

MARKDALE CHAMBER OF COMMERCE EXECUTIVE COMMITTEE MEETING

Walter Harris Memorial Library – Jan. 17, 2008 – 7 p.m.

MINUTES – APPROVED AT MARCH 27, 2008 EXEC. MTG.

ATTENDING: Teresa Pascoe, Nereda Manion, Janie Badgerow, Doug Crawford, Charlie Rheame, Wayne Fitzgerald, Don Kopplin, municipal liaison Lynn Silverton, Manager Kate Russell.

REGRETS: Mark Worthington, Patti Shaw

GUESTS: Grey Highlands municipal CAO Kelley Coulter, Councillor Manley Risk.

WELCOME & CALL TO ORDER: 7:05 p.m.

DELIGATION: Municipality of Grey Highlands CAO Kelley Coulter

Brought application for Trillium, endorsed to submit again in 2008. Made four copies – copies of assessment criteria for the application.

Kelley is seeking one individual to represent the Chamber in the application, she will work directly with that individual. Through partnering, hopefully we will be successful with that application for restoration funds.

Past application was declined due to “lack of community support letters” as per earlier discussions with Earl Evans. Trillium representative Theron Kramer had indicated it would be advantageous if it included other groups – used by other groups. Now Theron is gone, potential to get some guidance from the person now coordinating the area Trillium grant applications. Best to speak to them.

Kelley noted it would be in everyone’s best interest if it was a collaborative. There is concern a municipal application would be from a “mindset” of municipal thinking, better to include the community with potentially the Chamber taking the lead.

Mark Lemon from Owen Sound sits on the grant review team. Manley mentioned it to him at another meeting, and he thought this would be a good opportunity.

There was some discussion about the way the grant application will change – perhaps it will increase. There are some structural remedies that need to be taken to restore the firehall – this is not for re-development, but restoration. Manley noted he mentioned it was mostly for safety to restore. The north wall and tower need some corrections.

Could address the roof issues on the original building (needs new metal roof). We could also include the flat roof on the new part. Long term goal is to fundraise to redevelop the

entire building (with new hall as well) so looking forward that could be a goal. Could be \$20,000 to do new roof on the back.

If doing properly, would need roof-mounted furnace and air conditioning – perhaps another \$25,000. A membrane roof has been priced previously. Best to do all at once, than to do piecemeal. Also would require some 3-phase hydro to allow for roof furnace and air conditioning. Thought it might work if IGA was redeveloped, but not happening, so need a way to feed this into the building.

Manley mentioned how “sad looking” the building is looking and how important it would be good to restore it to a good state as it is a good face for the municipality. Could be as much as \$250,000 to redevelop, eventually as the roof expenses will keep mounting.

Charlie mentioned how roof membrane could be installed and capped where the openings for later additions could be.

Kelley mentioned she had met with the Manager about a potential lease for the building. The existing lease expired some years ago, and a month-to-month occupancy lease has been held to date. If the lease is 5-years or longer, makes Trillium monies available.

Has been redefined, was endorsed to second reading, and will be forwarded to the manager for review and approval by the executive. It is a 5-year lease, rate of rental is \$2,500, parking is limited etc. Only significant adjustment is the reference to renovations – so rental payment is cash per year.

Lease will return to next council meeting. There are concerns about doing renovations, as funds for this new rental cost would draw away from the funds put in to building maintenance.

There are other carrying costs the municipality has for the building, rent would cover these costs of approximately \$2,000 a year. These are for insurance and heat plant costs (furnace is not turned up, but does keep a minimum level of heat in the building).

Some discussion on how we may recoup funds through rental rates for storage etc.

Roofing company locally offering demonstration roofs to get some business locally.

ACTION: Manager was directed to work with past president Wayne Fitzgerald and Kelley to create the Trillium grant application.

Upon conclusion of the presentation, Kelley and Manley then left the meeting.

APPROVAL OF PAST MINUTES: Past minutes from Oct. 18, 2007 were reviewed.

MOTION: Moved by Wayne Fitzgerald seconded by Don Kopplin to approve the previous minutes. Carried.

