

LMS Board Meeting Minutes

Wednesday, June 19, 2019 - 0900h-1130h

Attendance: Alan Newell (Treasurer), Art Rendell, Joe Freisenham, Jeff Reichert, Bob Hogberg, Dan Lutz (President), Peter MacHardy (Vice President), Marnie Craig (Secretary)

Absent: Ron Dale

Ex officio: Richard Weifelspuett, Debbie Loewen

Call to order at 8:59 am

Approval of Agenda - add Pirates' Day video; **Motion:** by Bob Hogberg **Carried**

Approval of Minutes of Apr 29 - **Motion:** by Bob Hogberg **Carried**

KPD Video - Peter and Richard

- Both HBF and KPD were impressive. 400 volunteer hours (equal to \$8000) at KPD alone; 1600 in attendance. Festivals must be organized earlier in the future; Ladysmith community enjoys the festivals Festivals produced a loss of about \$10,000.

Action: Link to KPD video will be added to our website.

Heritage Standing Committee - Marnie

- Planning will begin now that festivals and field trips are complete to evaluate availability of resources; financial and physical. Effective museums tell a good story of how the past is linked to today. Ecotourism appears to be a key component.

Action: More info will be provided in September 2019.

Heritage Boats Policy - Richard & Bob

- Options are needed on retention and disposal of existing boats. How many boats can we store? Why do we want them? Who can use them, and under what conditions? What are their values? How can boats be maintained? How do we promote? We should record volunteer hours and dollars invested.

Actions :

- Alan to research what we can do to dispose of donated vessels.
- Bob & Richard to revise the policy and circulate to Board a few days prior to next meeting.
- Richard research cost of surveying value.

LMS communications, brand & advertising - Marnie

Discussion: Paul Mycroft Designs is currently paid to analyze the website traffic on a monthly basis. Who and why do we want to reach. We should increase our social media. We need quick, more frequent communications. Do we want to start a blog? We should increase links between our website, Facebook and other company websites. Does our

current website entice you to dig deeper? Print ads need more white space. All ad copy should be saved by LMS servers. Photographer needed to update our photos. The anchor logo could be trade marked. Graphic files will be kept in Vector format. Current advertising vendors: Thread Setter Designs for retail merchandise, 49th Parallel Printers (business cards, Heritage Boat Festival brochure, KPD posters), Spyder Graphix for road signs & sandwich boards, Mark's Instant Signs for museum signage, Flags Unlimited have always produced our burgees. Previous vendors that have our logo: Logowest (Nanaimo), Senini Graphics (Nanaimo). How do we build our relationship with the Chamber of Commerce? **Action:** Marnie to bring the revised design for approval at next meeting.

Executive Director Review - Dan

Dan reported on a positive 6-month review of the Executive Director by the adhoc HR Committee (Dan, Alan and Peter)

Human Resources Committee - Peter

- Board reviewed the HR Committee proposal.
- **Motion:** by Peter that we adopt the Terms of Reference as presented. **Carried.**
- **Motion:** by Peter that the adhoc HR committee continue until the AGM when new Board is created. **Carried.**

Treasurer's Report - Alan

- Reports are delayed due to pressures on staff time and cumbersome linkages between systems. Deadline will be the last week of July for financials to be ready. **Action:** When the financials are ready Alan will send an email to the Board.
- Intent is still to move payroll accounting to ADP.

Executive Director Report - Richard

- Discussion of dock safety incident.
- Staffing: interviews continue; new staff member starts next week; AJ available part-time. Two people are needed on the docks at all times.
- Discussion of sewage issues.

Next Six Months - in camera discussion - Dan

Next scheduled meeting: Wed, September 11, 2019, 10:00 am

Motion to adjourn: by Jeff at 11h26 a.m. **Carried**