



Unit 4-107  
Governors Square  
23 Lime Tree Bay Ave.  
West Bay Road  
PO Box 1000  
Grand Cayman KY1-1102  
Cayman Islands

T 345 949 8090 F 345 949 0220  
info@caymanchamber.ky  
caymanchamber.ky  
leadershipcayman.ky  
cayshop.ky  
chamberpension.ky  
showmethemoney.ky

**SUPPORT. PROMOTE. PROTECT.**

The Cayman Islands Chamber of Commerce was established in 1965 and is a non-profit organisation that exists to Support, Promote and Protect Cayman business and the wider community. We proudly represent nearly 700 businesses and associations from every major industry sector.

## MINUTES OF THE 3<sup>rd</sup> MEETING OF THE 2017 COUNCIL ON 10<sup>th</sup> MAY 2017, CHAMBER OF COMMERCE OFFICES, GOVERNORS SQUARE, WEST BAY ROAD, WEST BAY, GRAND CAYMAN, CAYMAN ISLANDS

### ATTENDING:

- Mr. Kyle Broadhurst, President-Elect
- Mr. Paul Byles, President-Elect (arrived at 3:20 p.m.)
- Mrs. Roz Griffiths, Secretary
- Mr. Paul Pearson, Immediate Past President
- Mr. Wayne Cowan, Treasurer
- Mr. James O'Brien, 2<sup>nd</sup> Year, Councillor
- Mr. Gregg Anderson, 2<sup>nd</sup> Year, Councillor
- Ms. Denise Gower, 1<sup>st</sup> Year, Councillor
- Mr. Mike Gibbs, 1<sup>st</sup> Year, Councillor
- Mr. Steve McIntosh, 1<sup>st</sup> Year, Councillor
- Mr. Wil Pineau, CCE, Chief Executive Officer

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

President Kyle called the meeting to order at 3:10 p.m. He confirmed the required quorum of five Council members and welcomed the Council members to the meeting. CEO Pineau recorded the minutes.

### 2. Apologies

- Mr. Christopher Kirkconnell, Vice President
- Mrs. Cynthia Hew, 2<sup>nd</sup> Year, Councillor

### 3. Consent Agenda (*mover and a seconder for approval of all items listed*)

- a. Draft Minutes of 12<sup>th</sup> April 2017 Council meeting
- b. Administrative Report (8<sup>th</sup> April – 5<sup>th</sup> May 2017)

A motion to accept the consent agenda was moved by Councillor Gibbs, seconded by Councilor Gower and approved unanimously.

### 4. Ongoing Business

#### a. Committees for 2017

President Broadhurst updated the Council on the progress that has been made since the last meeting in April:

- Draft summary outline has been completed for Community and Membership Development. It will be distributed to the Council for comment. The meeting with the existing committee will be held on Monday, 29<sup>th</sup> May at 4 p.m.
- Meeting will be scheduled with President Broadhurst, PE Byles and VP Kirkconnell to develop an invitation list for persons to serve on the Government Relations, Education and Community and Membership Development

committees. Council members who wish to serve on one of these committees are asked to confirm which ones at today's meeting.

- Invitation letters are being drafted to invite members to serve on the committees.

He asked Councillors to confirm the committee that they would like to serve. Councillors Anderson and O'Brien and Secretary Griffiths volunteered to serve on the Education Committee; Councillors Gibbs, Anderson and McIntosh agreed to serve on the Government Relations Committee and Councilor Gower agreed to serve on the Community and Membership Development Committee.

**ACTION ITEMS:** Distribute draft outline for Community and Membership Development summary to the Council. Arrange a meeting for the current Community and Membership Development Committee to provide an update and to introduce the new Chair and members. Schedule a meeting for the President, PE and VP to develop a list of persons to invite to serve on the committees.

*b. SME Focus group update*

PE Byles informed the Council that he has received the draft report for the SME focus group. He plans to review and distribute to the Council before the end of May.

**ACTION ITEM:** PE Byles will review the draft report. Once approved the final report will be distributed to the Council for final comment.

