

# THE GREATER NANAIMO CHAMBER OF COMMERCE ANNUAL REPORT 2016



## **OUR MISSION...**

To enhance the quality of  
life in our community  
by providing opportunities  
for businesses to succeed.

# 2016 ANNUAL REPORT

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# 2016 ANNUAL REPORT

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## 2016 YEAR IN REVIEW

### MEMBERSHIP

- Continued to nurture sector-focused targeting to expand membership – specifically in tourism, high-tech and manufacturing.
- Switched emphasis on membership growth to retention strategies.
- Added 74 net new members to our roster.

### MEMBERSHIP VALUE

- Increased the quality, reach and frequency of our social media communications and NewsLine.
- Increased the participation of our partners BC Restaurant & Food Services Association, Canadian Manufacturers & Exporter's Association, BC Innovation Council, Small Business BC and Public Works Canada.
- Increasing policy development activity for the BC Chamber Policy Conference.

### GOVERNMENT ADVOCACY

- Continuing efforts to work in collaboration with City.
- Organized and presented the Events Centre Independent Debate & Forum as well as an information campaign to help members keep up with the information flow and to encourage them to come out and vote.
- Meetings and visits/events with the Province -- Premier Clark, Deputy Premier Coleman, Finance Minister deJong, Social Development Minister Stilwell, Jobs/Training/Tourism Minister Shirley Bond (3 times), Technology & Innovation Minister Virk.
- Established building on our strong relationship with MP Sheila Malcolmson.

### COMMUNITY ENGAGEMENT

- Increased involvement at VIU including MBA programs, Experiential Learning, Provost's Office, Executive Office, Marketing & Business Faculty, Arts & Humanities.
- Sponsor of VIEA Economic Summit. Attended and spoke at Totem Tech Summit in Whistler. Collaboration with Futurpreneur Canada.
- Continued relationship with Port of Nanaimo, Nanaimo Airport Authority, RDN, Community Futures. Struck new relationship with Tourism Vancouver Island.

### OPERATIONS

- Task force organized to review and recommend updates to Operations Plan & Policies.
- Updated accounting systems to more concisely track expenses & revenue.
- Reviewed and rewrote Job Descriptions to better suit changing needs.

# 2016 ANNUAL REPORT

## BOARD OF DIRECTORS



Left to Right: Don Bonner, Kelly Whitton, Adam Hawryluk, Dr. Charrie Chassels, Greg Phillips, Meryl Chahley, Henry Traa, Andrea Rosato-Taylor, Wally Wells

Missing: Warren Cook, Chris Beaton, David Littlejohn, Justin Schley, Hilde Schlosar

# 2016 ANNUAL REPORT

## MINUTES OF THE 2016 ANNUAL GENERAL MEETING

President & CEO Kim Smythe called the Annual General Meeting of the Greater Nanaimo Chamber of Commerce to order at 11:05 a.m.

### MOTION TO APPROVE MINUTES:

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**Motion** to approve Minutes of the 2015 Annual General Meeting

**Moved by:** Dirk Heydemann, **Seconded:** Marianne Turley

### MOTION TO APPROVE THE APPOINTMENT OF ACCOUNTANTS:

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**Motion** to approve the appointment of Church Pickard as the 2016 Accountants

**Moved by:** Hilde Schlosar **Seconded:** Don Bonner

### TREASURERS REPORT:

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Justin Schley presented the Treasurer's report. Copies of the Audited Financial Statements were distributed on all the tables. The 2016 Annual Report and Financial Statements are also available on the website.

