

MINUTES OF THE 8th MEETING OF THE 2015 COUNCIL ON 21st OCTOBER 2015, GOVERNORS SQUARE CONFERENCE ROOM, GOVERNOR'S SQUARE, WEST BAY, GRAND CAYMAN, CAYMAN ISLANDS

ATTENDING:

- Mr. Barry Bodden, President and Chairman
- Mr. Paul Pearson, President-Elect
- Mr. Kyle Broadhurst, Vice President
- Mr. Paul Byles, Councilor, 2nd Year
- Mr. Steve McIntosh, Councilor, 2nd Year
- Mrs. Lucy Tibbetts, Councilor, 2nd Year
- Mr. Gary Ruddy, Councilor, 1st Year
- Mr. Christopher Kirkconnell, 1st Year
- Mr. Derrington Miller, 1st Year
- Mr. Wil Pineau, CCE, Chief Executive Officer

1. Welcome/Call to order/Confirmation of required five Councilors for quorum

President Bodden chaired the meeting, welcomed Councilors and called proceedings to order at 3:00 p.m. He confirmed the required quorum of five councilors as mandated by the Chamber's Memorandum and Articles of Association. CEO Wil Pineau, CCE, recorded the minutes.

2. Apologies

- Colin Reid, Secretary (off island)
- Wayne Cowan, Treasurer (off island)
- Johann Moxam, Immediate Past President

3. Review/Approval of draft minutes from the 23rd September 2015 Council meeting

Draft minutes for the meeting of the 23rd September 2015 meeting was circulated to the Council for review prior to the meeting. A motion to accept the draft minutes without amendment was moved by PE Paul, seconded by Councilor Steve and accepted unanimously.

4. Action items arising from the Minutes

a. Letter to Dax Basdeo on 19th December 2014 – Free SME workshops

The first SME workshop will take place this evening at 5:30 p.m. Strategies for Effective Debt Collection will be presented by Kerrie Cox, an attorney with Diamond Law Associates. There are 52 persons registered to attend the session.

ACTION ITEM: Develop press release with pictures for release to the membership and the press.

b. Letter to Minister Tara Rivers – Partnership with Ministry

Jeremiah Ransome, from the Cayman Institute of Technology, has promised to provide the proposal by the end of October.

ACTION ITEM: Follow up with Mr. Ransome to obtain the final proposal.

c. Stamp issue and first day cover for 50th anniversary

The Stamp Advisory Committee has approved the production of two of the three stamps: one with the Chamber anniversary logo and another with three images of the founders. Designs will be developed for review. The final stamp image is still under discussion.

ACTION ITEM: Finalise pictures and images for stamp issue.

d. Membership renewals

Past due renewals were reduced from 98 in the July 29th meeting to 45 in the September meeting. An updated list was distributed and each Councilor was asked to identify the persons they would agree to contact. This resulted in three renewals. In October, 42 members were dropped totaling \$10,369 in potential income.

e. Responses to Chamber letters

President Barry has written to Minister the Hon. D. Kurt Tibbetts seeking a response to three letters addressing: concessions for large scale development projects; George Town Revitalisation and boardwalk project. No response has yet been received from Minister Hon. Wayne Panton regarding concerns about Class B banks, although Councilor Paul has been contacted personally on this subject by the Ministry.

ACTION ITEM: Inform the membership about efforts on these issues and the positions taken by the Council.

f. Cost of doing business and living – high cost of fuel

Councilor Paul and the CEO met with Alan Neesome from SOL on 16th October. A summary of the meeting can found on page 10 of the CEO report. The Council recommended further meetings with Larry Bang, a fuel distributor, and a representative from Rubis and to write a letter to Minister Tibbetts recommending a fuel study be carried out in the Cayman Islands. The CEO informed the Council that he believed that a fuel study had been commissioned by the Minister. Past Chamber President James Tibbetts conducted the



study. The CEO will contact him to confirm if the terms of the study and whether the Council could obtain it.

ACTION ITEMS: Write to Minister Tibbetts recommending that a fuel study is conducted. Contact Past President James Tibbetts to confirm if the study that he was commissioned to complete several years ago included a fuel study. If yes, seek to obtain a copy of the study. Inform the membership about the actions taken by the Council and concern about any move towards price control.

g. Economic Growth advocacy campaign

Councilors Paul and Steve and the CEO met on 12th October to discuss the development of an advocacy campaign to explain the economy and the benefits of economic growth. A summary outline has been produced was presented at today's meeting for Council's review. Councilor Steve shared one of the recorded scripts that he had produced. The next step in the process will be to prepare request for proposals to a local marketing company to prepare fundraising materials to be distributed to members who would be interested in contributing to the campaign. A second request for proposal will be prepared to be distributed to local and international companies that would be interested in working with the Chamber to produce the videos. Once the campaign is developed, the Council agreed that a meeting should be arranged with Caucus to show the videos and a special event can also be arranged for members and the general public. This outreach and communications strategy will be developed as part of the overall marketing plan and budget.

