVID situation is more stable. With only 9% of the businesses with business licenses being Chamber members there is room to grow.

iv. Annual audit is scheduled and will occur the first week of February

v. Investment Purpose Policy

In order to provide a written guide to assist the board in managing and maintaining the investment portfolio, the Finance and Audit Committee developed a purpose statement to guide how the investment is used and what is held back for contractual and other needs. The Finance & Audit Committee will review annually as needed.

Motion approve the Investment Portfolio Purpose as presented.

Moved by Moira Hauk

Seconded by Judith Ethier

Carried

c. Public Policy & Advocacy Committee

i. The committee has returned to the previous format of doing meetings with guest speakers. January's speaker was Marshall Berkin from TELUS on 5G and the advocacy needed at a municipal level to shore up the community's connectivity.

d. Ambassador Committee

Great committee in place for 2021. Policy on attendance (no more than 3 meetings missed) has been presented to the committee members to better align with other committees. Speakers have been lined up for the committee, in February John Espley, Chamber Governor and 2021 Chamber Member of the Year will speak.

e. Prodigy Committee

New chair Raul Cabellero and new mingle format was well received. There have been changes in the committee adding three new members.

Information Items

- Events Registration - distributed
- Recent reports from GVHA and Destination Greater Victoria - distributed.
- Airport Authority to present to the board in May.

5. Next Meeting – March 30

Motion to adjourn

Moved by Ann Squires-Ferguson

Seconded by Christina Clarke

Carried

Secretary

Chair