**Motion** to approve Treasurer's report

**Moved by:** Hilde Schlosar **Seconded:** Warren Cook

Slate of the 2016 – 2017 Board of Directors to be Acclaimed

- Sarah Lane
- Meryl Chahley
- Adam Hawryluk
- Warren Cook
- Andrea Rosato-Taylor
- Chris Beaton
- David Littlejohn
- Don Bonner
- Dr. Carrie Chassels
- Wally Wells
- Greg Phillips
- Justin Schley
- Hilde Schlosar
- Kelly Whitton
- Henry Traa

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### MOTION TO ACCLAIM THE SLATE OF DIRECTORS

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**Motion:**

**Moved by:** Steve Arnett, **Seconded:** Warren Cook

### MOTION TO ADJOURN

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**Motion** to adjourn the 126<sup>th</sup> Annual General Meeting

**Moved by:** Hilde Schlosar **Seconded by:** Kalon Goodrich

**ADJOURN 11:30 AM**

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## Chamber Members in Attendance (alphabetical by Business Name)

460 Realty	Island Radio	Nanaimo News Bulletin
Adam Hawryluk - DLC Canadian	Kris Kringle Craft Market	Nanaimo Port Authority
Mortgage Experts	Laurence Rumming Assessment	Nanaimo Seniors Village
B. Gallant Homes	Legal Shield	Nanaimo Youth Services
Business Council of BC	Living Forest Campground	Quality Foods
Canadian Western Bank	London Drugs	Salvation Army
Church Pickard	MNP	Sea Salt Food Company
City of Nanaimo	Central Vcr. Island Multicultural	SD #68
Coast Bastion Hotel	Society	Simon Holt
Coast FM	Nanaimo Association for Community	Stamford Properties
Coastal Community Credit Union	Living	Turley's Florist
Costco	Nanaimo Business Exchange	Van Houtte Coffee Services
Freedom 55 Financial	Nanaimo Child Development Centre	Vancouver Island Short Film Society
GT Hiring Solutions	Nanaimo District Hospital	Vancouver Island University
Helijet	Foundation	Wells Infrastructure Group
Heydemann Photography	Nanaimo Lawn Bowling	
Integral Securities	Nanaimo Magazine	

# 2016 ANNUAL REPORT

## **BOARD COMMITTEES, TASK FORCES & COLLABORATIONS:**

The Chamber has committees working on specific projects which meet as needed. Being active on a Committee affords Chamber members the opportunity to share their business knowledge and skills with others, develop reciprocal relationships and contribute to meaningful projects within the Nanaimo business community.

### **STANDING COMMITTEES**

#### **Executive Committee**

**Purpose:** The Executive Committee acts as an advisor to the Board of Directors.

**Chair:** Greg Phillips

**Treasurer:** Justin Schley

**Executive Secretary:** Hilde Schlosar

**Past Chair:** David Littlejohn

**Chief Executive Officer:** Kim Smythe

#### **Finance & Budget Committee**

**Purpose:** To routinely review and examine the financial affairs of the Chamber and to prepare and present to the Board, at the beginning of each fiscal year, a budget of estimates of expenditures and revenue for the ensuing year.

**Chair:** Justin Schley

**Members:** Executive Committee

#### **Nominating Committee**

**Purpose:** To prepare a list of nominees, from the membership at large, to fill vacancies on the Board.

**Chair:** David Littlejohn, Past Chair

**Members:** Greg Phillips, Chair, Kim Smythe, CEO

# 2016 ANNUAL REPORT

## BOARD COMMITTEES

### Government Affairs Committee

**Purpose:** To identify issues impacting our business community and to accept and evaluate issues identified by others. Where appropriate, the committee shall establish a position on an issue and develop an action plan for conveying the position to the appropriate parties upon approval by the Board.

**Chair:** Andrea Rosato Taylor

**Members:** Marianne Turley, Wally Wells, Warren Cook, David Littlejohn, Don Bonner, Elverna Edwards Mailloux, Jen Holstein, CEO Kim Smythe

### **Report from the Government Affairs Committee**

The Government Affairs Committee is a Standing Committee of the Board of Directors. The Committee considers matters relevant to doing business in our city primarily with City Council and civic administration but addresses other agencies that have influence over our business climate. The Committee makes recommendations to the Board of Directors for policy and action.

