

**Cordova Bay Association for Community Affairs (CBACA)  
Board of Directors Meeting**

**Held:** 8<sup>th</sup> June, 2022  
**Location:** Cordova Bay 55+ at 7:00 pm  
**In Attendance:** Barb Lucas, Michael Giordano, Kentucky Douglas, Ellie Willing, Dave Chater, Gloria Wills, Karen Fediuk, Anna Hakim, Perry Fanthorpe  
**Regrets:** David Kuprowsky, Brock Nordman  
**Meeting Start Time:** 7:00pm  
**Chaired by:** Gloria Wills

**1. Presentations: None**

**2. Approval of Agenda**

**Motion:** To approve the agenda as circulated.

**Moved:** Dave / **Seconded:** Ellie

**Carried**

**3. Approval of Minutes from CBACA BoD Meeting May 18, 2022**

**Motion:** To approve the May 18, 2022 minutes as amended under 4.2(f) to read "...co-chair this sub-committee with Ellie."

**Moved:** Mike / **Seconded:** Dave

**Carried**

**4. ACTION ITEMS**

4.1 Review of all Action Items from May 18, 2022 board meeting.

- a) David K. to contact UVic regarding the Cordova Bay totem pole currently located at UVic.

**Outcome: To Be Done.**

- b) Brock to send the Scholarship article to Saanich News for their consideration for inclusion in an upcoming issue.

**Outcome: To Be Done.**

- c) David K. to email the Board with any pertinent details of the last SCAN meeting.

**Outcome: Not To Be Done. Barb will forward SCAN minutes to the Board if David away.**

- d) Barb to communicate in early June with the Board about who will attend the OCP strategic update workshop.

**Outcome: Done. Barb and Mike will attend.**

- e) Mike to contact The Haro for an updated commercial tenant list.

**Outcome: Done. No changes.**

- f) Dave C. to draft a letter to Council, on behalf of the Board and cc'd to SCAN, for clarification on the interim policy on 6 storey buildings in neighbourhood designated areas.  
**Outcome: Done.**
- g) Barb to advise Debbie regarding the timing of the next Cordovan issue. With no Cordova Bay Day it can be anytime end of June to early July.  
**Outcome: Done.**
- h) Brock to investigate the cost of a Direct Mail Drop for the Cordovan.  
**Outcome: To Be Done.**
- i) Perry to contact all new businesses in the community to place an “Announcement – New Business” – type of ad in the Cordovan at going-rate marketing costs.  
**Outcome: Will be done in conjunction with announcing the Direct Mail Drop value of advertising.**
- j) Discuss membership and advertiser fees at the June board meeting.  
**Outcome: Done.**

#### 4.2 AGM / Nominations Summary

Tabled.

#### 4.3 Advertising and Membership Fees

Summary Points:

- Current advertising fees for the Cordovan is \$20 per year.
- Discussions with local businesses will need to demonstrate “Value for Money”; this will need to be defined.
- The Cordovan has a very high % Open Rate according to the Mail Chimp analytics – this is one demonstration of value.
- Consider whether or not each Cordovan would have a Direct Mail Drop (DMD), or maybe just one of the 3 annual issues.
- We could “test the market” with a DMD of our Fall issue. There is a Municipal Election early this October, the Cordovan issue might go out before then.
- Value to individual / household membership includes CBACA communication to members regarding development and other issues of interest in Cordova Bay.
- With increased market advertising revenues, we should consider making individual / household membership fee \$0 and only requiring an email address for communication purposes.
- A single business could sponsor the Cordovan issue and cover the extra costs of the DMD, printing etc.

**Decision / Action:**

- Brock to get cost for Direct Mail Drop
- Barb to see what the Society Act rules are regarding membership fees and review current and past membership revenue amounts
- Barb to ask Debbie to get cost of printing enough copies for each household – this will be from Monk Office where we usually have copies made.
- Perry will receive all the above info, determine what advertising fee would be reasonable to charge, prepare the Value for Money statement, and communicate all this with the Board during the summer in time to make a decision for the Cordovan fall issue. Kentucky to assist.

4.4 Google Sharing

Summary Points:

- Karen has received a recommended course of action from Reuben Butterfield of mBrand regarding our concerns of email security, changing our domain name (from the current cbasn to the more appropriate acronym cbaca – which he does not recommend at this time), and reconfiguring our webmail interface. See APPENDIX A below.
- The mBrand quote received is \$1350 plus GST, but there may be some other minor things that come up regarding the separate board of director email which is the repository of our google docs.

**Motion:** That CBACA spend up to \$1500 plus GST in having mBrand proceed with the migration of our current gmail system to Google Workspace.

**Moved:** Karen / Seconded: Gloria

**Carried**

4.5 Community Amenity Contributions List

Summary Points:

- This will remain on the Action Item agenda for tracking and board awareness purposes.

4.6 Implementation of Public Art in Cordova Bay

Summary Points:

- There are many possibilities of public art, from permanent art to, say, a 2-day temporary “art on the street” display.
- Saanich, specifically Saanich Parks, is to be contacted first to see what they may be working on.
- This will remain on the Action Item agenda points for tracking purposes and Board information. The approved Board motion for public art is included at the bottom of each monthly Board Meeting Agenda.

