



**GABRIOLA
ISLAND
CHAMBER**

**GABRIOLA ISLAND CHAMBER OF COMMERCE
VIRTUAL ANNUAL GENERAL MEETING | MINUTES DRAFT**

DATE: Feb 9, 2023 at 7:00pm | LOCATION: Zoom

*We acknowledge that this meeting is on the unceded territory of Snuneymuxw First Nation,
known as Gabriola.*

In Attendance

**Graham E Bradley
Jen Demler
Carol Fergusson
DeAnna McCarthy
Maria Malmgren
Jillian O’Hara
Maria Malmgren
Catherine Hallam
Brock Poesiat
Gloria Hatfield
David Juefler
Amanda Lemay
Derek Kilbourn
Lottie Anderson
Chris Rombough
Rob Robinson
Tobi Elliott
Phyllis Reeve**

**Henry Reeve
Bruno Jaguard
Jude Briscoe
Jeanette Parker
Brin Jackson
AJ Hustins
Alison Evans
Sarah Chiasson
Nelson Pacheco
Heidi Vanderkwaak
Tiffani Epperson-Reeve
Brenda Fowler
Marina Lironi
Reuben Vanderkwaak
Jay McCarthy
Tim Gambrill
Paula Brent**

1. Call Meeting to Order 7:05 PM

2. Approval of Agenda

Motion to adopt the agenda as presented

Moved: Maria Malmgren

Seconded: David Kuefler

CARRIED

3. Approval of 2021 AGM Minutes from January 26, 2022

Motion to accept the Minutes of the January 26, 2022, 2021 Annual General Meeting as presented

Moved: Carol Fergusson

Seconded: David Kuefler

CARRIED

4. New Members to the Chamber

Motion to approve the following new Members for the Chamber:

ChangeWorks Coaching and Consulting

Gabriola Massage

Gabriola Taxi

Island Sails and Rigging

Nester's Market

Nova Art & Craft Boutique & Gallery

Paul MeMuth

Gabriola Island Recycling Organization

Rob Robinston Studio

Rombough Auto Detailing

Silva Bay Resort and Marina

Slow Rise Bakery

The Crone's Nest

North Road Sport

Bruno's Kitchen and Catering

Moved: Maria Malmgren

Seconded: David Kuefler

CARRIED

5. President's Report

- We are ending the first of four year new service agreement with the RDN
- Our Key Priorities are
 - Marketing and Promotion and building Brand Recognition
 - Economic and Development activities related to both Business and Tourism
 - Governance
- Acknowledgment of the Visitor Centre Volunteers and the outgoing Board members
 - Gloria Hatfield, Judy Joseph Black, David Adair, David Kuefler, Sandra Lewis

Motion to accept the President's Report as presented

Moved: Gloria Hatfield

Seconded: Bruno Jaguard

CARRIED

6. Treasurer's Report - View [DRAFT FINANCIALS](#)

Motion to accept the Financial Report and reviewed 2022 Year End Financial Statements as presented

Moved: DeAnna McCarthy

Seconded: Jen Demler

CARRIED

Motion to appoint Johnson and Johnson and Associates as the Gabriola Chamber of Commerce accountants and the reviewer of the 2023 year end Financial Statements

Moved: Maria Malmgren

Seconded: David Kuefler

CARRIED

7. IED Report

- Is a key **community connector** for economic development, tourism and visitor initiatives, funding opportunities and collaborative initiatives.
- **Are expanding and deepening our regional relationships** to bring opportunities to island businesses, through ie, Rural Island Economic Partnership (RIEP), Community Futures Central Island, and Vancouver Island University
- Are working to be a **strong resource** for the business community; networking & marketing opportunities, collaborative promotion, business development, helping businesses thrive.

Gabriola Tourism

- 2022 - Emergence from COVID-19
 - Our visitor center was open for 660 hours with an additional 40 hours of remote operations, which includes 300+ volunteer hours
 - Over 2,200 visitors were serviced by our team of 9 volunteers, and 4 summer students

Marketing Initiatives

- Generated and published a new visitor map
- Implemented a Love Local, Gift Gabriola Campaign
- Developed and implemented new social media strategies

Membership

- As of December 31st, 2022 the chamber had 116 members

Newsletters

- 13 newsletters, with resources and funding and skill building opportunities were issues during the year
- In 2023 we will be moving to community wide distribution and quarterly Tourism supplements

Meaningful Membership

- We continue to review member benefits, programs and focus, including discounts with Nanaimo hotels, shared advertising opportunities in GAC brochures, and a new Visitor Map advertising opportunity
- Members also have priority opportunities such as first choice for Island Experiences (itineraries), social media exposure etc.,
- A 2023-2026 Strategic Plan was completed in November 2022 and was presented to the TDN on December 6th,
- We developed off-season marketing and communications, including RIEP - Island Collaborative Marketing, Social Media by growing our own following and also engaging with members by sharing, liking posts for a greater reach
- We continued to develop business and enterprise development and support such as organizing emergency shared co-working space, and VICEDA supporting member application which resulted in funding for Ground Up Gate and Catering

Moved: Gloria Hatfield
Seconded: Bruno Jaguard
CARRIED

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8. Election of Directors

a. Acknowledge and thank board members who have left the board or are not renewing their term:

Gloria Hatfield, Judy Joseph-Black, David Adair, David Kuefler, and Sandra Louis

a. Motion to nominate new officers and directors from the floor

- Call for nominations three times, no nominations

b. Motion to elect the Directors as nominated in advance:

President	Graham Bradley <i>Good Earth Farm, Gabriola Food Hub</i>
Vice-President	Maria Malmgren <i>ChangeWorks Coaching and Consulting</i>
Treasurer	Jillian OHara <i>Coastal Community Credit Union</i>
Secretary	Jen Demler <i>Ground Up</i>
Director	Deanna McCarthy <i>Kayan Custom Homes</i>
Director	Carol Fergusson <i>Gabriola Arts Council</i>
Director	Catherine Hallam <i>Free Spirit Gallery Studio</i>
Director	Brock Poesiat <i>Brock Poesiat Software Solutions</i>

Moved:
Seconded:
CARRIED

9. Adjournment

a. Motion to adjourn the meeting at 8:03 pm

Moved: Jen Demler

Seconded: DeAnna McCarthy
CARRIED