

**MARKDALE CHAMBER OF COMMERCE**  
**ANNUAL GENERAL MEETING**  
**November 29, 2007**  
**Talisman Mountain Resort**

**MINUTES - DRAFT**

**ATTENDING:** Members: Janie Badgerow, Doug Crawford, Wayne & Dawna Fitzgerald, Read Hilton, Don & Jan Kopplin, Rod & Kelly Leeson, Lloyd & Marie McFadden, Lesley & Larry McKee; Dave Middleton; Teresa & Noel Pascoe; Susan Roberts; Patti Shaw; Gene Matthews; Trish Mann; Colleen Boer (attended meeting only). Manager: Kate Russell. Municipal Liaison (non voting) Lynn Silverton. (21 members – 1 non-voting – 18 members is a quorum at AGM).

**GUESTS:** Don Crosby; Stewart Halliday; Brian Mullin; Tom & Joan Osborne; Bob Silverton. Trish Mann's guest (Talisman)

**RSVPed but cancelled:** Due to weather, several people who had RSVP'd for the evening were not in attendance. Diana & John Irwin; Kelly Kinghan; Mark Kraemer (speaker); Joanne Robbins (Saugeen Shores CofC); Barb Lawson, Nereda Manion; Pamela Matheson; Charlie Rheaume.

**SOCIAL HOUR:** Attendees enjoyed a social hour where people were introduced and had casual social conversation.

**DINNER:** Dinner followed prepared by Talisman's new Chef Brandon Dashnay.

**BUSINESS SPOTLIGHTS:** After dinner, three local business spotlights were presented:

***Talisman Resort Village – speaker: Gene Matthews***

Our host for the evening, Talisman Village Resort Manager Gene Matthews updated the group on Talisman's development plans. Gene has been with Talisman for 15 year, the last 3 months of which as the Resort Manager. He outlined the resort is investing \$2.5M in snowmaking equipment which will see 150 new snow vents placed on the hills to allow for snowmaking to cover the hills with a foot of snow over 85 hours. Water used in the process returns to the local water table, as Talisman feels it is important to be environmentally sensitive to the valley area.

A first phase for 48 condominiums is in the works. They will be built as two 3-storey building is "L" shapes to the south of the main lodge (the old beginner area). The condos will be "ski in – ski out" as they will abut the ski hills. A small "J-bar" lift in the area will be removed. The buildings are planned to have low-impact on the local environment and will utilize environmentally-friendly geothermal heating a cooling.

Fox Ridge, 28 single-family building lots will be available in the new year on the site of the old tubing area. Homeowners will be able to choose from a variety of designs from several builders

to fit within a theme for the lots. Owner of the resort, Bill Minns, has been a local homeowner for over 12 years and wants this development to be “subtle” to fit with the valley. A pneumatic waste disposal system is being investigated for the development and condos.

The golf course will be expanded in future phases – with the end result to be an 18-hole course. There is no timeframe set on this as yet, but Jason Miller of Miller Designs is working on the plan for the course. During development there will be times when some of the current course will be closed as expansion is made. There will be times the course will have 6 holes and 12 holes until redevelopment is complete as there is currently not enough space for the 18 holes. The resort main lodge is also slated for some redecoration and redevelopment to make it more wheelchair accessible. The resort is moving toward more public access, away from the traditional “members only” mentality. There will be levels of membership that will allow the public to access programs to allow use of the spa, pool, weight room etc. This is on a limited basis now, but will grow as the resort goes through development phases.

There is also a movement to go toward high-speed chair lifts, this planning will begin in January 2008 but will require some finesse to allow for increased traffic on lifts without bogging down the skier traffic on the hills.

Gene also laid to rest an idea that the resort purchased Ralph Walsh’s farm at the top of the hill to “bring it down to extend the hills” – as much as Talisman would like more hill, the resort will not be readjusting any ridge property for more hill space.

***Field & Range Sportshooting Supplies – speaker: Larry McKee***

Larry McKee, owner/operator of Field & Range Sportshooting Supplies then spoke to the group. Him and his wife Lesley opened their home store on January 26, 2007. Larry & Lesley are both certified instructors and now have their firearms sales license. They provide a variety of products for the hunter and sport shooter including weapons, ammunition and archery supplies.

Larry suggested their business was needed and we are in the middle of hunting area, but local hunters have had to drive for up to an hour to access supplies. Larry is a competitive shooter and has been a guide on Griffith Island while Lesley’s background is in retail marketing, so they are a good pair for this business. They welcome ideas on more products to sell and are always open to a visit at their home store at the end of Thistlewood Road near Bell’s Lake.

This year Larry offered bear hunts on the Bruce Peninsula and some waterfowl hunts. He does lots of research on hunting in the area and is looking forward to many years serving the area. Lesley relayed a couple of stories wherein she compared their small business with personal service and instruction (including taking new firearm owners out to a range to practice and be taught how to best use a weapon) to big box stores where people simply sell products with no personal service or instruction.