BUSINESS ARISING:

Name Change: passed at AGM – investigating through member survey ongoing – went out with membership renewals and are trickling back in.

Horticultural letter: letter out – response pending.

Weed control letter: Lynn had a copy – municipality is not going to do action on that – no equipment and no funds or manpower. Country sprays are contracted. High school does a clean-up day twice a year – perhaps this could be a way to get this done. In Flesherton the children painted sidewalks in village for Spring Fling. If schools will already do that, maybe a weed control crew. Charlie suggested potential as a fundraiser, volunteer activity. Would municipality offer some kind of reward for that. Maybe allow this as volunteer hours.

ACTION: Lynn will talk to school, Anne McLaughlin at high school - if no go – potentially SEGSS (as they also do our snow shoveling). Potentially could do a spray sponsored by the Chamber. Charlie mentioned Saharavich does it with salt – only. Kate will seek the cost of having this done on the downtown sidewalk area to first streets. Clarification of responsibility for main streets in Markdale. Curb to curb is county, sidewalk over is municipality. Would need to clear spray other than salt.

Radio campaign: okay – still collecting – Chamber took a second portion to cover the cost of the campaign, this additional cost was covered by the parade monies.

Christmas wreaths: these were arranged with the municipality and are up. They will now need to come down. Kate mentioned they had come down automatically in the past.

ACTION: Kate call re – taking down decorations.

Additional decoration: to be addressed next year. Christmas decorations – need mounting brackets up to have ready for next year. There is still some money with municipality to finalize the parkette fixtures.

ACTION: Tom Levitt will be approached about leftovers in budget and ideas on how to use it.

PRESIDENT’S REPORT:

Moonlight Madness & Santa Parade: Were both successful, firefighters successful with calendar signing and sales. Not enough promotion on Wolf Dog showing. Experience, presentation not well attended. Parade was great, made money on parade for first time and covered extra radio campaign.

Wolf Dog Show: Upcoming Jan. 22nd – 7 p.m. showing at library for Friend’s of the Library “Community Connections” series. Free admission. Will have donation bucket, brochures and surveys.

VICE PRESIDENT'S REPORT:

- new members: Markdale Chiropractic & Massage Therapy
- Bayshore Broadcasting invoice out upon request
- invoices out to 91 previous members on Jan. 10, 2008 (with survey & poll)
- Four paid so far – 15 returns
- letters out to 300 potential members – with benefits package
- non-profit letters going out by end of January – with benefits and website info
- approximately 90 groups – will offer low rate/registry/training etc.

PAST PRESIDENT'S REPORT:

Health centre: Wayne updated the committee regarding a municipal committee struck to investigate a primary care facility construction. In principal, the surplus county lands will be purchased to facilitate the planning of the clinic and perhaps some development for seniors residences. Land deal is pending. Clarification of the primary care facility being different than a community health centre for underserved people, seniors and rural people.

TREASURER'S REPORT:

Presentation of financial statement: Year end report as of Dec. 31, 2007 was presented by Don Kopplin. Reviewed by committee.

MOTION: Moved by Charlie Wayne seconded by that the financial statement be accepted as presented. Carried.

Payables list: Attached. Payables for the month of January were presented by the manager, who gave a brief description of each item. All payables were approved except the ad in Saugeen Country tourism guide, as it was seen as not very effective; and the multi-chamber website idea as there needs to be more investigation and explanation of this project. Concept is good, but are concerns of potential for additional costs in future. (See manager's report, below, for more detail on individual items.)

MOTION: Moved Janie Badgerow, seconded by Doug Crawford to approve payment of the January invoices. Carried.

BUDGET REVIEW:

Draft for review. As hour was late – this was deferred to the next meeting.

ACTION: Manager will email copy of draft budget to executive members.

MANAGER'S REPORT: As the hour was late, this was also deferred. Manager did clarify the following briefly:

Trillium Interim report: Manager is currently working on the progress report for the Trillium grant – it is due Feb. 1, 2008 – so it top priority at this time. President will review and sign off on this report.