Much of the focus of the Committee this year was in relationship building with City Council and a changing Administration. Much of the foundational intelligence and 'history' of operational experience has now transitioned away from the city as senior management goes through significant changes.

As well, the Committee structure at City Hall was in a state of flux for most of the past year. Whereas Chamber members and leaders were often posted to Committees, that is no longer the case so we acknowledge the committee situation as a 'work in progress'.

We also organized an Independent Debate & Forum to address the proposed Events Centre and provided members with ongoing information updates on the project for 14 weeks.

In addition to our focus on Council, we welcomed several provincial MLA's and Ministers to the community in 2016 as well as holding ongoing meetings with our Member of Parliament who provides an annual update to members at a Chamber luncheon.

We would like to thank all members of the Government Affairs Committee for their early morning attendance. With their participation, the Committee looks forward to a very active and increasingly positive 2017.

**ANDREA ROSATO TAYLOR, Chair**



# 2016 ANNUAL REPORT

## EXTERNAL POLICY COMMITTEE

### CHAIR: ARLENE ROLSTON

**Members:** Greg Phillips, Don Bonner, Marianne Turley, Meryl Chahley, Steve Arnett, Chris Beaton, Kelly Whitton  
CEO: Kim Smythe

**Purpose:** To review opportunities for input to BC Chamber Policies and advise on issues impacting Provincial and Federal government policy and legislation.

The Policy Committee is back in action preparing for the upcoming Chamber AGM and conference in Victoria at the end of May.

On the heels of our success in 2015/16 getting two policies approved by the BC Chamber and the Canadian Chambers, the Committee has undertaken a proactive review of 10 key policy positions relevant to the Nanaimo business community.

Collaboration with other Chambers in the Province has been the Committees key focus in 2016/17, adding value for the Nanaimo Chamber of Commerce members through a broader more robust advocacy network.

A big thank you to the Committee members and the Board of Directors for your continued engagement in the advocacy process!

**ARLENE ROLSTON, Chair**

## CHAMBER REPRESENTATION ON EXTERNAL ORGANIZATIONS

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### INSPIRE NANAIMO

In 2013, a tri-partite agreement between the Greater Nanaimo Chamber of Commerce, the City of Nanaimo and Vancouver Island University was formed to promote the Successful Cities concept and support 'Inspiring' activities and initiatives in Nanaimo.

**Chamber Representative:** Kim Smythe

**NANAIMO AIRPORT COMMISSION:** David Witty

# 2016 ANNUAL REPORT

## CHAIR REPORT – Greg Phillips

As the 2016-17 year of the Greater Nanaimo Chamber of Commerce draws to a close, it gives me great pleasure as Chair to report to our membership some of the highlights of this past year year.



I am indebted to the hard work and dedication of the 2016-17 Board of Directors. Without your support, assistance, leadership and occasional tough question, my time as Chair would have been immeasurably more difficult.

I am similarly proud of the commitment and dedication shown by our committee chairs and members, our volunteers, our ambassadors, and most importantly, the hard working staff that keep the Chamber engine running.

2016-17 was something of a transition year for the Chamber. Like many membership-based organizations in recent years, we found ourselves looking at our core value propositions -- what is it that makes us a worthwhile investment for businesses and organizations in Nanaimo? What competitive advantages do we offer our members, especially in an increasingly interconnected online world?

To that end, the Board undertook a number of activities to both streamline our governance and help chart our course:

- 1) Early in the year, the Board voted to adopt a change to our governance structure. Under the so-called modified policy governance structure, the Board has the opportunity to focus on policy and high-level governance, leaving day-to-day operations with the CEO and the CEO's staff. The end result is a Board with more clearly defined roles and responsibilities, which in turn should lead to a more nimble organization.
- 2) At the same time, the Board undertook a review of its committees and committee structure. We identified some committees and tasks forces that had long-since run their course, but remained on the books, taking up valuable staff and volunteer time. We also ensured updated terms of reference for continuing committees. This work will continue into the 2017-18 year.
- 3) In keeping with the theme of change, the Board spent a long but productive hours developing a new three year strategic plan for the organization. The previous strategic plan was outdated and did not reflect the new realities of a membership-based organization like ours. The output of that session is a living document that will be revisited, but which helps the organization move forward in a clear and defined way.
- 4) Lastly, the Board has worked hard to maintain its position as an independent voice for business in Nanaimo. The last year has been characterized by a number of organizations undergoing significant change; some are no longer with us. It is a point of pride for the Board that the Chamber remains both independent and strong, and looks forward to forging new relationships with new partners in the months and years ahead.