***McFadden Insurance – speaker: Lloyd McFadden***

Owner/operator Lloyd McFadden of McFadden Insurance spoke about his and wife Marie’s company, which handles the Chamber of Commerce group insurance plan. McFadden’s has been offering this group insurance since 1992. They currently handle 17 Chambers, with 4% of

commissions going to the Chambers enrolled in the program. It is a membership only insurance package, so this offering also drives membership in the Chambers.

The plan is built for the small business owner and has not changed much since, except to be improved upon. Renewal rates in the past 5 years have had a less than 5% drop in renewals, amazing compared to the rest of the insurance industry, which is at about 12 – 18% lost insurance renewals.

This is mostly due to the excellent products offered, with over 40 product enhancements this year alone. Examples were given as follows

- prescription drug coverage maximum was raised to \$50,000 from \$25,000
- there is a potential for the out of country coverage to be put to a “no limit”
- the age limit for out-of-country package was raised to 75 with no time limit
- pre-existing conditions do not affect the out of country coverage
- dental program now covers white fillings in back teeth
- a “best doctors” program taps insured people into a group of 50,000 of the world’s best doctors for second opinions on health issues (up to 26% of diagnosis are found to be wrong)
- there are self-insurance options for companies over 35 employees
- Pay Works is a payroll program available for free to enrolled companies

Lloyd then gave an overview of the success of the program. Across Canada over 26,000 policies are running with over 100,000 employees enrolled. He said 73% of the groups are businesses of one to 4 people, while 91% of them are less than 10 people. Ontario has the largest enrollment with 1269 new sales worth \$8M this year (there was a \$1M month this year in Ontario).

The McFadden’s retention rate across the province is 93% (normal retention rates are 75-85%). McFadden’s won a national award in 2006 for their 98% retention rate. “Customers you go are the customers you keep.”

The insurance was built by Dave Johnson, of the Johnson Group in Winnipeg. Lloyd stressed the excellent job he has done creating the program and keeping his own staff – 15 years later it is still the same staff Lloyd deals with at the Winnipeg office. The Johnson Group has been one of the “50 Best Managed Companies in Canada” for 6 years running.

**GUEST SPEAKER:** Mark Kraemer, Former Mayor of Saugeen Shores – cancelled due to weather – so the meeting progressed into the regular agenda.

## **ANNUAL GENERAL MEETING**

**CALL TO ORDER:** President Teresa Pascoe called the AGM to order and introduced special guests Mayor Brian Mullin, Councillor Stewart Halliday and executive members on hand: Janie Badgerow, Doug Crawford, Wayne Fitzgerald, Don Kopplin, herself, Patti Shaw and municipal liaison Councillor Lynn Silverton.

**GREETING FROM THE MAYOR:** Mayor Brian Mullin then brought greetings from the municipality and thanked the Chamber for its hard work on many local initiatives. He then departed the meeting for another engagement.

**APPROVAL OF MINUTES:** Minutes of the General Meeting of April 26, 2007 were included in the agenda package. They were reviewed by those in attendance.

**MOTION:** Moved by Don Kopplin, seconded by Doug Crawford that the minutes of the General Meeting held April 26, 2007 be accepted as reviewed. Carried.

**EXECUTIVE NOMINATIONS:** There was then a call for nominations from the floor to sit on the executive committee. There were no nominations. (It was thought at an earlier executive meeting that Councillor Lynn Silverton would stand for election to become a voting member of the executive. She has since been advised by Mayor Mullin not to sit on committees in a voting capacity – so she will remain as municipal liaison in a non-voting capacity.)

**PRESIDENT'S REPORT:** Teresa Pascoe then asked Manager Kate Russell to report on recent Chamber of Commerce initiatives.

**CHAMBER INITIATIVES REPORT:**

*Trillium Grant* – Manager has volunteer project underway

- non-profit memberships will be accepted at \$50 per group to support Volunteer Resource Center – watch for more in the New Year - April Volunteer training/recognition night

*Olde Firehall restoration project* – Wolf Dog awareness campaign underway

- showing of excerpts at Olde Firehall on Moonlight Madness evening Nov. 23<sup>rd</sup>
- seeking committee volunteers - copies of conceptual plans available
- plans to work with municipality to apply again for restoration capital

*New Hospital Build fund* – less than \$2,000 away from \$15,000 pledge. Fulfillment in 2008.

**STARS Awards** – two winners:

- Chapman's Ice Cream – Corporate Citizen of the Year
- IDI Markdale (Peek Thru My Window, Fancy That, County Line – Co. of the Year (Under 15 employees)
- Runners up: Talisman Village Resort – Company of the Year (over 15); Sidekicks Café – Customer Service
- Nominees: Greys on Grass: Entrepreneur of the Year

**TREASURER'S REPORT:**

The financial reports for the year-ended Dec. 31, 2006 and the current financial statement of the Chamber were included in the agenda package and were reviewed by the members in attendance.

**MOTION:** Moved by Doug Crawford, seconded by Janie Badgerow that the financial report for the year-ended December 31, 2006 be accepted. Carried.

**MOTION:** Moved by Wayne Fitzgerald, seconded by Doug Crawford that the current financial statement, dated Nov. 29, 2007 be accepted. Carried.