*c. 2017 Candidates Forums*

President Broadhurst informed the Council that 16 of the 19 forums have been conducted. All forums have been posted to the Chamber's **You Tube** channel for viewing. Extensive media coverage has been received. Arrangements need to be confirmed for the final forums in Cayman Brac and Little Cayman. It appears unlikely that the forums in Cayman Brac will take place due to conflicts with the candidates' schedules. Further attempts will be made but it is not looking feasible. There would not be any television or radio coverage since Hurley's Media does not have the ability to broadcast live from the Brac and the cost to bring the staff and equipment would be considerable.

**ACTION ITEM:** A final attempt will be made to arrange a forum in Cayman Brac prior to the election.

*d. Reward solicitation of members for Foster's armed robbery*

President Broadhurst updated the Council in the actions taken since the last meeting.

- \$25,000 in pledges have been confirmed.
- The reward has been promoted in the media and on social media and distributed to our members.
- It is recommended by some members for the Chamber to establish a fund to allow rewards to be announced quickly following any serious crime in the future. The Council supported the concept but recommended that guidelines are drafted for review.
- A meeting with the Commissioner of Police will be arranged to discuss the police rewards for 2018 and general crime matters.

**ACTION ITEM:** Continue to promote the \$25,000 reward. Develop guidelines for external rewards. Arrange meeting with Commissioner of Police.

*e. Economic Growth Campaign*

President Kyle informed the Council about the progress with the campaign since the last meeting in April.

- Social media campaign continues. You Tube channel views for the first video surpassed 13,000; second video, nearly 10,000; third video, more than 25,000, fourth video, more than 14,000; fifth video, more than 21,000.
- Video one, five and 10 are being shown prior to all movies at the Regal Cinemas.
- Bliss, the member marketing firm hired to promote the videos using traditional and social media platforms, uploaded a summary report on the Connectik platform providing details of the campaign after two weeks into the campaign.
- Other organisations have expressed an interest in amending the videos for their communities. An outline is being prepared by the Executive Committee to develop pricing and terms of use.

There was some discussion about the production of 10 additional videos that could be developed to promote the message from the campaign but with specific topics to be determined that would connect with residents (Education, Health Care etc.). Councillor Gower informed the Council that the Insurance Managers of Cayman (IMAC) liked the videos and were interested in developing others to explain their industry. Cayman Finance was also interested in developing videos. Councillor Gower agreed to reach out to IMAC to confirm if the association would like to work with the Chamber on future projects.

**ACTION ITEMS:** Councillor Gower will contact IMAC to confirm if they would like to work in partnership with the Chamber to develop additional videos. The budget for the campaign will be updated to determine next steps to extend the campaign.

*f. Business Excellence Awards*

President Broadhurst provided an update on the progress with hosting the members awards event on 14<sup>th</sup> October.

- Awards categories have been approved.
- Sponsorship materials are being designed.
- Judging criteria is being finalised.
- List of potential judges is being developed.
- Two venues are being considered.

**5. New Business**

a. Development of an Advocacy Agenda for presentation to the incoming Government

President Broadhurst asked the CEO to share some information about the development of an advocacy agenda. He shared examples from a Chamber in Canada (Edmonton) and the Florida state Chamber. Both organisations had developed advocacy plans to address up to 6 key issues impacting their communities. Advocacy Agendas for both communities were uploaded to the Council's Connectik group for reference prior to the meeting. He also shared information about the Future of Cayman economic development initiative. This plan was intended to be more of a national document that involved both

Government and the private sector. President Broadhurst recommended that the Council focus on five topics and that specific actions can be developed once the topics are agreed. He engaged the Council in a conversation and asked for some general topics. Topics identified were: education, immigration, economic growth, regulatory measures and the environment.

**ACTION ITEM:** The CEO will distribute the list of topics to all Councillors. Each Councillor was asked to select their top five topics that each would like to see included on the agenda. The deadline for submissions was set for Monday, 15<sup>th</sup> May. The CEO will summarise the results and share them with the Council for final review and approval.

**6. Upcoming Events:**

a. **CANDIDATES FORUMS–**

- i. Thursday, 11<sup>th</sup> May, George Town Central, Town Hall, 7 p.m.
- ii. Dates to be confirmed – Cayman Brac East and Cayman Brac West and Little Cayman

**7. Next meeting:** Wednesday, 14<sup>th</sup> June, 3 p.m.

**8. Adjournment**

The meeting adjourned at 4:30 p.m.