I am always deeply grateful to our members, to whom we owe our very existence. Nanaimo Chamber of Commerce members are not only doing remarkable, innovative work in their respective fields, but somehow find the time and energy to give back to their community in ways that make me proud to be associated with each and every one of you. I look forward to sharing with all of you the challenges and opportunities that lie ahead in 2017-18.

# 2016 ANNUAL REPORT

## EXECUTIVE REPORT – Kim Smythe, President & CEO



.The Chamber is ever-evolving -- a strategic necessity in these dynamic economic times. Our guiding principles and priorities are focused on financial sustainability, community relevance, government advocacy, collaboration and capacity building as priorities – but our Annual Report states there’s much more than that going on. Please read on.

Financial statements show us on par with last year’s performance. Festivals & special events, seminars, workshops, facility rentals, partnered activities and membership dues and services all contributed to this acceptable, yet not exceptional, financial statement. Our goal is to continue seeking new and secure revenue streams while increasing efficiencies and cutting expenses in order to build reserves.

This year our membership stabilization strategy focused on member retention. The board has committed to this on a long-term basis to appreciate increasing ROI.

Local government advocacy over this past year has been challenging, but we continue to stand strong for the business community. At the same time, strong bonds continue with positive provincial and federal relationships. The Chamber also keeps growing our circle of community partners in business, government and the community at large and participates in high-level provincial initiatives through active membership on the board of the BC Chamber Executives.

Thank you to our members whose support allows us to build a better community through better business. And thank you to our Chamber staff.

## CHAMBER STAFF

Renee Bohun, Operations & Events Manager, Board Liaison

Brett Watts, Sales & Marketing Manager

Nella McKimm, Admin & Bookkeeping Coordinator

## Our contractors and temporary staff in 2016:

Simona Sebastian – WorldHost Trainer

Erin McDonald – Social Media & Communications

Dean Mapstone – Bookkeeping Manager

# 2016 ANNUAL REPORT

## OUR AMBASSADOR TEAM

Our group of professionals from various backgrounds who enhance our capacity to liaise with members. The goal of our Ambassadors is to encourage meaningful participation in the Chamber's programs and services for new members especially, in an effort to reinforce membership value.

Chair: Judy Stephan  
Nanaimo Magazine

Emeka Udeagha  
Investors Group

Joe Godard  
AGS Business Services

Kalon Goodrich  
Legalshield

Dirk Heydemann  
Heydemann Art of Photography

Dan Morris  
RE/MAX of Nanaimo

Garret Phenix  
Oneaftereight Design Studio

Jessica Thatcher RRP, CVP, RVP, CCDP  
Full Scope Rehabilitation Services

Quintin Winks, Consultant  
Investors Group Financial Services Inc.

Sue Grubac, Consultant  
4 Pillars

Billy-Joe Checko  
Waypoint Insurance

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## 2016 NEW MEMBERS:

