



Report to Regional District of Nanaimo from Gabriola Island Chamber of Commerce

Period: April 1, 2018 to April 30, 2018
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Overview

The priorities for April were three-fold:

- During April the EDAG coalesced into a working group.
- The Human Resource Committee advertised and interviewed for the position of Community Economic Development Officer. By the end of the month the Chamber Board offered the inaugural role of Community Economic Development Officer to Julie Sperber. Not only is Julie experienced in successfully creating, building and selling of several of her own businesses, she has played numerous roles over the years showing her commitment and ability in bringing industry and entrepreneurs together.

We are delighted to advise that as well as being the best person for the job, Julie is a Gabriolan, and as such we have, as one of our first significant acts, provided full time employment to a Gabriolan.

- The Chamber was delighted to be approached by Tourism Nanaimo regarding their renewed focus on the importance of regional marketing and promotion. We spent the month rebuilding and redefining a partnership with Tourism Vancouver Island and Tourism Nanaimo.

Project 08-2018 (Economic Development Services \$29,925)

Opening balance April 1, 2018:	\$ 7,988.26
Closing balance April 30, 2018:	\$ 8,583.26
Balance remaining:	\$ 21,341.74

Progress:

Social Media Marketing

- Expenses were paid for continued maintenance of our brand on social media.

Governance Structure

- Job posting, Job description, along with Strategic Plan and RDN Service Agreement were posted on the website and distributed widely to encourage appropriate application.
 - Beside standard newspaper and social media channels we tapped into the personal relationships of Board and EDAG member and distributed through LinkedIn and networks such as the tourism associations, BC Chamber network, Vancouver Island Economic Development Group, etc.
 - Received and reviewed applications from 24 candidates
 - HR Committee did reference checks and interviewed 5 shortlisted candidates
 - Top two candidates asked to present on two key questions at a meeting of the Board and Advisory Group
 - On April 25th, the HR Committee recommended, and the Chamber Board approved, the hiring of Julie Sperber to the position of Community Economic Development Officer.
 - Orientation schedule was prepared to ensure proper introduction both within the community and to key resource individuals.
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Project 02-2018 (Regional District Service Agreement FY 2018/2019 \$65,000)

Opening balance April 1, 2018:	\$ 3,500.00
Closing balance April 30, 2018:	\$ 8,167.50
Balance remaining:	\$ 56,832.50

Progress:

As part of the application for the \$100,000 Rural Dividend Fund application we were required to do a Review Engagement of our books by an accounting firm.

Bookkeeper hours were also required to set up our accounting system to appropriately account for our various sources of funds, making clear distinction between Chamber related, RDN related, and each specific grant received.

A Finance Committee is being created, along with Terms of Reference, that includes the Chamber Treasurer, a member of EDAG and one other member of the community at large.

Project 03-2018 (Rural Dividend Fund (RDF))

Opening balance April 1, 2018:	\$ 0.00
Closing balance April 30, 2018:	\$ 5,000.00
Balance remaining:	\$ 95,000.00

While these funds are allocated to the Chamber and is technically not an RDN Project, the receipt of these funds was contingent on having the RDN as a partner, and therefore expenses and progress are being reported for the RDN's information. Furthermore, the expenses of the RDN money and the RDF money will be closely coordinated over the coming years.

The \$100,000 grant monies were received this month. This grant is for two years.

Progress:

Tourism Marketing

- The Chamber partnered with Tourism Vancouver Island/Tourism Nanaimo to contribute to and be part of an application for the Open Pool Program through Destination BC. \$5000 has been leveraged to be part of a \$530,000 campaign April 1, 2018 to March 31, 2019.
- More importantly, it signals the start of rebuilding a productive relationship by which Nanaimo and Gabriola can cross promote and work together to the benefit of the region as a whole
- This partnership provides the Chamber during this period, at a minimum:
 - Stories about Gabriola landmarks and stakeholders on TourismNanaimo.com blog
 - Full page advertisement in 2018 Vacation Planner
 - Access to Tourism Nanaimo's email list
 - A video recorded trip by the Adventure 360 degree Team for use on social media
 - Gabriola dedicated page on TourismNanaimo.com
 - Gabriola stakeholders receive individual placement for their businesses on TourismNanaimo.com
 - And further partnership opportunities as agreed upon.
- All photos and videos will be jointly owned by the Gabriola Chamber and Tourism Nanaimo