

**MARKDALE CHAMBER OF COMMERCE
EXECUTIVE MEETING – FEBRUARY 19, 2009
7 p.m. SIDEKICKS CAFE
MINUTES**

CALL TO ORDER: 7 p.m.

ATTENDING: Doug Crawford, Charmaine Peever, JD Daly, Wayne Fitzgerald, Patti Shaw, Rick Gamblen, Kathy Gamblen.

REGRETS: Lynn Silvertan, Shelley Lapointe, Don Kopplin, Janie Badgerow, Kate Russell.

AGENDA ADDITIONS: Kathy Gamblen was welcomed as new director.

APPROVAL OF PREVIOUS MINUTES: Executive Meeting, Jan. 15, 2009

MOTION: Moved by Charmaine Peever, seconded by Patti Shaw to approve the minutes from January 15, 2009. Carried.

BUSINESS ARISING:

Business Directory: Doug met with Flesherton Chamber President Dave Turner on Wed. Feb. 18. Charmaine Peever and Kate Russell also attended from Markdale and Barbara Mackay attended from Flesherton. The group discussed commingling business directories. They are on board along with the Municipality of combining one Business Directory. They would supply a link to both towns. The Municipal site needs to be redesigned and would provide a link to all businesses with websites. The Municipality needs volunteers from both areas to update the information. A question of who would maintain the site was raised. This realistically would not be ready this summer. There might be someone from the community who might be interested. Wayne suggested the list could be divided up so one person is not doing the work. Kate has a distribution list to contact other members. Dave Turner briefly discussed an amalgamation. A discussion about using the next year to work out hurdles, including differences in fee structure. Might be important to meet with both boards and invite Saugeen Shores previous President as he said he was willing to help at the AGM. (see attached meeting notes, compiled by Kate Russell after the meeting with Flesherton – Attachment 1.)

ACTION: March meeting with both executives to form a committee to sort the database.

Golf tournament: There was no reason to partner with hospital to raise money for the foundation. Discussion followed. It was decided to go ahead with a tournament tentative Sep. 14, 2009. Suggested as a Firehall Fund. This year promote it better and keep costs small. Rick talked about his previous experience with the Oshawa golf committee and offered suggestions including moving the date earlier in the year. He would be interested in sitting on a committee.

ACTION: Form a committee after the GM (May) to organize the golf tournament as more potential members attend. Wayne, Doug, JD, Rick will sit on committee.

Benefits Quote: Benefits would be for Kate & Ron at approximately \$240.00/month. The purpose was to trade some time for benefits. Rick said an employee must have a minimum of 20 hours/week to be eligible for benefits.

ACTION: Discuss with Kate and Doug & Charmaine to draft a contract.

MOTION: Moved by Doug Crawford, seconded by Wayne Fitzgerald that a contract be provided and include a minimum of 20 hours/week for the Chamber. Carried

Signatory: Doug and Charmaine have completed requirements for signatory.

Cruise Night: Chamber Manager has set up advertising. Flyers need to be printed. Rotary would like the Ice Cream Festival to continue and Doug suggested tying both together on the same weekend including a concert on the Saturday night and combining advertising. This would be Friday, July 3, 2009. Next Ice Cream Festival meeting is Feb. 26.

ACTION: Janie and JD will represent Chamber on committee.

Summer Student: Application was sent Feb. 5, 2009. There were more applications than money available. May need to pay directly. Deferred to the budget.

ACTION: Budget discussions re: summer student costs.

Physician Recruitment: Decided Chamber representative on committee must continue.

ACTION: Suggested Kate send out a mass-email asking for volunteers to sit on a committee.

Letter Writing Campaign: Not applicable any more.

PRESIDENT'S REPORT: Doug Crawford

They are still looking to form Development Committee. Mayor Brian Mullin said he was moving ahead to develop the area. The Golf course development is looking for private money to develop it. Stan Baker is very concerned and it was suggested to ask Stan to volunteer and form a board or BIA/Markdale Chamber initiative similar to Walkerton. Wayne, Rick would be interested in participating. Area has challenges to attract business – transportation costs, buildings are limited, tax base is too high. Tax base has had little changes in twenty years. Vice president position will be left vacant temporarily until a suitable candidate is found.

ACTION: Doug will ask Stan if interested in starting a steering committee.

