

Markdale Chamber of Commerce – Board Meeting
June 17, 2010 – 7 p.m. - Sidekicks Café
MINUTES

ATTENDING: Doug Crawford, Don Kopplin, Janie Badgerow, Lynn Silverton, JD Daly, Kathy Gamblen, Kate Russell

REGRETS: Wayne Fitzgerald, Rick Gamblen, Savi Buchanan

PREVIOUS MINUTES: Not applicable – previous meeting was a General Meeting.

FUNDS UPDATE:

Canads Summer Jobs – advance payment pending for student salary.

Job Creation Partnership (JCP) – Kate has spoken with Ontario Ministry of Training Colleges and Universities (OMTCU) regarding our project application to conduct a Business Retention & Expansion Project for the agricultural business sector. Kate will not be allowed to be the paid participant, so Chamber will need to hire someone else under this program. Contracting will take some time, so will likely start in fall 2010.

Creative Communities Prosperity Fund (CCPF) – Cultural grant is underway with cultural assets inventory ongoing. Municipal Heritage Committee is interested in hosting a Heritage & Culture Days in 2011, so will work with this grant project as well. Public meeting for information and to announce the grant will be held at the Walter Harris Memorial Library on June 24th at 7 p.m. Kate is leading the current steering committee of herself, Sarah Redmond from South Grey Museum, Helen Jones of Artemesia Dance and Wilda Allan of Grey Highlands Public Libraries. Consultant John Harrison has met with the steering committee and is preparing background info and working to bring in a speaker for an October 2-day training session with Muncipal Cultural Planning Partnership Inc. He will be present at June 24th meeting.

ACTION: Need a board member to sit on the steering committee.

Community Adjustment Fund (CAF) – Chamber application for capital grant for Olde Firehall has been denied. No reason given other than program was oversubscribed.

ACTION: Reapply for next grant round for 2011.

Healthy Communities Fund – This is the grant the Chamber has taken lead on to work with new Highlands Community Cooperative. No announcement of funding yet. Expected in July.

Highlands Community Cooperative grant – Kate read a letter of request for a support letter and participation in a new “Need to Innovation” grant being sought through federal Rural Secretariat and Ontario Trillium Foundation. Chamber supported first Trillium grant that was denied. Now trying for a partnership between the Secretariat and Trillium.

ACTION: Kate prepared a support letter and it was signed by president Doug Crawford. Application will be submitted for July 1st with a November announcement.

FT Hill Bequest – funds have been received and are now in the Chamber’s “grant” account, not in operating account. This will need to be invested – likely as a trust fund under the Grey Highlands Community Fund.

ACTION: Committee to review the options and create bylaws for the FT Hill foundation.

SEDC news – Doug Crawford conveyed that the Saugeen Economic Development Corporation is “running on empty” and close to bankruptcy due to a long delay in their annual operating grant. They have announced there will not be a STARS nor SCoBE award gala this year. They have laid off staff while they await their grant. This may affect Dave Barrett’s involvement with the BR&E leadership team. The SBDC is still doing loans though – so we can still refer businesses there for loans.

ECONOMIC DEVELOPMENT COMMITTEE:

A meeting was recently held of this Chamber subcommittee. Decided to meet with developers to see if any would be interested in the Mallory property (former first hole of Markdale Golf Course) as it is now for sale. There are two developers in Hanover targeted to be approached to develop a retirement living community on the property. Lynn noted that the Abbeyfield development did not go ahead in town due to the lack of local doctors and the delay in the building of the new hospital.

ACTION: Doug and Rick will arrange a meeting with developers.

TIM HORTON’S DEVELOPMENT:

It has been suggested that the Chamber act as a liaison between the developer (Paul Lesante) and a committee of local community members opposing the Tim Horton’s development. It is thought there may be a potential to solve issues and come to some agreement to resolve some issues regarding this development. Potential to console the developer and the community. It is felt the project may be approved (before council June 28th) and there is a potential for the Chamber to be able to smooth the process and ensure the site planning meets the needs of community and the developer. There was some discussion about the opposition from the community, the churches and other local residents. The municipality may feel a need to pass the development due to the threat of Ontario Municipal Board action (and associated legal fees). It was thought the Chamber can not be seen to be anti-development, but as a non-political body may be able to approach the parties without the constrictions of the municipality or elected officials. There was discussion about the traffic lights potentially being dropped from the development and the idea that those involved in these discussions should become familiar with Provincial Planning Policy.

ACTION: Doug and a second board member (not to do this alone, always with a second witness) will approach the community group and the developer to see how the Chamber may assist to ease the development.

MEMBERSHIP:

The Chamber has met its budgeted membership level, with 82 members now active with the Chamber. The Farmers' Market is also bringing in members and vendor fees. Kathy confirmed that members receiving group insurance benefits will be sent a letter from the Group Insurance head office in Winnipeg advising them to pay dues and provide proof of such.

There is a need to seek more past members payments to meet increased Chamber costs. Kathy suggested she needs to know who Wayne has approached to renew their membership.

ACTION: Kate will get the summer student to compare the community business directory with the membership list to determine what other businesses we may approach for new membership. Kate and Kathy will also meet to develop a membership brochure package to deliver to potential and new members.

