



May 27, 2020 Meeting Harvest

TOPIC: Re-opening, Buy local, Branded Signage, Advertising, Discussion.

USEFUL LINKS

- Powerpoint and resources links slides [link](#)
- Buy Local slides [link](#)
- [Video of presentation](#)
- [Audio recording of presentation](#)
- Previous meeting harvest: [May 20](#)

NAVIGATION

- [Check In](#)
- [Speaker and Discussion Notes](#)
- [How Zoom works and how to ask for help](#)

Check In

Question: Share your name & your business, and answer, “What have community members been saying to you about re-opening?”

In the blank space below, find a dot of your own and respond to the check-in question. ↓

- I've seen a number of announcements of reopenings. The one's I've seen seem to be very thorough in their safety protocols. It's a comforting feeling for a customer. Feeling safe is a first step to going out.
- Worries about timing but keen to be more mobile. Concern about how to handle people who won't physical distance. Lots of understanding of the need to be clear about procedures.
- Some just can't wait to get back. Others would feel weird going to places with all the new regulations - such as servers wearing masks while taking your order.
- KK Studio, everyone has been very positive & excited about our re-opening announcement... nobody has mentioned anything that has to do with concern, though I know some people will not be ready to return. I'm just worried how to deal with the limited amount of students we are allowed in studio at a time & how to make it fair for everyone & give all our clients the chance to return.
- Hearing some stress and anxiety about re-opening and feeling responsible for the health and safety of staff and customers. Also how to manage tourists as we get more into the summer.
- Concern about the possible consequences of 'reopening' and initiating a second spike in the first wave. Don't want people to become too 'comfortable' and let their guards down.
- Rod Marsh, Have not consciously talked to community about it. Good question Chris. I noticed that I am more comfortable in the businesses I visit and I think that

is because the staff are also becoming more comfortable. New traffic flow in the Ruddy and Building center have helped a lot.

- Glenn - Can't wait!...when??....expect to be busy!
- Ines- So far I just hear (cautious) excitement, I have my opening date now too and can't wait to reconnect.
- Excited but anxious about getting it right.

Speaker and Discussion Notes

Speakers:

- **Stef Shortt: Buy local**
- **Rod Marsh: Island Comeback Gift Certificates**

Speaker Notes:

Stef Shortt

- In 2018 we joined the Buy Local campaign run by Loco BC focusing on shoulder season work.
- We provided graphics that showed the rationale for buying local and what happens when money is present locally
- The municipality has also produced posters about local food and products.

Rod Marsh

- Important to look at what we were doing pre-COVID and start to work to support our local economy.
- We might go back to Loco BC to find out if there is anything specific they are doing around the COVID re-opening.
- A small group has met and brought together a poster asking residents how to be in local businesses. If you need one, you can get these from the Muni, or download it here:
<https://www.dropbox.com/s/3izdx92d1ccd31/Bowen%20business%20sign%208.5%20x%2011.pdf?dl=0>
- The Islands Comeback website is now live:
<https://islandcomeback.ca/islands/bowen/>
- To register, click here: <https://islandcomeback.ca/register/>
- The first piece of promotion for this is a press release
- If you buy a gift certificate you get a code with a gift certificate number which can be downloaded. The merchant gets a list of all the codes and it's easy to redeem and use on the merchant.

- Rod gave a tour through the site, showing how to register and use the site both as a merchant and a customer.
- This is a grassroots organization that is funded by federal and provincial governments and is designed to be a lean and low cost program that is accessible to small island businesses.

Discussion

- Chris Erickson: the graphics look really good, the timing around the Christmas period might not be the best. This is about a big project that we are launching in Vancouver, not local to Bowen. Perhaps things could be split over two seasons
- Jody: timing is good, but quite a few places close down for a month after the Christmas holiday period. Tourism Bowen Island looks after the folks coming from away, but this is focusing on local.
- Glen Cormier: thanks to Cllr Nicholson for getting that poster put together and out in short order.
- Natasha Vaz: I signed up for the Island Comeback. There is no cost to the business for doing this. There is a small transaction fee that is taken and they have dedicated staff who can help with the process if you get stuck.
- Kelly Kono: Is there a way to use the program to allow people to donate without picking anything specific?
 - Rod showed how you either buy a gift certificate or donate to a local business. Not sure if you can opt out of the gift certificate. But the site owners take feedback.
- Ines Ortner: how long will this program run?
 - Rod speculated that this is an ongoing initiative and a part of the Island Economic Partnership so it will keep going after COVID years.
- Natasha Vaz: the partnership came out of a Rural Island Economic Forum and was supported by a great collection of people who have put their hearts into the initiative.
- Rod: if you have ideas for local enterprise or co-ops, let us know.

