



**Meeting Minutes**  
**6pm, November 16th, 2021**  
**Sandman Boardroom & Zoom**

**1. Welcome & Acknowledgement:**

President: Manny Singh

In attendance: *Bernice Heinzelman, Tobi Weightman, Charlotte Kurta, Wayne Wright, Manny Singh, Tracey Thompson, Kerri Fitzgerald, Martin Runge, Lisa Boudreau*

**2. Adoption of Agenda:**

1<sup>st</sup>. Tracey

2<sup>nd</sup>. Tobi

**3. Special Guest: Nadine Martin – Work B.C**

Nadine told us about some programs that Work B.C offers such as

-providing service to job seekers and providers

- Job postings

- Hiring Fairs

- Wage Subsidy Program: Work B.C accepts applications to help fund full time employees for up to 24 weeks. 50% wages for 8 weeks, 25% wages for 8 weeks, then 15% of wages for 8 weeks. Businesses must be licenced, registered, have WCB and be in business at least a year. Contact Work B.C for more information

**4. Meeting Minutes Approval:**

1<sup>st</sup>. Charlotte

2<sup>nd</sup>. Tobi

**5. AGM Meeting Minutes Approval:**

1<sup>st</sup>. Charlotte

2<sup>nd</sup>. Tobi

**6. E.D. Report: (In a Nutshell)**

Executive Director: Lisa Boudreau

Another busy month, Lisa worked a lot on the finances, the new budget, the breakdown of spending, the new logo options, meetings with the city and PMT. Regular monthly tasks including checking mail, reimbursing SQ Bucks, emails, phone calls, meeting minutes, meeting packages...

## 7. Correspondence:

- a. Emails of note:
  - Kari Bolton: Regarding meeting with city
  - Mia Weinberg: Culture Crawl (Art festival in Vancouver Nov. 12-14)
  - International Downtown Association: Requesting to complete survey (executive director)
  - Carib Theatre: Offering SQBA advertising (add plays on both screens before the movie begins for 7 days, \$300.00)
  - Email feedback re: Day program
  - BIABC Surveys
  - Chamber of Commerce – Place for business cards/pamphlets at the visitor center
  - Amy Reed: Recap of our meeting

## 8. Treasurer/Finances Report:

- Account update
- New Budget proposal
  - Bernice makes a motion that we adopt the new budget. Charlotte seconds. Lisa will add new budget into the strategic plan. Motion carried.
- The board discussed what to do with the surplus (roughly \$70,000), and decided to wait a couple months before earmarking the money. Martin says as long as its earmarked before tax season we should be fine.
- Lisa asks that at the end of each month, the treasurer could just do a look over on the account and expenses. Just to make sure we are all covering ourselves, as we are liable for the bank account.

## 9. Old Business:

- Parking in Extra Foods parking lot – Signs are up! Lisa and Tobi collaborated and sent a letter to the city informing them that transport trucks are no longer allowed to park in the extra foods parking lot. Tobi also contacted the Sandman manager to let them know as well.
- Day Labour program (City) Lisa shared another poster sent out regarding the Day Labour Program, Tobi is interested in having a crew come and pick garbage up on the green space around extra foods.
- Recap of City meetings: City is happy to see the direction that the board is moving in, they are keen on working together with us on projects.
- Hotel Tax: Follow up from last month, Lisa reached out to both BIA's to see if they are interested in co-hosting or attending an information session regarding the hotel tax, no one has responded as of yet.

## 10. New Business:

- a. Re-open nominations for directors – Manny (*President needs to call for a vote to re-open nominations for directors. If everyone is in favor and the motion is passed a*

*board member may then nominate a director, while another member seconds this nomination. Everyone then votes.)*

Bernice motions to re-open nominations for directors. Charlotte seconds. Charlotte nominates Kerri Fitzgerald as director, Bernice seconds. Motion carried. Charlotte nominates Ginger Langan as director, Bernice seconds. Motion carried. Nominees accepted positions via email.

b. Christmas Campaign/events:

This year the board is going to run 2 events. Spin it to win it (December 11th) at Extra Foods, and 12 days of give-a-ways on social media.

Spin it to win it: Anyone can enter to win by donating 5 grocery items. Do this, then spin the wheel for your chance to win a prize. We will have all the SQBA swag and snowmen kits to hand out. Lisa will go shopping at SQ Businesses and purchase some prizes as well as asking SQ stores if they would like to donate something.

12 Days of give-a-ways: Lisa will run a 12 days of Christmas campaign on Facebook similar to the back-to-school campaign. We will give away \$50 per day in SQ Bucks, with a grand prize on the last day.

Tracey motions to spend \$4000.00 on above Christmas events/marketing. Charlotte seconds. Motion carried.

c. New Year Campaign: Starting in January, Lisa will promote one business in a spotlight a week with a picture/video/live etc. At the end of the week we will give away a \$50 gift card to a lucky person!

Tracey motions to spend \$2000.00 on The business in the spotlight campaign starting in January. Tobi seconds. Motion carried.

d. Reusable Masks – Businesses asking if we are going to order more?

Board asks that Lisa get a quote on double layer reusable masks from Staples and send out an email to executive asking what we would like to do.

e. South Quesnel bucks Gifts to West Fraser: Board would like to promote that people can purchase SQ Bucks for their employees, friends and families.

f. New website/New Logo/Swag – Lisa has been working on the SQ website, hopes to have it up and running by the new year. Lisa gave the board 3 new logo options to choose from for a new logo, the board decided on #2. "SQ" Wayne added that we should make it clear what the SQ stands for by writing South Quesnel underneath.

Tobi motions to adopt new logo. Wayne seconds. Motion carried.

g. Good Cheer donation - Charlotte

**11. Roundtable Discussion:**

a. Bernice would like to make mention of concerns she has been hearing about the lack of lighting on highway 97 between Motherload and Aroma Foods. This has become a significant safety hazard. Board asks Lisa to invite a Ministry of Transportation Rep to our next meeting so we could voice some concerns, and ask questions.

**12. Next Meeting: Tuesday, January 11th, 2022 @ 6:00pm**

**13. Adjournment: 8:04pm**