**Decision / Action:**

- The Transportation / Parks Committee will spearhead this initiative and also investigate Saanich project grants and possible public / private partnerships for the cost of any project.
- Gloria to locate a Cordova Bay Walking Trail Map and put it on our website.

**5. NEW BUSINESS**

5.1 Correspondence

Summary Points:

- Various correspondence from Saanich Mayor on updates of District of Saanich initiatives; circulated to the Board as appropriate.
- Correspondence from Saanich Active Transportation with a questionnaire. Forwarded to Anna and Dave.
- Correspondence from residents regarding:
  - i. Concerns regarding Council's new interim policy of 6 storey buildings. Barb responded to this inquiry and cc'd Mike and Ellie to follow up with the resident once we hear back from Saanich.
  - ii. The tragic condition of the landscaping, specifically the palm trees, around the Cordova Bay sign at the corner of Fowler Road and Cordova Bay Road. Ellie has contacted Saanich and is waiting for a reply.

5.2 Administration Items:

Summary Points:

- A review of the CBA annual calendar indicated the following upcoming items: the Cordovan; regular board meetings, which will not happen in July and August.

5.3 Treasurer's Report

Summary Points:

- \$900 expensed for the cost of annual insurance.
- \$140 of membership deposits in the last month.
- ~\$7,225 in the bank
- A note of thanks was received from 55+ for our contribution to them for annual use of their facility.
- CBACA's Zoom account has been cancelled as we now meet in person. It can be renewed if necessary.

**Decision / Action:**

- Karen to investigate current interest rates and re-invest the GIC funds if rates have improved and inform the Board.

**5.4 Transportation / Parks Committee (TC)****Summary Points:**

- Saanich is re-opening their Active Transportation initiative from 2018 and are asking for feedback with a few new questions.
- TC is meeting next week and will answer the questions and circulate to the Board.
- There is one new member on the TC
- The TC will work on an update for the TC report on the website.

**5.5 Membership Report:****Summary Points:**

- Current membership system is fairly complicated.
- If we go the \$0 fee for membership, all we would need is member email addresses.
- Perry and Karen will work on simplifying the membership system once a decision is made on the fee.

**5.6 Planning Report****Summary Points:**

- Per discussions with Chuck Bell at Saanich Planning regarding the Beach House - the Beach House is a heritage building, therefore would need to be moved off the property (if necessary for construction) and then moved back on; there are 2 beach front lots, the restaurant lot is zoned residential, the adjoining grassy area is commercial; no re-development plans have been submitted to Saanich.
- No answer from The Haro regarding timing of putting up the CBACA bulletin board; they anticipate completion of the back building by November 2022
- The Fenn / Cordova Bay Road developer is finalizing costs and hopes to commence construction this fall.
- The Cordova Bay Community Club is in fundraising mode.
- Aragon is working with D'Ambrosio Architecture on a new design for the Trio property; infill is being done to reinstate historic grades; they may investigate partnerships with BC Housing; Aragon is aiming for the end of 2022 to have a Development Permit Package ready for Saanich.
- Thanks to Dave for drafting the letter to Saanich regarding our concerns with their interim policy on 6 storey buildings. This letter, although sent to the Mayor and each individual councillor, was forwarded to the committee as "public feedback" – with no response to CBACA required. CBACA will pursue further action.

**Decision / Action:**

- Dave C. to investigate the procedure to do an in-person presentation to the Saanich committee to express our concerns on the interim policy on 6 storey buildings and hopefully get feedback from them.

5.7 SCAN Report:

Tabled.

5.8 Public Relations:

**Decision / Action:**

- Karen to get the names and photos of this year's CBACA Scholarship Awards for inclusion in the next Cordovan issue.
- Gloria to make the in-person presentation of our award at the June 28<sup>th</sup> Claremont Award ceremony.

5.9 Events:

Summary Points:

- The Events sub-committee is meeting this Saturday to brainstorm ideas and timelines.

5.10 Website Report:

Summary Points:

April stats:           #1 – Home Page with 94 hits  
                              #2 – The Cordovan with 36 hits  
                              #3 – Planning with 33 hits

May stats:             #1 – Home page with 94 hits  
                              #2 – Planning and Cordovan tied with 43 hits each  
                              #3 – Board of Director page with 28 hits

**6. OTHER BUSINESS**

None.

**Motion** to adjourn.

**Moved:** Karen / **Seconded:** Anna

**Carried**

The meeting adjourned at 9:12 pm.

## **APPENDIX A**

### Per Reuben of mBrand on Benefits of Google Workspace and How to Proceed

Key aspects that are of significant benefit:

1. The website remains where and how it is. We can then look at changes and improvements to the site over time independently of the email/file storage/Workspace move.
2. Ability to use the Gmail platform for the @cbasn.com email accounts. Really powerful spam measures, and all kinds of great benefits.
3. All historical emails would be moved over to the new accounts, and accessible from the new platform.
4. Google offers Workspace for NFP organizations at no charge, with no user or data limits, which is a really amazing deal.
5. User management at the board level, with technical backup and support provided by Google included in the package, and/or ability to bring mBrand in for specific projects as needed.
6. Shared Google Drive for collaboration, document control and storage.
7. Shared Calendars, Docs, Sheets, Slides, and Forms.
8. Reuben would handle the move, technical items, migration, and initial creation of all accounts in coordination with the Board.
9. Reuben would provide a live walkthrough of the account with anyone who is able to join, with a recording for anyone who is not able to make it.