TREASURER'S REPORT:

Don Kopplin presented the latest financial statement. It showed the deposit of the FT Hill funds and the CCPF grant funds. There is a large amount of money in the grant account, but not so much in the operating account. Kate reassured the committee that the Canada Summer Jobs advance is pending, and her part-time wage will now be covered by the Cultural Grant to ensure the cash flow situation of the Chamber. Don reviewed the rest of the financial report, with no concerns.

MOTION: Moved by Lynn Silverton, seconded by Janie Badgerow to accept the financial report as presented. Carried.

PAYABLES:

Prepaid (auto withdrawal):

Hydro	205.97	
Telizon	68.39	
Subtotal		274.36

To be paid:

Leeson's – Firehall/office supply	232.36	
Bayshore Broadcasting – radio ads	210.00	
Dundalk Herald – GM ad	9.87	
Allan's garage – tractor fix	19.97	
Subtotal		472.20

TOTAL **746.56**

For approval (bills pending):

Sun Times (Discover GB – Cruise Night ad) 140.00 + tax (already ordered by Doug)
Markdale Standard – events ad? 150.00 + tax (NOT APPROVED)

Proposed:

Ad!mpact Program (Kate explained this co-marketing opportunity, NOT APPROVED – consider for 2011 if presented earlier in the year)

Bayshore Broadcasting – do we continue Shop Local campaign through July and August? (NOT APPROVED – Farmers’ Market ad running all summer to October)

Also Paid this period: (previously approved)

Billy’s Buck or Two – computer 915.30
Mun. of Grey Highlands – lottery license 30.00

MOTION: Moved by Janie Badgerow, seconded by Kathy Gamblen that the payables (as approved above) be approved for payment. Carried.

NEW BUSINESS:

Olde Firehall Cleanup – Kate and the summer student have begun a clean-up of the Olde Firehall. We need to get rid of hazardous waste (paints) and recycled oil. It was suggested the paint and oil could go to recycling depots.

Kate wanted approval to pay someone to take away the junk. Doug suggested we could do it with pick-up trucks. Kathy suggested she and Rick have a trailer to take things to the dump. It was suggested Stewart Halliday might want some of the ice cream cone signs. He will come in and look at them to determine if he can use them.

ACTION: Kate and Natasha will continue to work on the Olde Firehall next week, determine what needs to be recycled, what will be trashed and what could be given away. Doug and the Gamblens will be approached to take away trash when it is all collected and ready to go.

CRUISE NIGHT:

Promo Flyers/Posters: Discussion of the preparations for Cruise Night which is coming up quickly. Posters are ready for distribution. Flyers are already in distribution.

ACTION: Doug, JD and Janie will distribute flyers downtown and promote to the retailers.

People's Choice Awards: Sponsor Neverest has asked for a “People' Choice” award. They've collected many big prizes for this. We will need to develop a ballot system for this and a clipboard to record the entries in the Cruise Night (in past registration has been by ballot). There will also then need to be numbers for each of the cars entered in the event. Since there are a few prizes, we will have a first, second and third prize for People's Choice. MC JD will announce to the crowds to get involved. He is handling the live music as well.

ACTION: Kate will develop ballots for People's Choice awards – for attendees to fill out. A ballot box will be required. Will also create a clipboard fashion to track the entries, so when a numbered car is chosen, we will know who has won (something like the registration clipboards for Santa parade). Kate will also do up 150 #s for dashes of cars.

Door Prizes: Members are collecting door prizes. We have some prizes left from the golf tournament last year that was cancelled, these will also be used. Neverest has some prizes as well.

ACTION: Members will seek more door prizes. Janie will ask Dawna at County Line as she usually donates some door prizes.

Gift Grab Bags: These are usually given to each registrant. We only have 29 left from last year. We will need to find more things to put in them as well. The Chamber key chains have not been found – Kate does not know where they are as she was not involved with putting the bags together last year. She has been cleaning the Olde Firehall and has not come across them.

Things for the grab bags:

- Ice cream voucher – LeeAnne at Chilli Willi's
- Grey Bruce maps – Grey County Tourism (at Olde Firehall)
- Grey Highlands pins – Lynn Silverton
- Ontario Trillium Pin – Lynn Silverton
- Ice River Springs water – Lynn Silverton
- Coffee Cups? - Doug Crawford
- Chamber SWAG – if it can be found?
- Bags – Dawna Fitzgerald

ACTION: Members to collect bag items. Plan for stuffing bags prior to the event.

Signage/Promo: Kathy Gamblen expressed her concern we are missing out on a promotional opportunity with not having a sign south of town. She offered to put a sandwich board sign on their front lawn to promote and advertise the event. Kate mentioned it is also being promoted on the radio as part of the Chamber's “shop local” campaign. We also need to send out a press release.

ACTION: Kate will prepare a sign and deliver it to the Gamblens for them to put on their front lawn. She will also do one for the Farmers' Market. Kate will prepare a press release for the local papers, radio etc. and send it out by Friday, June 25th.

ADJOURNMENT: The meeting then adjourned by consensus at 8:55 p.m.