

# President's Report to the LMS Annual General Meeting 2018-12-05

Congratulations to LMS staff, volunteers, partners and sponsors on a successful 2017-2018 season! This compilation report to members is provided as several LMS program areas reported separately at the Extraordinary Meeting in October. This report follows the four major mandates of LMS in serving the community: maritime heritage; tourism; waterfront access; and, community marina.

## **Under the LMS mandate of protecting and promoting maritime heritage, including museums, heritage boats, and education:**

- There were approximately 2,000 visitors to LMS museums in 2018. In the 12<sup>th</sup> year for the only floating museum in British Columbia, the Maritime Museum was open 1100h-1500h daily throughout the summer. The displays were updated, and the museum served as a feature attraction during our festivals, complete with the "Toddler Trap" sandbox at child level.
- 2018 was the 5<sup>th</sup> year of operation for the Harbour Heritage Centre after being closed through 2017 for structural renovations by the Town of Ladysmith. Many thanks to the volunteers who brought the Centre back to life, and to Shirley Blackstaff who continued to add interactive elements to the logging, fishing, mining, oyster farming, and sea life exhibits, such as the slide shows on Ladysmith's forest and oyster industries. The book, *Mom was an Oyster Farmer* by Myfanwy Plecas has sold over 70 copies. The Centre is open by appointment during the off season, and work bees occur on Wednesdays 1000h-1200h. All are welcome.
- The LMS Education Program included school children from Victoria, Cobble Hill, Shawnigan Lake, Chemainus, Ladysmith and Nanaimo: 210 young participants in total. For the majority of the 14 field trips, 10 volunteers came out to each trip to assist with the rotating activities: on the water in the Maritimer, our Harbour Tour Boat; at the Sea Life Centre; and in the Harbour Heritage Centre.
- the 2<sup>nd</sup> annual SEA LIFE CELEBRATION was held Sunday, August 12, 2018, from 10 am to 2 pm. This mid-summer waterfront experience attracted an estimated 500 citizens and their children.
- In the "Car Shop", restoration of the stern and planking of the C.A. Kirkegaard is almost complete. Long term plans for the vessel need to be finalized; if the "Kirk" is to become a Gulf Island tour boat, then Transport Canada certification will be required. Restoration is also near completion on the recently donated "Joan", a locally built rowing skiff.
- LMS was pleased to co-host a Salmon Dinner with the Industrial Preservation Heritage Committee on July 28<sup>th</sup>. The on-the-dock event raised \$3,000 for the work on Locomotive #11.

## **Under the LMS mandate of promoting tourism activity in the harbour:**

- LMS maintained its Ladysmith Community Marina advertising budget at \$12,000, with ads placed mainly in boater cruising magazines in the USA.
- there was a 10 percent increase in boat visitor bookings, with on-line booking capability added. Visitors can even book individual slips offered up by permanent moorers in our Revenue Sharing Program. In total, there were about 6,000 visitor nights at LMS, of which 43% were from the USA.
- 18 "boat-visitor rendezvous" were hosted, comparable to 2017. Ten rendezvous' are already booked for 2019.
- our flagship vessel, the 1938 wooden tugboat *Saravan* turned 80 this year, in her 30<sup>th</sup> year at LMS. As "floating ambassador", the *Saravan* attended classic boat shows in Cowichan Bay, Granville Island, Ganges, Victoria, and Port Townsend, promoting the Town of Ladysmith and the Ladysmith Community Marina.
- the Oyster Bay Café completed its fourth year of operation in partnership with *In the Beantime*. Over the four years, the days and hours of operation have consistently expanded, with a liquor license added this year, overall quadrupling the level of activity in the café.

### **Under the LMS mandate of protecting and promoting public access to the waterfront:**

- in our 25<sup>th</sup> year of offering maritime festivals, the combined attendance at the Heritage Boat Festival and Kids Pirate Day is estimated at 2,500 adults and children. Thirty heritage vessels were on the dock the last week of May, and the following week, Cap'n Jack was delivered accompanied by cannon fire on the *SV Thane*. Thanks to our co-operators and sponsors: the Rotary, the Kinsmen, the Ladysmith Chronicle, the Royal Bank of Canada, Van Isle Realty, and the Town of Ladysmith.
- The Harbour Tours hosted 250 individual passengers, and several private charters with comparable revenue to 2017 at \$4300. Harbour Tours are offered free of charge at all festival events and in the LMS Educational Program. On-line bookings capability was added in 2018.
- LMS participated in the 2018 Ladysmith Days Parade promoting Harbour Tours and the Sea Life Celebration. We thank the astute judges for rewarding us with 5 ribbons: 2 seconds; 2 thirds; and 1 first (for best animal)!
- It never rains on Dine on the Dock and the 100 available seats were always sold out at the seven events in 2018. Thanks to *In the Beantime*, for on-time quality catering at every event.
- Music on the Dock, Movies on the Dock, and Talks on the Dock were all active in 2018 with a total of 25 events engaging over 500 attendees.

### **Under the LMS mandate of operating the Ladysmith Community Marina:**

- moorage rates were held to the cost-of-living increase, while total marina revenue was up 12% due to increased visitor moorage sales, and seasonal moorage moved to annual moorage.
- In 2017-18, near 6,000 visitor boater nights were provided, with increased visitor revenue in large part the result of the revenue sharing program with permanent moorers who offer their slips to visitors when away. This is now an on-line booking process at LMS, to increase customer satisfaction and reduce staff time required on bookings.
- the waiting list for moorage at LMS is currently 68 vessels.
- John Craig and Bob Hogberg developed proposals to improve the availability and security of parking. Ladysmith Council have directed staff to work with LMS to elaborate the proposals.
- Under the leadership of Allan Gould, LMS updated its constitution and bylaws consistent with the new BC Societies Act.

### **LMS relies on, and thanks all its volunteers!**

- In 2018, LMS updated its Volunteer Database content and structure. Program leaders have access to contact information of interested volunteers, and volunteers can update their interests on-line.
- In 2018, 7,000 volunteer hours were recorded in the database. Major volunteer activity areas were: Museums and Education; Boat Restorations; Community Programs; Marina Docks, Beautification and Maintenance; and, Administration.

**Challenges for 2018-19:** In 2017, the LMS Board identified strategic priorities for the Society, which remain, I believe, as our challenges for this coming year.

- LMS needs to be a proactive player in realizing the Waterfront Area Plan.
- LMS needs to revitalize the volunteer program using the new on-line tools.
- LMS needs to put in place sustaining processes for planning, policies and procedures as required of an organization with sizeable cash flow and assets.
- LMS needs a long term strategy to sustain the Society's \$2 million of floating assets.
- As a significant organization in Ladysmith, LMS must be a positive and supportive player with consistent communications and strong positive relationships.

Respectfully submitted,

Dan Lutz