## **NEW BUSINESS:**

*A proposal to change the name of the Chamber to the Grey Highlands & Area Chamber of Commerce was then presented. President Teresa Pascoe delivered the following written speech:*

“I have learned over the years I am much better at writing, than I am speaking, so I have taken the liberty of writing this out so that I don’t miss anything.

A few months ago our manager Kate and I were discussing ways in which we could improve the chamber, attract more members to make ourselves more viable, find ways to benefit more businesses in the area.

One thing that kept coming up was that there seems to be a perception that the Markdale Chamber of Commerce only serves the businesses in the village, most predominately, the downtown merchants. When you look at events like Moonlight Madness and Cruise night, I can see how this perception is made.

This however, is not necessarily true. Businesses from all over our area can benefit from what we have to offer. As discussed by the McFadden’s, we have an excellent insurance program to offer. We also provide access to on line training, provide numerous referrals to businesses through our tourist & information booth, and are always willing to research and find information for our businesses.

Last year we obtained a Job Creation Project Grant, which helped us start the Grey Highlands Volunteer Registry, as well as organize the Grey Highlands Volunteer Recognition Event held in Flesherton. In 2007 we obtained another grant, this time through the Trillium Foundation, which will help us continue that work, holding workshops & events that will benefit the entire municipality’s volunteer community.

The question has been raised to us asking why Markdale Chamber was doing this for the community. Should it not be a municipal wide organization? And I could only agree. However, there isn’t a Grey Highlands Chamber of Commerce. There are service groups that are municipal wide, but they don’t have the resources nor manpower to do this.

So it was concluded that there should be a Chamber for the municipality. A group that represents all communities. Markdale, Kimberly, Eugenia, Flesherton, Feversham, Maxwell, Priceville, Ceylon, Rocklyn & Maxwell. And then there are the outlining communities, those who are too far to belong to the Owen Sound Chamber, or the West Grey Chamber. Places like Holland Centre, Berkeley, and those along Grey Road 12, on the east side of Hwy 6. Those businesses should also feel included.

However, that said, I knew that this was not something we could undertake overnight. There are legal issues; there is the matter of relations with the Flesherton Chamber. We did not want to be seen as trying to take over the municipality, we only want to do what is best for everyone.

After much discussion, we concluded that the first step would be to take this idea to our members. To find out if you are willing to belong to the Grey Highlands Chamber of Commerce. To find out if you would like us to enter into discussion with the Flesherton Chamber about the possibility of a merger. If this is not what our members want, then there is no sense of forging ahead with it.

At first we were unsure if the Flesherton Chamber would even be willing to discuss the idea of a merger, but if my understanding is correct, it appears they are open to the idea. If we leave this meeting tonight with the approval of our membership, then we can continue with the process, and begin talks with their group, come up with a plan, and progress accordingly.

I realize there has been some confusion as to what our intentions are here tonight. We hope that you now all understand that we do not intend to suddenly change overnight. If you approve this change, we will not tomorrow become The Grey Highlands and Area Chamber of Commerce. It could be months before you see this happen.

Knowing that you must have questions or concerns, I would now like to open the floor to our membership, and I will do my best to answer your questions, to alleviate your concerns.”

***President Pascoe then called for any discussion on the issue.***

Past President Wayne Fitzgerald called for a recorded vote on the issue, as it may be scrutinized later. The total membership is not in attendance so there was some preliminary polling conducted by the manager. Perhaps it would be best to do a proxy voting system in the future, to ensure we have the support of the majority before this is finalized in the future.

There being no further forthcoming discussion, Manager Kate Russell then presented various emails received about the issue:

**MESSAGES FROM MARKDALE CHAMBER MEMBERS:**

***From Charlie Rheaume, Vice President of Operations – Chapman’s Ice Cream:***

Oct. 11  
Hi Kate,

I will enjoy the trip.

I read the minutes and support the idea of changing the name.  
My only concern is: will the businesses in Markdale still identify themselves to this new name and continue to support the Chamber.

I know Chapman's will but I do not know about the commercial side.

Charlie

***From Allan Olsen, President of Oleyland Inc.:***

Nov 26

Markdale Chamber of Commerce

Hi Kate

I got your phone message regarding the AGM on Thursday. Unfortunately, I am working out of town and will not be able to attend that meeting.

I have some reservations though about the conflict with the Flesherton Chamber that I read about in the paper.

From my involvement in the community and as a past President of the Markdale Chamber, there has always been some dissention between the two towns and the respective Chambers.

It would be great if the two would combine into one force and thus cut costs by sharing much of the overhead but I am not sure in reality that it will ever happen. (I spent 20 years living in Flesherton and 34 years in Markdale and the two towns never did agree on many things)

I would not like to see the "Markdale identity" and name disappear into the large umbrella of a regional area but that seems to be the way that progress is unfolding throughout the province.

I would have to say that if I was able to physically attend the meeting that I would likely vote against the motion until more discussion was held with Flesherton in an attempt to have a joint "One Chamber" community.