MEMBERSHIP REPORT:

Defer to Kate if o/s members. Rick asked if the Chamber donates a gift to any new business. Doug said it would be a good way to welcome them as it was done in prior years. Kathy also suggested we use it as a photo opportunity into the local papers. It was suggested to use a potted plant approximately \$20 - \$25. The Gun Shop should be the next opportunity. Rick asked how many hits to the website and if known every month, this could be recorded in the minutes.

MOTION: Moved by Wayne Fitzgerald, seconded by Rick Gamblen to approved complimentary memberships for Don Kopplin, Richard McNaughton and Grey Highlands Library. Carried.

PAST PRESIDENT'S REPORT: Wayne Fitzgerald

New subdivision: Nothing new to report. The board has chosen a Primary Care site and identified a secondary site. Discussion among board regarding the Hospital Trust Fund.

TREASURER'S REPORT: Don Kopplin

Treasurer was not able to attend. Payables deferred to March meeting.

Budget was deferred to the end of the meeting.

MANAGER'S REPORT: Kate Russell

Trillium grant for Olde Firehall: Waited for the Municipality to collaborate and could miss the deadline. Provisions should be in the budget.

CORRESPONDENCE:

Nothing submitted

NEW BUSINESS:

50/50 Draw: There were not enough volunteers last year. We need someone aggressive to go door to door and promote the draw. Rick suggested that due to the draw being held on Cruise Night, sell most of the tickets that weekend, having the draw on Saturday night.

ACTION: Doug will get the license from the Municipality and order the tickets

Moonlight Madness: There is no cost for advertising, combined with Santa Claus Parade

ACTION: Ask Kate if she can work at Sponsors for Cruise Night and Santa Claus Parade.

BUDGET: The board went item/item on the budget, approving most items. There were some questions for either Don or Kate. It was decided to defer the budget as the first item on the agenda of the March meeting.

MOTION: Moved by Charmaine Peever, seconded by Patti Shaw to approve the ad and expense for Cruise Night with a tagline regarding the Ice Cream Festival. Carried.

THANKS: The Board thanked JD for hosting the dinner/meeting. JD thanked everyone for their donations to the Heart & Stroke foundation.

ADJOURNMENT: 9:10 p.m. by Doug Crawford, seconded by Wayne Fitzgerald.

NEXT MEETING: March 19, 2009 at Sidekicks. Dinner at 6:00 p.m. Meeting at 7:00 p.m.

ATTACHMENT 1:

MEETING NOTES

FLESHERTON MARKDALE ECONOMIC DEVELOPMENT (FleshMarkED)

Feb. 4, 2009 – 5:30 p.m. Flesherton-Markdale Legion, Flesherton

ATTENDING: Doug Crawford, Markdale Chamber President; David Turner, Flesherton Chamber President; Charmaine Peever, Markdale Chamber Director; Barbara MacKay, Flesherton Chamber Director; Kate Russell, Markdale Chamber Manager

PURPOSE: Initial meeting of two Grey Highlands Chambers to discuss cooperation and partnership on an updated area business directory.

CALL TO ORDER: The meeting started at 5:30 p.m.

Charmaine: Outlined the purpose of the meeting, as arranged with David Turner for the two Grey Highlands Chambers to find a mutual project to work together on for the betterment of economic development in the municipality and surrounding area.

Barbara: Noted the three business directories online in the area – on Flesherton site (www.flesherton.info); Markdale site (www.village.markdale.on.ca) and municipal website (www.greyhighlands.ca). The three directories represent a redundancy and are all at different stages of update/effectiveness/inclusion.

There is a potential for the two chambers and the municipality to collaborate and potentially develop a single stand-alone website to serve all three organizations. This could be maintained collectively and updated if a “content server” website is compiled and put on a single site.

Doug: Mentioned the opportunity to have a printed business directory as well. Noted that Kate had previously offered to form up a proposal for a revenue generating business directory (would sell ads into it etc.)

Kate: Clarified this was an idea, and a proposal was pending. Not prepared to move ahead or commit to project at this time. Though agreed this would be a potential revenue generator and admitted she had considered it as a business proposal. She clarified she was attending the meeting as staff of the Markdale Chamber.

Barbara: Noted the older directory of Flesherton was published by Chamber and distributed throughout the area (Kate noted Markdale had historically done the same). These individual village directories were put aside when the municipality began publishing a directory.

