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## Membership Roundtable Meeting

February 25, 2015

(Ladysmith Little Theatre 7:30am to 8:45)

Meeting called to order by acting Chamber President Alana Newton

Introductions:

Attendance:

George Hansen, Manager Vancouver Island Economic Alliance

Randy Champagne, VIIC

Larry & Kelly Thompson, Arbutus Coast Yacht Ltd.

Jill Dashwood, Coast Realty

Alana Newton, Alana Newton Coaching

Ron McLeod, Chamber Business Centre

Peggy Kolosoff, Kiwi Cove

Rob Waters, Ladysmith Marina

Scott Bastion, Festival of Lights

Peter Richmond, 49<sup>th</sup> Parallel Printers

Nita Grant, Property Manager

Michael Furlot, Financial Advisor

Art Lindahl, Art of Brewing

Carol Henderson, Town of Ladysmith Counsellor

Nikki McCallum, Nikki Designs

Brenda Clarke, Clarke Enterprises

Jennifer Ostle, Notary Public

Mark Drysdale, Chamber Manager

Jacque Chellew, Chamber Staff

Mark Drysdale, Chamber Manager introduced the Facilitator, George Hansen.

George introduced the organizational planning “mindmap” as produced by Mark D.



The plan includes 5 key planning functions including Marketing & Communications, Fundraising & Sustainability, Member Relations, and Economic Development. Each planning function has several potential tasks or projects that can (or will) be carried out to achieve desired ends.

George explained that the purpose of today’s Roundtable Meeting was to begin to define how the Chamber of Commerce could or should be involved in Economic Development and what tasks/priorities make sense to tackle over the next few months/years.

Points taken from the ensuing discussion are summarized below:

- Helping Small Businesses both new and existing
- Providing more information and resources for Small Businesses
- Provide first point of Contact
- Provide detailed information package for new businesses (may include info on licensing, zoning, business planning etc.)
- Working closely with City Hall
- Help businesses navigate hurdles and red tape
- Be knowledgeable about business issues
- Chamber needs to be engaged politically at all levels of government and with other organizations (e.g. RCMP, social service agencies etc.)
- Dog Patch as an example of government not being able to help
- Chamber should investigate common threads of concern and advocate for change.
- Develop a marketing business recruitment strategy – determine why businesses choose (or don't choose) to locate in Ladysmith.
- Build Partnerships regionally to strengthen relationships
- Establish a practice of following up with businesses after initial first contact
- Get back to the dialogue with the Town of Ladysmith
- Work with the Town to develop a “can do” friendly approach to business development and support

- Community Vision needs a coordinated implementation strategy. Where does the leadership for Economic Development lie? How does the Chamber interact with this leadership? Who are the key partners? Who does what?
- Chamber should consider taking on one or two of the visions to follow through on.
- Review existing Economic Development Reports done by Town of Ladysmith
- Engage the members in an Economic Development project
- Present City with a detailed Chamber plan
- Communicate with the City regarding relationship with the Chamber and CVRD
- We are under represented by the CVRD
- Be pro-active with conversation with City and be specific with proposals and requests
- Focus on job creation

Mark Drysdale, Peter Richmond and Carol Henderson will gather all Economic Development Reports. All attendees agreed to participate in reviewing these reports and reporting back before the next Round Table Meeting tentatively set for March 25<sup>th</sup> 2015.