FEO membership: This was an approved payable. Has allowed us to post events to provincial publications and websites and is a benefit for our non-profit members as emailed information is often forwarded to events network members.

Summer student: Manager confirmed the executive would like to apply for another summer student for the 2008 season. Correspondence inviting the Chamber to apply has been received. This will be done in February before the February 29th deadline.

Website for multi-chamber: This was briefly reviewed under payables. It is an idea for a Grey Bruce multi-chamber website at www.greybrucechambers.ca. This is a new idea presented by the Town of the Blue Mountains chamber representative at the latest multi-chamber meeting. In principal the executive thought it was a good idea, but required more information on how it would work and expense over time before investing.

Souvenir book to carry: A new picture book by Neustadt photographer Telfer Wegg was reviewed as a payable. A copy was shared amongst the executive. It is a beautiful book and would perhaps sell well in our info centre. Wholesale is \$21 and suggested retail price is \$35. Some discussion over price, but will be set at SRP first to see how it goes. Approved the purchase of four books.

Collections for radio campaign: Radio campaign money is still coming in.

Saugeen Country ad: Manager offered this was a chance to get our new toll-free line out there. It was originally put forward to the event network as somewhere to co-market. But deadline too soon to get passed through so many volunteer committees. Manager had tentatively booked a business card ad to try out the publication, a copy of which she shared with the executive. There was confusion over the name (where and what is Saugeen Country?) and it was observed most ads are from the Durham area, where the publication is put together by the Saugeen Country Tourism Association. Upon further discussion, this ad was declined.

Member certificates again: The original idea was to put year stickers on the certificates – but they didn't really work out that way. It was offered people like the door stickers, so may return to those.

ACTION: Manager to report with ideas on options.

NEW BUSINESS:

Cruise Night: Doug Crawford, who is chairman of the Ice Cream Festival announced with regret there will be no Ice Cream Festival this year. The reasons for this were given as it being the Rotary 70th anniversary, so there will be less manpower for the event. The Markdale Agriculture Society has 150th fall fair as well. So committee decided to put resources into some of the other events. Will help out with Cruise Night. A motion was passed by the ICF committee to pay the Ice Cream festival share of the firehall expenses and to become a non-profit member of the Chamber. Cheques for these monies were

presented to president Teresa Pascoe before the meeting, and were then passed to the manager to arrange deposit into the bank account.

Discussion about the cost of storage for items in the back of the Olde Firehall ensued. It was a concern there will be increased costs to keep up the Olde Firehall now, so will need to revisit the cost of storage for items in the back hall.

IDEA: Doug suggested the possibility of a street dance after Cruise Night. This idea will be brought forward to a later meeting for exploration. DEFERRED.

Executive meeting & event dates: Will be emailed for review. DEFERRED.

Volunteer training sessions: DEFERRED.

Volunteer recognition night: Still municipal support? Manager is presenting to the budget committee of the municipality on January 23rd regarding this matter. DEFERRED.

ADJOURNMENT: 9:30 p.m. by consensus.

NEXT MEETING: February 21, 2008 at the Walter Harris Memorial Library.

Markdale Chamber of Commerce
Invoices for approval – Jan. 17, 2008 Exec. Mtg.

Prepaid or on bank account:

Hydro One	198.69	
Bell Canada	156.27	
SUBTOTAL		354.96

New invoices for payment:

Bell Canada (toll free line)	8.68	
SEGSS (snow clearing)	60.00	
Royal Cdn. Legion 333 (wreath)	37.25	
Murray's Print (mmbrrshp mailers)	107.35	
SUBTOTAL		213.28

Invoices/orders pending executive approval:

FEO Membership (for GHEN)	210.00	
Multi-Chamber co-op ad (promo)	262.25	
Saugeen Country ad (promo)	141.75	
Multi-Chamber website (promo)	250.00	
Grey-Bruce picture book (souvenir)	88.20 (4 @ \$21+ GST)	

SUBTOTAL	952.20	560.45
-----------------	-------------------	---------------

TOTAL JANUARY INVOICES/ORDERS:	1,520.44	1,128.69
---------------------------------------	---------------------	-----------------