ACTION ITEMS: Develop requests for proposal for the development of a fundraising presentation and for the production of videos.

h. Council development/Strategic Planning session

A strategic planning session will be held in early 2016 once the new Council is elected.

ACTION ITEM: Contact facilitator to confirm available dates in January and February.

5. CEO Report (19th September – 16th October 2015) – Submitted to Council prior to the meeting.

National Risk Assessment – Councilor Paul

Councilor Paul informed the Council that the national risk assessment process was in advanced stages with draft reports for all sectors already completed. A two-day workshop was held recently at the Westin aimed at assisting the various working groups in finalising their reports. Going forward a final report is expected by end of December from each working group and submitted to the anti-money laundering steering group which is



chaired by the Attorney General. The report and its recommendations would eventually be reviewed by Cabinet. There is a possibility that some of the recommendations may have implications for Chamber members and as soon as the reports were made available to the public the Council will review the reports with an aim to ensure that the measures do not unduly harm businesses.

6. **Advocacy Agenda Progress Report** (19th September – 16th October 2015) - Submitted to the Council prior to the meeting.

ACTION ITEMS: Prepare statements to be released to the membership in support of the Government's decisions to introduce Daylight Savings Time, One Man, One Vote and concern over immigration matters and proposed price controls for the fuel industry.

7. New Business

- a. **Memorandum of Understanding between the Ministry of Financial Services, Commerce and Environment, Cayman Islands Small Business Association and the Chamber of Commerce**

The Ministry has produced a draft MOU for consideration. The purpose of the MOU is to set out the agreement between CIG, CISBA and COC in relation to all appropriate matters concerning the development of the small business sector via strategies, policy advancement and communications efforts in relation thereto. Joint responsibilities outlined in the draft MOU are:

- i. To promote and facilitate entrepreneurial activity in the small business sector and provide support for the small business sector;
- ii. To discuss local issues with a view to developing appropriate strategies which enhance and benefit local small businesses;
- iii. To promote jointly the further and widest involvement of the private sector in this effort and in other matters affecting the small business sector. In this regard all parties will jointly work towards increasing the level of small business participation and consultation to ensure that even the smallest businesses have an opportunity to contribute through CISBA and COC their views and opinions on matters affecting the small business sector;
- iv. To keep each party informed of all relevant developments locally, regionally, and internationally; and
- v. To develop strategies for the long-term viability of the small business sector.

The Chamber and the CISBA has been asked to develop a list of specific responsibilities under the MOU.



ACTION ITEM: The Executive Committee will review this request and determine next steps.

b. **Online training proposal** – Zip Ed Tech

A proposal has been received from Zip Ed Tech, an online training firm, to promote online training opportunities to the Chamber membership. The CEO met with the firm during the Association of Chamber Executives annual conference in Montreal in August. The Chamber would have access to a list of courses that have been developed by Zip Ed Tech and their facilitators and can decide which ones to promote to the membership. The courses would be affordable and would be appealing to the micro and small business members and the Chamber would receive a percentage of any income received from online bookings. VP Kyle will review the contract to confirm that the terms are reasonable. The Council supported the addition of the online courses which would be available through a link from the Chamber website. The firm has also agreed to develop a special online training page specifically for the Chamber.

ACTION ITEM: VP Kyle to review the contract to ensure that the agreement is fair to the Chamber and to determine if there are any amendments that would be required.

8. Any other business

a. **Membership engagement**

Councilors expressed the desire to improve membership and employee engagement in the lead up to the next general election in May 2017. Several ideas on how to improve communications with members who are registered voters and employees of member businesses and organisations were proposed, including: hosting fun social events for member employees in order to gather email addresses and to share Chamber messages and information, developing interactive, fun and informative emails with unique and interesting content and organising events specifically for member business owners who are registered voters. Email addresses from these events can be added to the existing database with a goal of increasing the list so that the Chamber's messages can be seen by more voters. The CEO informed the Council that all members are able to log into their member profile and add email addresses for all employees who wish to receive Chamber information. The office will distribute a member information update link so that members can update their information themselves as well. There is also a newsletter subscription link on the home page for anyone to sign up to receive emails. Email addresses are requested at all Chamber events and these are also added to the Chamber's email database. At the moment, there are more than 2,800 email addresses posted in the database. The data base can be sorted based on industry sector, size of the business in terms of number of employees and other searchable details.

ACTION ITEM: Develop a list of ways to increase membership





engagement and arrange Council and membership support for implementation (committees).

9. Upcoming meetings:

- *Chamber Council: **Wednesday, 18th November 2015**, Chamber conference room, Governors Square, 3:00 p.m.*

10. Adjournment

Approved by the Council on _____

President Barry Bodden _____

Secretary Colin Reid _____