Alair Homes Nanaimo  
Amaravelu, Bala  
Ampersand Media  
Arneeon Media  
Astera's Greek Taverna  
A-Z Germ Protector Inc.  
B. Gallant Homes  
BC Simple Solutions Inc.  
Best Version Media  
Bethlehem Centre  
Bill Robinson  
Black Bear Pub Ltd  
Bloom Strategies  
Brand Name Blinds  
Business Advisory Team Inc / Left Field Marketing  
Canadian Mental Health Association, Mid Island Branch  
Centsible Heating & Cooling Ltd  
Chemistry Consulting Group  
Clay Tree Society  
Coastal Limo & Tour Co. Ltd.  
Commercial On Hold Marketing Inc.  
Deleskie, Jay  
Eclipse Business Consulting Inc.  
eTech Mobile Computer & Printer Service  
FIG Clothing & Jewelry  
Firehouse Grill  
Fox & Owl Consulting  
Foxy Dog Grooming  
Futurpreneur Canada  
GayleWynds.com  
Go 2 HR - The resource of people in tourism  
Hollis Wealth/Pedersen Group Wealth Management.  
Hungry Rooster  
Ian Thompson Real Estate  
ImmiCan Law Corporation  
Iris - Mid Island Eyecare  
Island Office Equipment Ltd.  
ITS - Food.ca  
Jamaal, Maheen  
Jesson Capital Inc  
LeNeveu Legacy Financial Inc.  
Liquid Capital West Coast Financing Corp.  
Love From The Inside Counselling Services  
Maria Demelo's Bookkeeping & Tax Services  
McCallum Printing Group Inc.  
Milano's Ristorante  
Mobile Cellutions  
Nanaimo Science and Sustainability Society  
Oceanvale Mortgage & Finance  
OMNI Foods : Gas N Go Stores  
Page One Publishing  
Precision Event Design  
Qualicum Beach Inn - CView Restaurant  
Quality Resort Bayside  
Rastogi, Anurag  
RE/MAX of Nanaimo - Susan McGougan Personal Real Estate Corporation  
Reed Family Wellness Centre  
Ricky's All Day Grill  
Simon Holt Restaurant  
Sino-Ca Education and Training Development Inc.  
SJM Office Services  
Smoke 'N Water  
Startup Nanaimo  
The Food Genie  
The Kidney Foundation of Canada  
The Network Hub  
UBREAKIFIX NANAIMO  
Van Island Rec  
Vancouver Canucks  
Vancouver Island Mental Health Society  
Vancouver Island University Students' Union  
VI Granite and Quartz Countertops Ltd.  
Violet Hair Lounge  
VITV - Vancouver Island Internet TV

# 2016 ANNUAL REPORT

## 2016 SPONSORS

It would not be possible to hold so many popular and successful events without the generous support of our community. The Chamber of Commerce Board of Directors and Staff would like to acknowledge and sincerely thank the following organizations who so generously supported our work. Thank you!

### MAJOR EVENT SPONSORS

#### PRESIDENT CIRCLE SPONSORS

Coastal Community Credit Union  
Vancouver Island Conference Centre  
Vancouver Island University

#### BUSINESS ACHIEVEMENT AWARDS

##### PLATINUM

Nanaimo News Bulletin  
The Wave and the Wolf

##### GOLD

Coastal Community Credit Union  
DNBIA

##### SILVER

Elite Image  
Coast Hotel  
Turley's Florist  
Nanaimo Port Authority  
Nanaimo Economic Development  
Vancouver Island University

##### BRONZE

MNP  
Heydeman Art of Photography

#### GOLF SPONSORS

Able Recognition  
BC Ferries  
Business Development Bank of Canada  
Coastal Community Credit Union  
Costco  
Craftsman Collison  
Elite Image  
HB Real Estate Group - Remax  
Helijet  
Investors Group  
Quality Foods  
RBC  
Sorenson & Associates Engineering  
Turley's Florist  
Vancouver Island University

#### DINNER SPONSOR

Winmar

#### MEDIA SPONSORSHIP

Business Examiner  
Nanaimo News Bulletin  
Nanaimo Magazine  
The Wave and The Wolf  
What's On Magazine  
Tannar Pictures

#### BUSINESS EXPO SPONSORS

##### PARTNERS

Public Works Canada  
Canadian Manufacturers & Exporters Association

##### PLATINUM

Coastal Community Credit Union

##### GOLD

London Drugs  
Vancouver Island Conference Centre  
What's on Magazine  
Business Examiner