Those are my thoughts

Allan Olsen  
President  
OLEYLAND Inc

***From Lesley McKee, co-owner Field & Range Sportshooting Supplies:***

Nov. 29, 2007

Hi Kate: I am sorry I did not return your call asking for my opinion on the name change. You asked for it so here goes.

I like the idea of the name change as it offers a sense of unity amongst the communities. A more generic name will encourage membership from those who hesitated because they live and run business outside of the Markdale area.

Go for it.

Lesley McKee  
Field & Range Sportshooting Supplies

## **FROM THOSE OUTSIDE SOUGHT FOR ADVICE:**

***From Greta Kennedy, Volunteer Manager of the West Grey Chamber of Commerce:***

Nov. 26, 2007

Hello Everyone

This issue arose with Durham Chamber after amalgamation into the Municipality West Grey...our board chose to move forward and change the name to West Grey Chamber of Commerce, as it was apparent that future grants and programs would hinge on a cooperative inclusive attitude. It was felt we could have a specific group in each community that would focus on that community under an umbrella arrangement.

Unfortunately, seven years later it is still a work in progress.

Frankly business operates in a manner of making sense for the business, for example, those businesses on the edge of Hanover with Hanover addresses and telephone numbers attend the Hanover Chamber, likewise Normanby business park on the edge of Mount Forest attend the Mount Forest Chamber and Elmwood has its connections to the Bruce County side and so on. However a recent grant program that SEDC worked on for West Grey, would not have become a reality if there hadn't been a Chamber here, as it was expected by senior gov't levels to be a necessity in the partnership, and we were glad to do it. . Hopefully other programs will follow. The other bonus that should happen if a greater number of businesses band together is that a staff person can then be hired, and real work can then be done. The day of the volunteer is over. In my opinion , distances can't be too great between communities, because people just don't have the time to do the driving and still work at their business, so the communication doesn't happen.

Greta

***From Dave Barrett, Project Manager – Saugeen Economic Development Corporation:***

Nov. 26, 2007

Hi Kate,

Based on what little I know about the situation - my only advice is to keep the lines of communications open with everyone concerned.

- Try not to deal with the issues through the "media filter"
- meet with your members and meet personally with those who cannot attend the meeting if they have expressed concern.
- meet with the Flesherton Chamber executive...set an agenda (both sides must have input) for the meeting to stay focused and clear the air on all issues.
- once you have something to talk about that both sides agree on – then alert the media collaboratively with an announcement.

Take care,  
Dave Barrett

**FROM THE FLESHERTON CHAMBER OF COMMERCE:**

*President Pascoe had attempted on several occasions to communicate with Flesherton Chamber, and emails were still circulating.*

*As she is also a member of the Flesherton Chamber, she was privy to some of the emails, so those and other comments were read to the meeting – as follows:*

***President Hugh Parkinson's email to Flesherton & District Chamber members:***

Sent: Wed, 28 Nov 2007 4:52 pm

Subject: Flesherton Chamber of Commerce: Markdale Chamber name change

Dear Chamber Members,

As you may have heard or read recently, the Markdale Chamber of Commerce is voting at its Annual General Meeting on Nov. 29th, for approval to change its name to the 'Grey Highlands & Area Chamber of Commerce'.

Once we were made aware of their intentions, your Flesherton Chamber Executive met on Nov. 14th, discussed the matter, and during the meeting, called the Markdale Chamber President Teresa Pascoe, asking that the name-change vote be postponed.

She refused that request that evening, and again in her written response the next day.

*(NB: Manager Kate Russell noted as she read this, that President Pascoe could do nothing but refuse, as she was acting on a motion from the Markdale Chamber executive to go to the membership with the proposal.)*

Accordingly, the attached letter was drafted, and sent to the Markdale Chamber of Commerce and the listed media outlets.

This letter outlines the feelings of the Flesherton Chamber executive, and, in a measured way, addresses some false impressions and information as conveyed in the Markdale Chamber's press release (attached)

Before we take any other position or make any other statements, we would like to have some feedback from our members.

We look forward to hear from you all.

On behalf of the Executive, thank you,  
Hugh Parkinson

*(NB: The press release "attached" was not read at the meeting, as it had been in the newspapers – it is appended to the end of the minutes at attachment 1. The "attached" letter to the editor was not read at the meeting as it had been published, it is attached to the minutes as attachment 2.)*

***From David Turner, Owner – Flesherton Art Gallery:***

Sent: Wed, 28 Nov 2007 5:25 pm

Subject: Re: Flesherton Chamber of Commerce: Markdale Chamber name change

Hello,

well this does seem a bit aggressive to me. Although it may well be time for the area chambers to join together into one.

I do have a few questions myself.

Does the Grey Highlands council approve of this use of our municipal name when not used by a united chamber?

Should we as a chamber send representation to the Markdale chamber meeting tomorrow?

Who on council is the rep on our chamber and do they approve of this move?

Be well,

David Turner.

Flesherton Art Gallery.

