



## **Board of Directors Meeting Minutes**

February 10, 2016 – Northern Development Initiatives Trust - Boardroom

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Attendees: Linda Allen, Ross Birchall, Derek Dougherty (T), Eoin Foley (P) Kirk Gable (VP), Renata King (S), Brenda Langlois, Darren Lowe, Justin Speer,  
Exofficio: Deanna Wasnick (CPG), Melissa Barcellos (CPG) Cindy Pohl (CHAMBER), Erica Hummel (TPG)

Chairing: Eoin Foley, President

Regrets: Kelly Green, Dave Hillhouse, Rod Homes, Susan Stearns, Chris Van Oord

Notation: Colleen Van Mook, Executive Director

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### **1. Call to Order**

Meeting called to order at 12:01pm. Quorum confirmed. Eoin introduced new Executive Director, Colleen Van Mook and new My Downtown Coordinator, Alisha Rubadeau.

### **2. Adoption of Agenda**

*Motion: B.Langlois Second: R.King*  
*"That the meeting agenda be accepted as amended".*  
*Carried*

### **3. Adoption of Minutes**

*Motion: J.Speer Second:R.Birchall*  
*"That the Minutes of December 16, 2015 be approved."*  
*Carried*

### **4. Ratification of Motions//Invoices for Approval**

*Motion: K.Gable Second: R.Birchall*  
*"That the motion conducted and carried by email on January 16, 2016, regarding a Façade Improvement Grant remittance for the Hospital Employee Union, be ratified."*  
*Carried*

*Motion: D.Dougherty Second: R.King*  
*"That the invoices/reimbursements, totaling \$1,585.31 as presented in the February 10, 2016 Board Meeting Agenda Package, be approved for ratification.*  
*Carried*

### **5. Financial Statements**

Derek provided an overview of 2015 Financial Statements indicating that some small adjustments (less than \$100) will be made in 'Clean Team' line items. This will not affect the bottom line. Explained that 'Other Grants' is the NDIT Placemaking Grant. The grant monies are not provided to DPG until they are

spent so it is misleading to include the full grant amount as revenue. Derek suggests changing how this grant is recognized in the 2016 Budget. The 'Summerfest' line items only show a lump sum of revenue and expenses with the net amount being what DPG spent on the event. For 2015 the net expenditure amount was \$7,459 – less than the \$9000 expense that was approved. Derek suggests that in 2016 we reflect the Summerfest event as a project which will better reflect the monies actually spent by DPG.

*Motion: D.Dougherty Second:K.Gable*

*"That the 2015 financial statements be accepted as presented".*

*Carried*

## **6. 2016 Final Budget**

Eoin indicated that copy of the Final Budget approved at December Board Meeting included for your reference.

## **7. Executive Director Report**

Colleen proposed that in future meetings that all reports could be included as part of a Consent Agenda and only those reports and/or information that are requested to be pulled out will be discussed in the meeting. Colleen explained that a consent agenda is a good tool that allows the sharing of routine matters that do not require board approval or discussion. Items included in the consent agenda can be approved as a block eliminating the need for discussion. Committee business that does require board approval will not be included in the consent agenda. A few board members shared that this has been successful in other meetings they participate in. The group agreed to give this approach a try for future meetings. Colleen committed to getting board meeting packages out by the end of the day on the Friday before the Wednesday board meetings.

Colleen shared that her report provided an overview of the tasks that have been tackled during her first month on the job. She invited questions or interest in expanding on any included information.

## **8. Governance Committee Report**

Eoin shared that the Governance Committee was reviewing the expense approval process for staff expenditures. The board then discussed past practices and provided several suggestions for consideration. The board agreed to let the Governance Committee, along with the Executive Director review the suggestions and will return to the board with a suggested process and/or policy.

## **9. Beautification Committee Report**

Colleen shared the recently printed collateral material for the 2016 Façade Improvement Program. More details were shared about the changes that were approved for 2016. The material may not correctly reflect these changes so Colleen & Alisha will work on ways to communicate and or enhance to information to ensure the flexibility is shared with business owners.

Eoin informed the board that a recent RFQ went out requesting services for the summer and winter Hanging Basket Program. The successful proponent was Uncle John's Greenhouse. The quote came in under our budgeted amount. The remaining funds could be used to acquire better storage and preparation of the winter baskets.

## **10. Events & Promotions Committee Report**

Colleen reported that the major work of the Committee to date was to gather information for the City of Prince George's Community Celebration Grant Program. Heidi Martel has agreed to contract her services to DPG for the 2016 event.

## **11. Business Development Task Force Report**

Ross indicated the January 14<sup>th</sup> Mayor's Joint Meeting with DPG and a select number of business owners and guests went very well. The City committed to preparing the documentation from the meeting. Once complete that documentation will be discussed by the Business Development Committee. The next meeting is planned for Monday February 15<sup>th</sup>.

*Motion: K.Gable Second: B.Langlois*

*"That the Executive Director, Governance Committee, Beautification Committee, Events & Promotions Committee and Business Development Task Force reports all be received."*

*Carried*

## **12. New Business**

### **A) Downtown Business Owner Engagement Strategy**

Colleen provided an overview of the document to the board. The document outlines the strategic approach that Colleen & Alisha will be taking to promote all of our programs and services to business owners while building and maintaining stronger relationships. Kirk suggested including the BC Real Estate Board. Other forms of metrics suggested were the Vacancy Survey and Assessed Values.

### **B) City of Prince George**

Deanna shared that CPG is now in the process of upgrading and re-building its website. A session for input will be hosted. Deanna will provide this information to Colleen to be distributed to the board.

### **C) Tourism Prince George**

Erica shared information about the partnership between the CPG and TPG to host PG Winter Festival that has just kicked off on February 5<sup>th</sup>. Another partnership with the CPG has provided funding to be made available to groups who will put on their events in the summer during July and in the winter during February.

TPG is also in the midst of applying to the Province to increase the hotel tax to 3%. This will require approval from 51% of the hotel properties and must represent 51% of the total rooms.

TPG is currently developing an Ambassador's program that will allow them to train front line workers to promote tourism product.

## **13. 2016 Calendar**

The next board meeting is scheduled for Wednesday, March 9, 2016.

The next Annual General Meeting is scheduled for Wednesday May 11, 2016

*Motion:*

*Second:*

*"That the 2016 Calendar be accepted as presented".*

*Carried*

## **14. Adjourn**

*Motion: R.King*

*Second: L.Allen*

*"That the meeting be adjourned".*

*Carried*

Meeting was adjourned at 1:25pm