Announcements

- Stephanie Cepeda shared information about a new support program
- Business Navigators are helping to steer people towards resources. Contact Vaughn or Rod through bowenbusinessnavigators@gmail.com
- Stef Shortt: confirmation that Bowen Islanders are eligible for Community Futures Loans through the Rural Relief and Recovery Fund. Stef will forward information. There will be a webinar on this Thursday May 28 at 11:00am. It is up to \$40,000

with \$10,000 forgivable and there are larger loan options too. Apply here <https://sunshinecoast.commongoalsapp.com/ApplyNow?appid=1>

- The Innovation Island Tool is offering support for digitizing businesses.
- Maureen announced that the municipality has met to discuss using public space for business operations. PLanning staff will be checking with restaurants in the Cove and four of the eight in the cove have expressed an interest in outdoor space and what that will look like. The CEDC recommended that Council recognize these challenges.
- Glenn Cormier has sources of masks and gloves and disinfectant for reopening and he can sell them in large amounts. Contact him if you need these supplies.

LINKS AND DISCUSSION FROM THE CHAT

Bowen Business Re-opening poster:

<https://www.dropbox.com/s/3izdx92d1ccd31/Bowen%20business%20sign%208.5%20x%2011.pdf?dl=0>

From **Stefanie Cepeda** to Everyone: (9:55 AM)

I wanted to share a new federal resource announced this week.. The Minister of Small Business, Export Promotion and International Trade, announced that the Government of Canada will support the launch of a four-week hotline service called the Business Resilience Service. This service will help entrepreneurs and small business owners in need of financial planning advice, particularly those who may not have access to an accountant. The service will also be open to not-for-profit organizations and charities. The hotline is a national, bilingual service operated by the Canadian Chamber of Commerce. As of 2020May25, small business owners with pressing financial needs can call 1-866-989-1080 (toll-free) seven days a week, from 8 a.m. to 8 p.m..

Worksafe BC links and resources for reopening:

[https://www.worksafebc.com/en/forms-resources#sort=%40fcomputeditemdatefield343%20descending&f:language-facet=\[English\]&tags=Covid-19|a96b6c96607345c481bb8621425ea03f](https://www.worksafebc.com/en/forms-resources#sort=%40fcomputeditemdatefield343%20descending&f:language-facet=[English]&tags=Covid-19|a96b6c96607345c481bb8621425ea03f)

How Zoom works and how to ask for help

Super Easy Zoom Guide:

https://www.beehive-productions.net/wp-content/uploads/2018/08/SUPER_EASY_GUIDE.pdf

To get the most out of Zoom:

- Close all unnecessary background apps and programs
- Use a headset/headphones
- Turn on video if you can (lovely faces!) and sit somewhere well-lit (but turn off video if your connection is poor)
- Use a wired connection and, especially if on wifi/wireless, be plugged in
- Mute yourself while others are talking (especially if you are somewhere noisy), and remember to unmute when you are talking
- Ask for help when you need it!

To edit how your name shows up (so people know who you are): you can find a menu with options to rename yourself several ways - if you click on your own video image in the main window, or if you hover over your image and click the “three blue dots” icon that appears, or if you hover over your own name in the Participants sidebar (under the “More” menu).

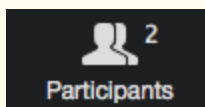
Useful Buttons:



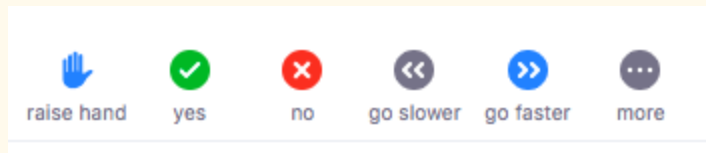
Mute/Unmute - Controls if other people can hear you. Arrow on the side lets you check audio settings.



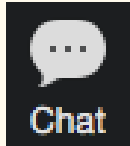
Start/Stop Video - Controls if other people can see you. Arrow on the side lets you check video settings.



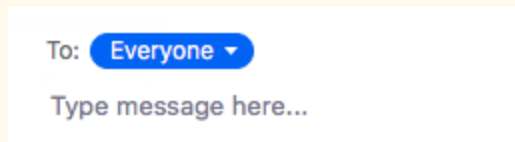
Participants - Opens participant sidebar window, where you can “raise” your hand.



Raise hand (and other options) - Signal you have something to say (find in “Participant” sidebar window).



Chat - Opens and closes the chat window sidebar.



Chat window - Clicking “Everyone” opens a dropdown menu to send private messages to specific participants. Send a private message to the technical support person if you’re having trouble. Can also click on a person’s name to chat with them directly.



Gallery and Speaker view - Switch between seeing everyone’s video at once (Gallery) to seeing the current person speaking in a main view (Speaker).



Leave Meeting - Closes the Zoom window and exits the meeting. When in a break-out room, will change to “Leave Break-out”, to exit the break-out room and return to the main meeting room.