***From Colleen Newell, Colpeppers Ltd.:***

Sent: Wed, 28 Nov 2007 8:06 pm

Subject: RE: Flesherton Chamber of Commerce: Markdale Chamber name change

Hi,.

As a non active member of both the Flesherton and Markdale Chambers my 'two cents' is probably not worth much.

I feel that the each of the Chambers vigorously represents their respective geographic areas and that these efforts may be diluted if a larger group is formed. Markdale may wish to consider a name change that more fully represents their activities without choosing a name that automatically subsumes Flesherton.

With regard to dual fees, for me this is not a problem as the benefits far outweigh the costs.

Regards

Colleen Newell

Colpepper's Limited

South Grey Inn

***From Dr. Jock Robinson (retired) – member of the Flesherton & District Chamber executive:***

Sent: Thu, 29 Nov 2007 11:13 am

Subject: Re: Flesherton Chamber of Commerce: Markdale Chamber name change

My first thought Hugh, and second and third, is that we have tried to discuss several times in the past few years amalgamation with the Markdale C Of C, you remember, always to be summarily turned down by whomever it was mentioned to in their executive. What is so different now?

Why are they rushing, supposedly to amalgamate - without any invitation to discuss the matter?

The haste with which this is being advanced, if it is really "amalgamation", without any forethought is indicative of subterfuge at worst or lazy, if not depressed, thinking at best.

If Markdale C of C wants to begin talks about amalgamation surely the thing to do now is

- i) cancel the proposed question at tonight's meeting
- ii) talk to us about the matter.

What could be simpler or more to the point?

Cheers

Jock

### **PHONE/FACE-TO-FACE POLL REPORT:**

Manager Kate Russell then reviewed a phone "straw poll" she took of the membership leading up to the AGM date. She was unable to contact all members – with 49 members not reached. Of those she did reach, 29 were in favour and 7 were not and some were undecided. (these numbers do not include members attending the AGM).

She reviewed a various comments from people, including:

- people felt they needed to know more about the plan of action
- people were sensitive to the Flesherton conflict and wanted discussion
- people were members of both chambers and felt they were distinct
- people were more concerned with losing identity of Markdale – but no fight
- people saw this as a natural next step after municipal amalgamation
- people felt it made sense as it would allow for cost savings and co-marketing
- people felt we may have to look at other name – like Centre Grey or add District
- people worried it would appear to be a takeover of Flesherton
- people felt the conflict between villages would never be surpassed as minor hockey has been trying to amalgamate the two villages for years with no results
- people felt change was natural part of growth in the area
- people didn't want to lose the Markdale name – as it is recognizable
- people felt this was more inclusive of all the municipality
- people questioned how the chamber assists the entire municipality without diluting service
- people were curious how a merger would work and still promote Markdale businesses

### ***Further discussion ensued:***

Municipal Councillor Lynn Silverton spoke to the question on an email from Mr. Turner in Flesherton on whether the council would object to the use of Grey Highlands in the name. She stated the council would not be concerned with the name use as the council has no control over these issues – including if a hockey team called itself after the municipality. She also mentioned she is proud to be the municipal liaison for the Markdale Chamber. She mentioned that Stewart Halliday is the municipal liaison for the Flesherton & District Chamber of Commerce.

Markdale Treasurer Don Kopplin wondered if Markdale approves the name change, but Flesherton doesn't – what then. President Pascoe suggested the matter would then return to the membership for approval – as she stressed the Chamber is member driven so must have approval before moving forward. Should the proposal pass, we would move forward to seek talks with Flesherton.

President Pascoe reiterated this is the start, not the end of the process and approval of the membership is required to move forward.

There being no further comment from the floor the following motion was put forth (a copy of which was included in the agenda package on the evening). A slight alteration in the motion was requested by Lynn Silverton to clarify the meaning in the final paragraph, this was a friendly amendment and is included in the following:

**MOTION:**

Whereas, the Markdale Chamber of Commerce executive recognizes the special projects run by the Chamber are of benefit to the entire municipality;

Whereas, the Markdale Chamber of Commerce executive realizes many of the Chamber's members reside or have businesses located outside the physical boundaries of the Village of Markdale;

Whereas, the Markdale Chamber of Commerce executive has sponsored and acquired grants to support projects throughout the municipality of Grey Highlands;

Whereas the Markdale Chamber of Commerce executive passed a motion at its Oct. 18, 2007 meeting to put forth a name change proposal to its membership at the November 2007 AGM;

Whereas the Markdale Chamber of Commerce executive felt it was important to assess the support of its members prior to entering into any discussions with neighbouring business groups, including the Flesherton and District Chamber of Commerce;

Whereas, if this motion passes the Chamber will enter into discussions with any local groups seeking to be involved in this process;

Therefore, the Markdale Chamber of Commerce executive puts forward the proposal to investigate the possibility of changing the name of the Chamber to better reflect its municipal-wide coverage to the Grey Highlands & Area Chamber of Commerce.

