

**MARKDALE CHAMBER OF COMMERCE
EXECUTIVE COMMITTEE MEETING
Walter Harris Memorial Library – May 15, 2008 – 7 p.m.**

MINUTES - DRAFT

ATTENDING: Teresa Pascoe, Wayne Fitzgerald, Don Kopplin, Lynn Silverton, Janie Badgerow, Kate Russell

REGRETS: Mark Worthington, Nereda Manion, Patti Shaw, Doug Crawford

SEND WAYNE EXECUTIVE LIST

CALL TO ORDER: 7:15 p.m.

INFORMATION REQUEST: Lynn Silverton took a moment to thank President Teresa Pascoe for her dedication over the past year with the Chamber. Lynn presented her with a certificate for her volunteer work.

APPROVAL OF PREVIOUS MINUTES:

The committee then reviewed the last meetings minutes.

MOTION: Moved by Don Kopplin, seconded by Janie Badgerow that the minutes of the March 27, 2008 meeting be approved. Carried.

BUSINESS ARISING:

- *Olde Firehall Lease* – approved by council – paid rent – utilities pending (see payable list).
- *Trillium grant for Olde Firehall* – new quotes in – pending meetings with CAO/ Heritage symposium – Kate will be attending a Heritage Symposium in Toronto to suss out information on future historically designated site at Olde Firehall. Can be difficult if designated historical. No municipal reps going as known. Seek funding, information – avoid heritage designation.
- *Weed control* – no action as yet – no quotes returned. Lynn spoke to GHSS principal, asked to wait, kids now will be at Highland Quest at Complex (starts in fall). We will be able to draw on people to spray, assist with weeds. No spraying bylaws in place now. Hire a contractor if needs. Can salt water weeds. Janie brought up the issue of Trafford’s car lot – called municipality and they asked for letter. Spoke to Alf Trafford and he wishes Ernie would get rid of cars. Ernie can no longer drive or sell cars. Bylaw officer will open a file when he receives the letter signed by downtown retailers.

ACTION: Kate to give copy of earlier letter to Janie to attach to this letter.

- *Parkette* – no response from Tom Levitt – Wayne has followed-up with Tom, asking him to come to an executive meeting, there may still be money to match funds. Will ask him again. Perhaps murals, new planters for downtown garbage/flower displays.

ACTION: Wayne will ask Tom to come out to June meeting.

- *Flesherton Chamber* was notified of motion not to change name.
- *Markdale website name* – search pending. Lynn suggested the “high country” term – be used.

PRESIDENT'S REPORT: Teresa Pascoe

- *Flesherton Chamber* response to motion – Hugh called late in the evening to respond, didn't understand the email. Was explained and she was short with him as the hour was late.
- *Directors* needed – President, at large, industry rep. Insurance reps were invited, and have been invited again. Pat Palmer has been in discussion with Kate.

VICE PRESIDENT'S REPORT: Manager (VP not present)

- 65 regular members paid (with some comps as approved)
- \$7,325 collected to date
- H. Devereaux paid – not deposited yet
- Chapman's Ice Cream – not becoming a member – follow-up on it.

ACTION: Wayne will follow-up with Charlie & Chapmans.

- Potential for real estate area at info booth/welcome package for new residents?
- Non-profit letters not out yet – pending approval

PAST PRESIDENT'S REPORT: Wayne Fitzgerald

Tourism & Economic Dev. Committee – Three members including chair showed up at last meeting. Council made TEDC an ad hoc committee – with no vote. Wayne will stay on board – some development opportunities are moving forward with pipeline to council. Council committed to 3-4 TEDC meetings when the ad hoc committee requests the council to meet.

