

PCBA Executive Meeting Minutes



Recorded by:
Sue Foster Secretary

Date: March 19, 2023

President Rob called the ZOOM meeting to order at 905 am.

Present: Rob Foster, Sue Foster, Ed Faddies, Paul Martell, John Harper, Debbie Harper

Regrets: Doug Moogk, Tory Colling, Gib McIlwrath

No Declaration of Interest

1. Approval of Previous Meeting Minutes

- Minutes from January board meeting and minutes from March events meeting

Moved to Accept with amendments: S. Foster Seconded: D. Harper

MOTION CARRIED

2. Financial Report

- all good, money coming in from advertisers in the directory.
- better tracking this year using excel spreadsheet for invoices and payment for ads.
- Comments provided by treasurer.

3. Membership

- No changes from January
- New membership has been formatted by Ed and will be sent to Sue for use in directory and for the secretary's records.

4. Winter Patrol

- March report in and will be posted.
- No incidents
- Winter patrol working well throughout the season

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5. Directory

- Going well
- Approx 88 advertisers this year, a loss of 12 from last year but 25 new
- 54 web site ads
- Approaching \$12,000 in advertising monies
- Has helped being able to create ads for potential clients.
- Motion around free advertising for directory was discussed and passed with amendments to motion.

Motion: For the purpose of promotion (first time advertisers) and continuation of advertising the following businesses will be granted free advertising for the 2023 Directory. **Website Advertising:**

- Red Cat Farm
- Grassroots Farm
- The Birdman
- The Old Barber Shop
- West 81
- Barker Outdoor
- Sunset Blinds

Directory

- Lakeside Home & Cottage Solutions
- Unique Pickers

Moved by: S. Foster Seconded by: P. Martell MOTION CARRIED

6. Events

- **Saturday May 27** - Garden Beautification at Lighthouse Park and Community Centre
- **Saturday July 2** – Theatre Event at Kincardine Theatre
- **Saturday Aug 5** – Youth Day and Bike Parade
- **Saturday Aug 12** – AGM and Barbecue
- **DATES AND BANDS TO BE DETERMINED** – pipe bands.

7. Marketing

Discussion around whether to move forward with mailing the promotional brochure created by Sue.

Printing and Distribution cost approx. \$550 (\$440 printing, \$104 distribution)

Motion: To move forward with distribution of marketing brochure.

Moved by: S. Foster Seconded by J. Harper MOTION CARRIED

- Rob will update and design new signage for PCBA events.

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8. Projects & Donations

- BBFG, PRWIN, LHCC to donate same value as last year. (? \$500 each)

MOTION Moved by: J Harper Seconded by: P Martell

MOTION CARRIED

- **Shine Bright Lighthouse Project-** discussion ensued on how we might support the project. It was suggested that the **PASS the HAT** funds raised on the bagpipe nights be dedicated to the Lighthouse project. We would advertise and promote the bagpipes as a fundraiser for the project.
- Bring back to the AGM amount raised and ask membership if they wanted to top off to a larger donation (up to \$5000)

Motion: Dedicate funds raised at bagpipe nights to the Shine Bright campaign with the option to increase donation after consultation with the PCBA membership at the AGM.

Moved by: J. Harper Seconded by: D Harper

MOTION CARRIED

A list of potential projects was submitted for consideration by the board:

Projects

1. Flagpole and flag at the community center estimated cost \$1700.00.
2. Butterfly houses along stairway at community center estimated cost \$40.00.
3. Painted up garbage bins like Kincardine with lighthouse etc. Cost to paint is roughly \$250 each, Township donating new bins. Thinking of 2 at lighthouse
4. Oversize beach chair located on beach by volleyball court. Locally made estimated cost \$4500

Each option was discussed and decided to make a motion for each.

Motion: to install 3 butterfly houses at the community centre, along the gardens, with a budget of \$200.

Moved by S. Foster Seconded by: D Harper

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Motion carried with one opposed P. Martell

Motion: to hire an artist and paint two garbage cans for the Lighthouse Park area, with a budget of \$700.

Moved by: D Harper Seconded by: S Foster

MOTION CARRIED

Flagpole and Beach chair needs to be brought to the membership at the AGM for approval before spending the larger amount of money.

Motion: To defer these two items until the AGM for consultation with the PCBA membership.

Moved By: J Harper Seconded By: E. Faddies

MOTION CARRIED

Meeting Adjourned at 1125

Next Meeting Membership Meeting April 12 @7pm

Discussion around Membership Fees with the PCBA Membership