Moved by Patti Shaw, seconded by Janie Badgerow. Carried by recorded vote as below:

**Yays:** Wayne Fitzgerald, Dawn Fitzgerald, Janie Badgerow, Patti Shaw, Lesley McKee, Larry McKee, Donald & Jan Kopplin, Susan Roberts, Lloyd McFadden, Marie McFadden, Kelly Leeson. (13)

**Nays:** Colleen Boer, Rod Leeson, Doug Crawford, Read Hilton. (4)

**Abstaining:** Gene Matthews, Talisman support both Chambers. (1)

***THE FOLLOWING WERE NOT INCLUDED IN THE TALLY TO CARRY THE MOTION, BUT ARE PROVIDED HERE FOR INFORMATION PURPOSES:***

**PROXY BY PHONE/PERSONAL POLL:**

**Yays:** Brenda Stevens, Jack Burnside, Sam Crowe, Charlie Rheume, Bob Cottell, Doug Sowerby, Debbie Janzen, Pamela Matheson, Diana & John Irwin, Eber Willis, Heather Plantt, Hilde Worthington, Sue Barbour, Frasier Murray, Pam Petch, Nereda Manion, Mark Worthington, Danielle Canfield, John Daly. (20)

**Nays:** Colleen Newell, Phyllis Gardon, Allan Olsen, LeeAnn Shaw, Eric Allerton. (5)

**UNDECIDED OR NOT POLLED:** Susan Hill, Allan Thompson, Ray Swayze, Jane Field, Dianne Shropshire, Walter Jennen, Gerry Bowler, Ernie Nicholls, Steward Madill, Nancy Findlay, Cathy Hamilton, Heidi Kothe, Huron Bay Coop, Dave Armstrong, Shawna Phillips, Paul & Christine Bouius, Tom Levitt, John Davies, Alex Trafford, Lori Ledingham, Dann Olesen, Gay Weiringa, Bridgette & Grant May, John McCann, Rhonda Hill, Carson Magee, Todd McNally, Debbie Halbert, Karry Fairbanks, Chrissie Nash, Graciela Robertson, Richard McNaughton, Rose Austin, Sea & Ski Realty, Lynda Zaitz, Archie Dowker, Steve & Jim Dimakos, Carolin Ross, Jill Smith-Brodie, Tracy Carmichael, Ernie Trafford, Val Whitney, Lisa Coolidge, Terrence Wong. (47)

**NEXT STEPS:** The manager suggested this proposal will be investigated further, including initiating discussions with Flesherton & District Chamber and the question will return to the General Meeting in April 2008.

**ADJOURNMENT:** As the business of the meeting then being concluded, the meeting was adjourned by consensus at 9:15 p.m.

**ATTACHMENT 1:  
ORIGINAL PRESS RELEASE CIRCULATED TO LOCAL MEDIA FROM  
MARKDALE CHAMBER OF COMMERCE  
(as mentioned in email from Hugh Parkinson)**

PRESS RELEASE – FOR IMMEDIATE RELEASE

**Markdale Chamber considers changing name**

The time has come for a name change at the Markdale Chamber of Commerce as the organizations continues to expand its reach to the municipality and beyond.

Recognizing the reality of the amalgamated local townships and villages, the executive will take a name change proposal to the membership at the annual general meeting on November

29<sup>th</sup> at Talisman Resort. The proposed new name is the Grey Highlands and Area Chamber of Commerce.

“We already serve the entire municipality in many ways,” said Manager Kate Russell, explaining the move the executive approved at its regular October meeting. “Some of our executive already reside outside the village, and many of our members come from across the municipality and beyond.”

Russell, who has been with the Chamber for a year – beginning on one Trillium grant and successfully obtaining funding again from that organization to continue work on a local volunteer support and training initiative – is already helping businesses and non-profit groups from a much wider area than Markdale proper.

“The current grant is supporting our work with non-profit groups throughout Grey Highlands, especially a local event network which is bringing together groups from the villages of Flesherton, Feversham, Kimberley, Priceville and Rocklyn. “We are offering all non-profit groups in the municipality the opportunity to join the Chamber for a special rate of \$50 and will be hosting volunteer training sessions in the new year, for all interested area volunteers.”

This project, which sees the group becoming more and more a “Chamber of Community,” is supported by Trillium and the current executive. The grant will also see the Chamber host two new events – one in Eugenia at the Gold Rush Days with a children’s art workshop begun last year, and a second in the spring in cooperation with the Flesherton Chamber of Commerce.

“We are already working with groups outside the village,” said Russell, who also sits on the Grey Tourism committee, acts as secretary for the Grey Bruce Multi-Chamber networking group and is a member of the Centre Grey Physician Recruitment and Retention Committee. “The name change is almost a housekeeping matter to reflect the reality of the work being done by the chamber to promote the local area.”

The Chamber runs a community and tourism information centre out of the offices at the Olde Firehall in downtown Markdale. This serves as a one-stop information shop for local residents, volunteer groups and visitors alike. The Chamber raises funds for the new Centre Grey hospital and plans a fundraising drive in the new year to raise awareness and funds for the restoration and eventual redevelopment of the Olde Firehall.