Orangeville Rail Press Release – Town sold railway for development to a “syndicate” purchased 3,200 acres of Downey potato farms. CP when wanted to tear up line, Orangeville stopped the tear up and bought line from Streetsville to Orangeville – paid \$3.2 M for it to not lose rail access for local manufacturers. TransCanada trail people got it. Operating rail way on the trail, so agreed to transfer to counties later. Agreement now between Orangeville and Highland Rail group – agreed to buy it for \$7M (supposedly from Streetsville to Georgian Bay). Two years of due diligence pending. Southgate hopes to see the railway extended to Dundalk. Bridge over Forks of Credit needs to be checked etc. Boon in activity, if a railway comes to Southgate. Aggregate access for gravel- with Oak Ridges moraine coming out of gravel business. Wants to develop to Georgian Bay – for deep water port in Owen Sound. Could then bring train through Markdale again. Rail beds have been maintained by municipalities (under county supervision) over the years. Potential to develop a Black History trail cairns up the old rail lines up to Tobermory. Grey Tourism information shows the Georgian Bay is being developed as a international destination, so may also be tourism trains. Wind towers and energy grids can also run along the rail right of way. Could then be a multi-faceted corridor for pole line. Potentially widen the right of way for more use. Private venture capitalists are behind this – money but long term return.

TREASURER'S REPORT: Don Kopplin

- *Financial statement* (copy available at meeting) – details: Trillium funding received. A GIC for \$5,000 of Trillium money is still on hand. Lynn helped to get the \$800 for donation from municipality for the volunteer night. Lynn mentioned a CIBC bonus account for daily savings. Insurance pulling in good money – more hospital money coming. (Main St. Video)

MOTION: Moved by Janie Badgerow seconded by Wayne Fitzgerald that the treasurer's report be accepted as presented. Carried.

- **The payables** list was then reviewed by the committee.

MOTION: Moved by Wayne Fitzgerald, seconded by Don Kopplin that the payable – as amended to defer the computer business directory

Wayne mentioned we really appreciate Don's work as treasurer, and thanked him and asked if he is still okay with the volunteerism.

- **Hospital collections ongoing** – some still to count and deposit
- **Trillium petty cash** – report with payables list for treasurer

MANAGER'S REPORT: Kate Russell

- **membership stickers** – ordered 100
- **Event Network brochure** – see copies – has been distributed so far to Flesherton & Markdale libraries, municipal building, at the Grey Bruce RTMP brochure swap. Will be distributed through info center and locations throughout the municipality and beyond. 5,000 copies to be distributed.
- **Trillium report accepted** – a revised fulfillment report to Trillium has been accepted. An extension was approved – end date is in October – all monies must be spent by this time. Final payment was received and deposited. See financial statement.
- **Volunteer Recognition and Recruitment Night** a success – approximately 80 people attended, 12 information tables, over 30 people at the Event Planning workshop. Council supported with \$800. Actuals budget pending.
- **Summer student approved** – Manager has received word the summer student was approved at a lower number of weeks. 9 weeks – 35 hours a week - \$8.75/hr. – Robyn returning.
- **Cruise Night July 4** - ads placed, flyer ready – letters pending – 50/50 draw? – SPONSOR? BAND? There was then discussion about options for live music at the Cruise Night. Ron Wyvill of the Rotary had supplied contact information for several musical ensembles, including jazz bands and acapella quartets. The prices ranges from \$300 for a quartet to \$700 for a 7 piece band.

MOTION: Moved by Wayne Fitzgerald, seconded by Janie Badgerow that the executive budget \$300 for a live acapella band at the Cruise Night, and that the manager and past president investigate the two quartets and an opportunity to hear them play and ensure they are mobile for movement through the crowds. Carried.

- **General meeting held** – only 8 people – Rick Gamblen interested in executive. Minutes on website.
- **New stationary and envelopes** received – see payable
- **Upcoming event – Flesherton Fling** – “batty” crafts at South Grey museum. In conjunction with the seasonal opening of the museum, manager will host a children's craft workshop at Memorial Park in Flesherton on May 17 from 10 a.m. to 4 p.m. Artists will also be displaying their work. All an enhancement event for the Spring Fling
- **Upcoming event – Eugenia Gold Rush Days** – Art by Eugenia Falls. As part of the Trillium grant fulfillment, enhancement event at Goild Rush Days – July 5 – 10 a.m. to 4 p.m. Kate will host a children's art workshop and juried art show at Eugenia Falls conservation area.
- **Radio advertising idea – GHEN** – deferred to later meeting due to the lateness of the meeting. Idea to use Trillium funds for radio campaign promoting Grey Highlands events. Potential to include a Chamber message or retailer portions. Both Bayshore Broadcasting (Country 93) and Blackburn Radio (CKNX – The Bull) have put forth proposals.