Nanaimo News Bulletin

The Wave and The Wolf

##### SILVER

Community Futures – After Party Sponsor

Coast Bastion Hotel – After Party Sponsor

Elite Image

SW Sound and Audio

##### BRONZE

TD Canada Trust

Nanaimo Airport Commission

Turley's Florist

Wallace Driving School

#### CHRISTMAS LUNCHEON

Coastal Community Credit Union

Nanaimo News Bulletin

The Wave and The Wolf

Turley's Florist

# 2016 ANNUAL REPORT

## INKIND SPONSORS

91.7 Coast FM

A Buyer's Choice Home Inspection

Able Recognition

Academy of Learning College

AGS Business Systems

Andrew Sheret Ltd

Bastion Management

BC Ferries

BCAA

Berwick on the Lake

Black & White Party Rentals

Bold Knight

Budget Rent a Car

Business Development Bank

Cactus Club Café

Canadian Western Bank

Century Group Lands Corporation

City of Nanaimo

Coast Bastion Hotel

Coast Capital Savings

Cobs Bakery

Coco Cafe

Columbia Fuels

Community Futures Central Island

COSTCO

Country Club Centre

Craftsman Collision

Dog n' Suds

Dominion Lending - Integrity

Mortgage

Doug Hay & Associates

Elite Image

Fairwinds Golf Course

Flying Fish

Frank Allen Financial

Freeflow Water

Geselbracht Brown

Great Canadian Oil Change

The Foam Guy

Heydemann Art of Photography

Inn On Long Lake

Investors Group

Island Savings Credit Union

JA Smith Business Solutions

Joyce A. Tinnion Productions

K. Mattern Chiropractic Corp

Kris Kringle Craft Market

Krog & Company

Laurence Rummig Assessments

Lewkowich Engineering Associates

Lighthouse Bistro

London Drugs

McGregor Krastel Dougan

MNP

Mosaic Information Technologies

Multicultural Society CVI

Nanaimo Airport Commission

Nanaimo Clippers

Nanaimo Dive Outfitters

Nanaimo Economic Development

Corp

Nanaimo Golf Club

Nanaimo Lawn Bowling Club

Nanaimo Museum

Nanaimo North Town Centre

Nanaimo Port Authority

NISA

Northridge Health Performance

Centre

Olive This & More

Origin at Longwood

Original Joes

Panago Pizza

Payworks

ProfotoFX Services Ltd.

Quality Foods

R.W. (Bob) Wall Ltd.

RBC Royal Bank

Read Jones Christoffersen

Riso Foods Inc.

Rocky Creek Winery

Securco Services

Securiguard

Serious Coffee (VICC)

Shaw Business

SignAge

Spiltsville Entertainment

St. Jean's Cannery

St. John Ambulance

Supporting Employment

Transitions

TD Canada Trust

Telus

Tiah M. Workman Notary Public

Tigh-na-mara Seaside Resort

Turley's Florist

U-Lock Mini Storage Ltd.

Van Houtte Coffee Services

Vancouver Island Crisis Society

Vancouver Island Exhibition

Vancouver Island Insurance

Centres

West Coast Shutters – Blinds -

Closets

Woodgrove Centre

Woodgrove Pines Clinic

Yellow Bird Arts Gallery

# 2016 ANNUAL REPORT

## **2016 TREASURER'S REPORT – JUSTIN SCHLEY**

Treasures Report:

2016 was another solid year for the Nanaimo Chamber. Operating expenses were lower by 10% and the organization generated positive income from operations before amortization of 5,021. The organization incurred a deficit of \$4,394, which is flat from the previous year. The Chambers focus is still on increasing its membership base by continuing to enhance the offering. The Chamber is pleased to announce that its generous donors have added 16% more in contributions to the scholarship fund year over year which now sits at over 14,000. Overall the financial health of the Chamber remains strong with Net Assets of 432,816 little changed from the previous year.

Thank You

Justin Schley – CPA, CMA, Treasurer.