“We want to work with our neighbours to benefit the entire municipality,” said president Teresa Pascoe, who clarified the name change is not a merger proposal with the Flesherton Chamber, as she sees that organization as being very effective in branding and promoting their own village. “With our manager and resources, we feel we can offer much to area businesses, residents, volunteers and visitors. This will also assist us in dealing with larger regional groups like the Regional Tourism Marketing Partnership, as we will be able to speak for the whole municipality.”

The idea has already passed unanimously through the Chamber executive, and will go to the membership for ratification at the AGM on November 29<sup>th</sup> at Talisman Village Resort.

That evening will include speaker Mark Kraemer, former mayor of Saugeen Shores – which faced amalgamation and come through with a positive vision for the future. Business spotlights on the evening will include Talisman, Field & Range Sportshooting and McFadden Insurance, which provides discounted insurance to members.

A social hour at the meeting will run from 5:30 to 6:30 with dinner and meeting to follow. The cost for the dinner is \$30. The meeting only is no charge – with the meeting scheduled to begin at 7:30 p.m. All are welcome, but only members will be able to vote.

For those unable to attend, correspondence is welcome and will be read to the membership at the meeting. To register for the dinner or for more information contact 519-986-4612 or email [markdalechamber@cablerocket.com](mailto:markdalechamber@cablerocket.com).

**ATTACHMENT 2:  
ORIGINAL LETTER TO THE EDITOR RESPONSE FROM FLESHERTON  
CHAMBER OF COMMERCE SENT TO MARKDALE CHAMBER AND LOCAL  
MEDIA OUTLETS  
(as mentioned in email from Hugh Parkinson)**

Thursday, November 16, 2007

Dear Teresa Pascoe,

On behalf of the Flesherton & District Chamber of Commerce, I cordially request that your organization not move forward with your proposed name change at your November 29<sup>th</sup> meeting.

Your proposed name change implies that your organization is the only Chamber of Commerce representing businesses in this Grey Highlands district and that is a false impression.

The Flesherton & District Chamber of Commerce draws its support and membership from our mutual Grey Highlands district. In return, many of our initiatives are beneficial to business, tourists, weekend residents and visitors in all of Grey Highlands – including a very busy Tourism Information Centre, and our support to Grey Highlands events such as the Eugenia Gold Rush Days, Split Rail Festival and the Farmers' Market. We believe that our membership and indeed the economic prosperity of the district is best served by organizations such as our working together, rather than against each other.

Executive members of our Chamber discussed this matter at our regularly scheduled meeting on November 14, 2007. At this time, our members expressed concern and surprise at this apparent “neighbouring aggression.” Was this heavy-handed approach a demonstration of how your organization wanted to work together with others? And how would businesses be better served by this confusion of names? Certainly this new name would make you more attractive to potential funders – who would assume that you are the single voice of economic development in all of Grey Highlands – but that would be an erroneous assumption. Some members even suggested that *we* change our name, too. Perhaps we should be the Centre Grey Chamber of the South Grey Chamber of Grey Hilands C of C (note the alternative spelling).

The Executive instead deferred to this formal request: We request that your organization not change its name at this time and instead enter into discussion with our group about the future of both our organizations. We have many things in common and many ways that we can work together effectively to ensure the greater good of our members and our district.

In the interests of local economic prosperity and chamber harmony we request a written assurance by November 19, 2007 that your organization will not move forward with its name change at this time.

Sincerely,

Hugh Parkeinson, President (519-924-0150) [hicklinghouse@bmts.com](mailto:hicklinghouse@bmts.com)  
Flesherton & District Chamber of Commerce

Cc:  
Markdale Standard  
Don Crosby  
Flesherton Advance  
CKNX Radio  
CFOX Radio  
Owen Sound Sun Times  
Municipality of Grey Highlands

### **ATTACHMENT 3 – FURTHER CORRESPONDENCE**

***MARKDALE RESPONSES AND FURTHER CORRESPONDENCE AS FOLLOWS (in chronological order):***

***Oct. 26 – via email (notice of motion after Oct. 18 executive meeting):***

Hello Hugh.

On November 29<sup>th</sup> we are having our Annual General Meeting for the Markdale Chamber.

At that time we plan to take to our membership the idea of changing our name from The Markdale Chamber of Commerce to The Grey Highlands and Area Chamber of Commerce.

I wanted to let you know about this as soon as possible, and invite you to discuss the change with me if you so desire.

This is something we have been thinking about for some time now, and with the recent Trillium Grant provided with the idea of working on a Grey Highlands Volunteer Initiative, we felt the timing was right to make this change.

Our executive voted on passing the name change at our last meeting, and we hope to ratify the vote at our AGM. We are of course planning on making our membership and the public aware of this decision prior to the meeting, in order to give everyone a chance to discuss the change and voice their opinions.

We have discussed the idea with some members of Council and they are in agreement that the change is a positive one.

Please note that we are not looking at overshadowing the Flesherton Chamber, or making any changes to what you are. We recognize the importance of your Chamber and the positive things you do for the community. Of course, we are open to the idea of merging the Chambers in the future, but that can only come once we (the two Chambers and communities) are ready for such a change.

