
Subject: FW: Business Licence Inquiry

From: Chris Baker <cbaker@cumberland.ca>
Sent: February 24, 2026 11:21 AM
To: Moon's Records Cumberland <contact@moonsrecords.com>
Subject: Business Licence Inquiry

Hi Chris,

Thank you for reaching out to the village with your concern. Please note that both your original email and my reply will be included in the council reader for their consideration.

I appreciate your presence in the downtown business community and recognize how the address change, name transition, and timing of reminders could have created confusion.

It is never our intention for the renewal process to feel punitive. The late-fee structure introduced this past fall was implemented to support fairness and to reduce the amount of staff time spent following up on overdue licences. Ensuring that fees are paid on time allows us to focus staff resources on improving overall efficiency within the application process and supporting a level playing field for the business community.

Your feedback regarding the communication of the new fee, as well as the experience you had while trying to resolve this matter, is helpful. I note your initial request to waive the late fee was received in January. A response was sent from the finance department to all businesses who had outstanding late fees stating that these fees had not been waived but that the deadline for payment had been extended to March 2nd. I appreciate the conversation you reference on Feb 6, we have been reviewing your request for further review of the late fee and will communicate the results of that review separately.

Thank you again for bringing this matter forward in such a thoughtful way.

Chris Baker (he/him) | Manager of Permits, Licensing and Bylaw
p: 250-336-3009 e: cbaker@cumberland.ca
Village of Cumberland

From: Moon's Records Cumberland <contact@moonsrecords.com>
Sent: February 23, 2026 3:30 PM
To: Village of Cumberland <info@cumberland.ca>
Subject: To Mayor + Council RE: Late fee

Hello. I'm writing to you regarding the new late fee penalty in Bylaw 1239.

Kristin and I recently moved "Moon's Records Inc" from 2739 Dunsmuir back to 2719 Dunsmuir, where we were established as "The B-Side Studio" for a few years. For the year of 2025, we had paid for business licenses at both of those addresses. There was some confusion on our part when we had moved Moon's Records, as we didn't realize we had to re-apply for our business license as "Moon's Records" at the new address, even though we had already paid at both addresses for the year. In

October of 2025, I came into the office to work everything out and have Moon's Records properly registered at the new address, and we paid (again) for our business license. I thought we were all up to date at that point.... Not too long after, I think maybe in December, I remember getting some mail that was addressed to "The B-Side Studio" which was no longer in business, so I didn't pay much attention to it. I'm wondering now if perhaps it was a reminder to renew our business license before the end of the year. I do not recall getting any mail addressed to Moon's Records as a reminder to renew anything, and considering I was just in the office in October getting things up to date, I'm also wondering why it wasn't suggested at that time to simply pay for 2026 since the deadline was approaching and I was there in the office trying to get things up to date.

Long story short.....it was confusing. We did not realize we weren't up to date, and I'm pretty sure the reminders that were sent to us were not sent to Moon's Records. When I finally realized in January that we needed to catch up on our business license payment, I came in to pay it, and was informed that there was also a \$75 late fee attached to it. I think I was 2 weeks late.

I reached out to the village by email to explain in detail our predicament, and that it was confusing, and at first all I got back from the village was a copy/pasted reiteration of the bylaw from "the financial department". There was no response in any human way to indicate that anyone had thoughtfully considered our situation or confusion. Just a copy/pasted bylaw outline. I followed up again in hopes of connecting with someone in a more personal way, and had a meeting set up with Chris Baker to explain why we had missed the deadline for the business license fee. Chris was nice enough to meet with me, but after half an hour of talking in circles, I left the meeting without an answer, and only a deeper understanding of the purpose of the bylaw. I haven't heard anything back from Chris since our meeting on Feb.6. There is a new deadline of March 2nd for me to pay the late fee, so I'm hoping I can get an answer from the village indicating if I will need to pay this fine, or if the Village is willing to accept our unique circumstances and waive the fine this one time in good faith. We certainly won't forget to pay on time moving forward.

In addition to my disappointment with the way this has been handled so far, I would also like to mention that in general, the addition of the new fine should have come with a clearer warning. Having a small grace period following the addition of a new fine would be a courteous thing to offer the businesses who have been paying their fees annually and regularly. The amount of the fine in relation to the cost of the business license is outrageous. I've never heard of a late fee that is 75% of the initial amount. I've spoken with some of the other small business owners here on Dunsmuir, and I know there are others who are somewhat disgruntled by this fine and how it's being handled.

Thanks for taking the time to read my email, sorry it was a long one!!

We value our relationship with the Village and we have always appreciated your supportive nature.

Chris Moon
250-739-1188