

Attended: Christina Clarke, James Gatsi, Kris Wirk, Rose Arseneault, Captain (Navy) Kevin Whiteside, Josue Dubon, Frumsa Ibrahim, Corey Gillon, Mary Lou Newbold, Spencer Walker, Ashka Wirk, Bruce Williams, Ashley McCartie (staff), Julia Banks (staff).

Regrets: Jessica Stigant, Elizabeth Brown

We acknowledge and respect the Lək'wəḡən (Songhees and Esquimalt) Peoples on whose territory we are meeting today and whose historical relationships with the land continue to this day.

Motion to approve the agenda as presented.

MOVED by Rose Arseneault SECONDED by Ashka Wirk CARRIED

Motion to approve the minutes from the March Board Meeting as presented.

MOVED by Josue Dubon SECONDED by James Gatsi CARRIED

1. Chair Report

- a. Chair shared that John Wilson will officially be joining the Chamber as CEO in July. The Chair, CEO and incoming CEO will meet to create an onboarding and transition plan. CEO's current contract will end on June 15th. A separate contract is being created for Bruce Williams to ensure operational consistency for the transition period from June 16 – July 15. Staff will be engaged in meetings with the new CEO.
- b. June Mid-Year Review provides an opportunity for staff to report to the Board on progress on key performance indicators, membership, and program engagement and actions to realign to goals for the year. Will include all staff in one portion of the meeting to introduce them to the Board.

2. CEO Report

- a. Stakeholder engagement
 - i. Significant recent engagement with the JEDI Minister. The Minister is interested in the impact of tariffs on businesses and how office space is currently being used downtown. Connecting the Minister with DVBA for input.
 - ii. CEO recommended viewing the recent Chamber Chat with the Executive Director of Port Angeles Chamber of Commerce discussing the 40% reduction in Canadian travelers to their region.
 - iii. CEO is attending the BC Chamber Executives Conference in Nanaimo.
 - iv. Nominations for a seat on the Board will open at the end of June.
 - v. 2025 Canadian Chamber AGM will be in Mississauga. GVCC will be hosting here in 2026 and will work on developing a video presentation and booth to highlight Victoria at the 2025 event. Will be using content from DVBA and DGV.
 - vi. Requesting Board engagement in our social media posts to expand reach. Please like, comment, and repost when appropriate.
 - vii. Chambers are facing shortfalls and membership organizations are losing members. We have to be conscientious with our membership outreach and retention plan.
- b. Upcoming Events
 - i. Business Awards still has tickets available. The Marketing team has created a business awards communication package to aid in promoting the event and boosting ticket sales to be shared with the Board.

- ii. The Chamber would like to engage Board members as Chamber event hosts and being speakers at Mixers, Business Leaders Events, and more to increase exposure to the Chamber membership received by Board members.
- c. Chamber Champion program is being reviewed to update how we are managing those relationships and delivering on the benefits of the agreements. Peninsula Co-op, Tecnet, and City of Victoria are all new Champions.
- d. Management team is discussing how Chamber Chats will continue with new CEO in place. Current CEO is meeting with CHEK and Island Savings to continue the relationship and renew the sponsorship. First thoughts are to have guest hosts pulled from the Board, Governors, Committees and membership.

3. Committee Reports

a. Executive and Governance

- i. Chair of Governance Committee presented the plan for Board election. We have 4 seats available, with 3 possible incumbents. Executive discussed the timeframe of the election cycle and have suggested some adjustments which were reflected in this document as presented. Plan to announce the candidates two weeks before the election opens.

Action Item: Senior Manager Corporate Strategy to include the Board Election Info session slides at the June 24 Board meeting.

Motion to approve the plan for the 2025 Board Election as presented.

MOVED by Kevin Whiteside

SECONDED by Kris Wirk

CARRIED

- ii. Review of Board Skills Matrix – looking at areas of low median scores to focus on for Board recruitment including accounting, legal, & government relations. Also discussed international trade and cross-border experience would be valuable in these times.

Action Item: Senior Manager Corporate Strategy to add a Human Resources competency to the Board Skills Matrix for June to include compensation, policy, risk management, and human resource proficiency.

- iii. CEO HR Committee – DGV has provided us with the terms of reference for their CEO HR committee. The Executive will present a draft outline for the creation of a similar committee within The Chamber at the June Board meeting

b. Finance & Audit

- i. April Executive Summary Dashboard provides a snapshot of our membership and membership dues revenue. F&A will ask if we can get the membership breakdown by revenue. Finance and Audit Committee is focusing on the past dues amounts to ensure those come in or are written off.

Action Item: Operations Manager to add additional membership and financial reporting to regular Board meetings including how many members in the 5 and under membership level are sole proprietors (currently 109 = 26%), a breakdown of membership by business category and percentage of total revenue each membership level accounts for.

Action Item: Membership team to create an infographic that demonstrates the distribution of our members from a regional and industry perspective.

- ii. Treasurer presented the Jan to March Financials Jan – March 2025 noting that expenses are up at this time due to the final move expenses and payment of our Canadian Chamber membership which was missed in the budgeting process. Looking at the Net Operating Income as an indicator of the health of the organization and working to address this with the Finance & Audit (F&A) Committee. F&A Committee is apprised of the aging invoices to help spark discussion with those members hopefully leading to payment.

Motion to approve the Jan – March Financials as presented.

MOVED by Mary Lou Newbold

SECONDED by James Gatsi

CARRIED

- iii. Discussed the three options within the proposed 2025/2026 membership rates and how this will affect members. The Board wants to further understand the implications to our 2026 budget in regards to each option. Motion to approve a 2025/2026 membership rates has been deferred to June Meeting after further evaluation of each options' impact on our budget.

Action Item: Operations Manager and Treasurer to review the options within the context of our 2026 budget.

- iv. Chair of the Ambassador Committee reported the addition of new member, Rebecca Kemle from Chateau Victoria. Chair is working to develop transition reports, succession plan, formalized recruitment process and create onboarding and engagement plans for the Committee. Discussed the potential use of AI to better evaluate the work and impact of the committee. Ambassador Chair and Vice-Chair to look at the casual structure of the Ambassadors to provide a more formalized structure of engagement and ensure we include representation from all sectors of our membership. Need to better understand and communicate the benefits of being on the Ambassador Committee. Ambassadors will engage with staff to work on a plan for recognizing milestone members.

Action Item: Senior Managers to discuss the idea of engaging staff from Chamber Champions on the Ambassador Committee.

- v. Chair of the Emerge Committee reported the benefits of having strong volunteer team in place. The Mentorship program has launched with 10 pairings and the next event for the program is June 19th to bring them back together as a cohort to discuss learning around best practices for their pairings to date. The Community Engagement team is continuing to push the volunteer job board offering to non-profits but are seeing little engagement. Looking at other ways to support nor-profit members. Communications team is really strong. They have suggested a redesign of the Emerge page on the website which is underway. They have hosted four Connectors so far this year receiving great feedback. The Committee will be meeting in June in-person for a mid-year strategy session.

Motion to go in Camera

MOVED by Christina Clarke

SECONDED by James Gatsi

CARRIED

Motion to move out of Camera

MOVED by Kevin Whiteside

SECONDED by Spencer Walker

CARRIED

Motion to adjourn the meeting

MOVED by Josue Dubon

SECONDED by James Gatsi

CARRIED

Presentation from Destination Greater Victoria – 9:00 – 9:30am

Next Board meeting June 24, 8:00am – 12:00pm, at The Chamber Office


Secretary


Chair