Charmaine: Noted the municipal directory does not allow businesses outside the Grey Highlands municipality to be listed. A drawback from the perspective of businesses with Flesherton, Markdale and the municipality as “communities of interest.”

Barbara: Noted the original municipal directory database was created under a grant. When funds ceased, there was no further updating or maintaining other than what was on the municipal website – so became outdated.

ACTION: A comprehensive, up-to-date business directory needs to be created that combines all three directories and confirms information listed. Kate noted she created a list from the municipal website in 2008 for a membership drive. She will direct her CSO worker to compile this combined list over the next couple of weeks while she is away.

Barbara: Noted there would be costs associated with the website listing, including programming for the directory, hosting fees, updating/maintaining fees if outsourced to a web design firm. She suggested, and David agreed this would be tendered. In past Flesherton directories, a variety of revenue generating/neutral ideas were considered – members listed free, non-members a line only – but could pay for further info listing. Users of the directory need to be considered.

Kate: Suggested this directory could also list events, non-profit groups, emergency numbers etc. to become a definitive Grey Highlands area directory for visitors and residents.

Charmaine: As the publication would be time-sensitive and a large task, we need to defer it for the time being and concentrate on immediate task at hand of updating current database of business listings.

David: Suggested taking the idea to the municipal council for discussion and approval (to use municipal web listing). In this presentation to council (tentatively scheduled for Feb. 23rd) it could be outlined that the Chambers are willing to work together, would like the municipality to possibly pay for hosting the website (domain name to be determined).

Kate: Mentioned of all three online directories, only the municipality’s has an ability for individual updating and correction. This web listing database was designed by Running Tide in Clarksburg. Depending on the work-for-hire agreement between Running Tide and the municipality, there may be a potential to use the municipal database as a starting point for the compiled and updated listing. Perhaps it could be hosted by the municipality. She also mentioned this request may need to go through the municipal Economic Development & Tourism Committee (a committee of the whole council) or could potentially go to a council meeting (where media would be present).

ACTION: David Turner will speak to Councillor Stewart Halliday regarding best way to access council – through committee or council. He will then request a deligation spot on the Feb. 23rd council or a EDTC committee meeting.

PRESENTATION: Will be made by Doug & David with Barbara as support. It will include:

- announcement of Chambers partnering on local economic development
- opportunity to erase redundancy of several listing with one comprehensive list
- request for municipal support through access to directory – potential to utilize it as the foundation of a new directory (requires clarification of database ownership)
- request for funding/in-kind support to pay for hosting fees (will municipality host it on own server or pay annual hosting fees for this project)
- offer for Chambers to work together with volunteers and/or staff to maintain and update website to keep it current and effective
- opportunity to link this listing to other sites – villages/municipality/others (SEDC)

Charmaine: Wondered if this presentation should be backed up by “gallery audience” of members. It was thought this could be initial contact, if municipality not in favour, then would seek support of membership (voters).

Doug: Attempted to determine who on council would support this idea. Was considered the two Chamber liaisons – Councillors Halliday & Silverton would likely support. Potential for Deputy Mayor Dave Fawcett and Paul McQueen would support. Members will attempt some lobbying prior to presentation.

PLAN OF ACTION:

Feb. 2009:

- update/combine area business directories – Markdale Chamber
- determine domain name/hosting fees (budget) – Flesherton Chamber
- lobby councilors prior to presentation to assess support – Doug/David
- present to council/EDTC: announce project, seek support – Doug/David/Barbara

March 2009:

- determine terms of reference for project (need program or not) - FleshMarkED
- tender/hire programmer for dbase if municipal one not available - FleshMarkED

April 2009:

- upload database to website – host (municipality?)
- press release and photo re: project/invite businesses to post - FleshMarkED

Spring/Fall 2009:

- develop proposal for printed publication piece – Markdale Chamber
- determine terms of reference/strategy for print project – FleshMarkED?
- tender and/or assign project as determined – FleshMarkED?

Winter 2009/10:

- promote and develop print publication – To Be Determined (TBD)
- sell ads/fundraise to cover ads - TBD
- develop potential as revenue generator for chambers/publisher - TBD
- desktop publish publication for Spring 2010 print run - TBD

The group then decided to come up with a casual working title for the group – some ideas were put forth with Flesherton Markdale Economic Development (Flesh MarkED) determined as an interim title for the group.

ADJOURNMENT: Meeting adjourned by consensus at 6:30 p.m.