ACTION: Kate will meet with Grey Highlands Event Network to review the options. Potential to leverage Trillium funds if groups are able to put money into a co-marketing bucket.

- **Promoting discount home & auto insurance** – Manager has met with Secure rep. about insurance provided through ING insurance. Members interested are to contact the Markdale office and request to speak to the representative handling the Chamber discount plan. Janie mentioned she spoke to Wes Irwin about this and he didn't know about it or who to speak to.

ACTION: Kate will follow up with representative to ensure Markdale office knows where to send people for this discount. Will assist with promotion of this member benefit.

- **Business development** – new business/training centre – networked with SEGSS etc. (GO!) – Manager noted there has been some movement toward a training business moving to Markdale. She has been communicating with the owner who is headquartered in Orangeville. Has networked him with SEGSS and there is a potential to work up partnerships with new Highland Quest alternative school, Adult Learning Center and other local training. Potential to develop Chamber's online certificate program as well. Kate has connected businessman to local landlords to seek tenancy in space.
- **Job Directions & GHSS Career & Job Expo** – May 9 – invited but unable to attend due to being away that week from office for SCoBE gala. Went at end of day and it had closed early (was supposed to run until 7 p.m.)
- **Newsletter** – Manager is composing a newsletter to update members on items of interest. Still in development – will be out in next couple of weeks.

CORRESPONDENCE:

- **South Grey Dragon Boat Club** – sponsor paddles (4 @ \$50?)

There was discussion about the Dragon Boat Club request for a donation. It was felt by the executive present that as it is not a business promotion and it was still up in the air whether events would be scheduled this summer, the committee would defer a donation and ask the club to come back again if they have specific requests for events the Chamber may support.

- **Horticultural Society** – downtown flowers

There was discussion about how to put the budgeted money to good use in beautification. The Meaford style of garbage bin with flowers was reviewed and thought not to suit our downtown, as well as it looking like a permanent structure that would get in the way in winter snow clearing. Any downtown built structures like that would need to be reviewed by the municipality. Wayne and Janie discussed the idea of having a local fellow to water the plants downtown.

ACTION: Wayne and Janie will see about recruiting a volunteer to do the watering. Wayne will see about purchasing a rolling watering source for the volunteer to use. Kate will follow up with Meaford on how the planters there were built and if they are permanent or taken away in winter.

- **Trillium Foundation – workshop & awards** – June 4 – Kate to attend. This was an event that was cancelled due to weather in February. Rescheduled. Teresa may attend if not working by then.
- **Customer Service Workshop** – Tourism info centers – June 11 (\$25 plus GST) – Kate/Robyn to attend to inform and train them for the summer tourist season.
- **Grey Bruce Brochure Swap** – May 6 (\$20 cost – Trillium) Kate attended – distributed 2008 events brochure. Excellent event held at Cobble Beach Golf Course. Information sharing and networking.

- ***Job Directions*** - invite to consumer protection seminar – May 20 – flyer posted
- ***BGHPGT Training Board AGM*** invite – June 12, 2008 – anyone interested in attending-file
- ***Ontario Minister of Finance*** – GST/PST seminars – in info centre – newsletter
- ***Chamber Insurance Corp. of Canada*** – AGM – June 20 – anyone interested in attending – event is in New Brunswick. File.
- ***Chambers of Commerce Group Insurance*** plan – discounted similarities – clarification – file.
- ***Safety vests*** - \$10.95 each – not interested – will borrow from municipality again.
- ***Multi-chamber meeting*** – Wiarton – June 13 – Kate to attend.

NEW BUSINESS:

- ***Canada Day flags*** for downtown discussed – need to be up by Canada Day.,

ACTION: Wayne to purchase & be reimbursed prior to Canada Day. Janie will customize flags with pockets for hanging and grommets to affix to Victorian lamp posts.

ADJOURNMENT: 10 p.m.

NEXT MEETING: June 12, 2008