We see ourselves however, as a Chamber that does serve the entire Grey Highlands Community, through our Volunteer Initiatives and the Tourist and Information Booth. We want all businesses to feel welcome to join the Chamber, to get involved, and to benefit from what we can offer.

We will be extending an invitation out to you, and members of your executive, to join us at our meeting. It will be held at Talisman on the evening of November 29th. Once we have all the details finalized I will extend a formal invitation.

Thanks Hugh, I look forward to hearing from you.

Teresa Pascoe  
519-986-4065

***Correspondence via email following being phoned at 9 p.m. at night from the Flesherton & District Chamber of Commerce's executive meeting:***

Hello Hugh & Stewart.

Thank you for taking to time to contact me this evening during your meeting. As I have mentioned in the past, I welcome your feedback around this proposal.

I first wanted to clarify that The Markdale Chamber of Commerce is not a member of the Canadian Chamber of Commerce. Membership with them is not mandatory in order to benefit from the Chambers Group Insurance Plan, nor is it mandatory to maintain your status as a Chamber. I am however interested in seeing the correspondence you had mentioned.

In response to your request that we remove this proposed name change from our agenda, I wanted to let you know that this will not be happening. I know you feel that we are moving too fast on this, however, we see the vote as the first step in making the change. If we receive approval from our membership, we will then follow the necessary steps needed, obtain proper legal advice and make sure we are doing everything necessary to do this in an orderly manner. This could include conversations with your Chamber if you so desire. If the vote passes it will be months before the change actually becomes official, if it is even possible. We, the executive, did not see the logic in doing all of the leg work before we knew if the membership would approve the change.

From our conversation, I get the feeling that the Flesherton Chamber is open to the idea of a merger. If this is in fact the case, I welcome opening this discussion, and coming up with

proposals on how a merger would take place. We recently have been in contact with a representative from the merged Fergus/Elora Chamber on a different matter, who may be able to give us some insight on how it could work. I strongly feel that the resources of the two chambers combined would be extremely valuable to the community. I also welcome the idea of a more experienced leadership.

That said, I reiterate the fact that we are not looking to force a merger, or take over your Chamber. We simply want to see the businesses of Grey Highlands given a sense of inclusion, and access to the services of a Chamber of Commerce. In the past, only the businesses in the village, the 'downtown core' have been the real benefactors of this.

I understand your concern that this will make the Flesherton Chamber less competitive in membership drives, however, I don't see that as a reasonable argument to stop the change, as there are viable solutions to that issue available.

Again I thank you for your feedback. If you would like to discuss this further, in person would be preferable, I will make myself available to do so. And as previously mentioned, you, your executive and members of your Chamber are welcome to attend our meeting, they simply need to contact the office to register. Written correspondence will also be considered.

Sincerely

Teresa Pascoe  
519-986-4065

***Response to letter above (Nov. 16) requesting to remove item from agenda:***

Sent: Nov. 19, 2007

Hugh Parkinson  
President  
Flesherton Chamber of Commerce  
Flesherton, Ontario

Sent via email: hicklinghouse@bmts.com

Dear Hugh:

I am writing in response to your letter sent November 16<sup>th</sup>, 2007, requesting that the Markdale Chamber not move forward with its proposed name change to The Grey Highlands and Area Chamber of Commerce.

As I have indicated in previous correspondence, the discussion and vote we are planning at our November 29<sup>th</sup> Annual General Meeting is only meant as a stepping stone towards this name change. We are simply trying to gauge the reaction of this change with our membership.

Should the vote pass, then our office will begin to take steps towards changing our name. This process will include researching the legal process, further input from our membership, and of course entering into discussions with your group regarding the future of our organizations. We do not anticipate any formal changes for many months to come, and will not make the change until all parties involved feel comfortable with it.

I apologize if there has been some confusion regarding our objective. I understand the concern of your chamber, and the perception of “neighbouring aggression”. Please know this was not our intention. I had hoped all along to enter into discussion with you prior to the media release. I regret that the correspondence I had sent to you ahead of time was not received and our intentions were not made clear prior to your meeting of November 14th.

Thank you again for taking the time to provide your feedback. I hope that you are able to attend our meeting on November 29<sup>th</sup>, I look forward to seeing you there.

Sincerely

Teresa Pascoe  
President  
Markdale Chamber of Commerce

***Flesherton response to emailed letter of Nov. 19:***

From: hicklinghouse@bmts.com  
To: pascoeroofing@aol.com  
Sent: Tue, 20 Nov 2007 10:07 am  
Subject: Re: Response to letter dated November 16th.

Hello Teresa,

This email confirms that I have received your response to our letter.

I have yet had a chance to touch base with other Chamber executive members to review your letter, but I am personally disappointed that you would choose to be dismissive of our position, especially at a time, early in the negotiative process, when much could be done to create an atmosphere of inclusivity.

If, as you say, this process is months away from fruition, then what harm could be done by entering into discussion before putting the matter to a vote.

I am sure we will be in touch once the Flesherton Chamber has had a chance to review your letter.

Hugh