

Markdale Chamber of Commerce
Executive Meeting – September 17, 2009
7 p.m. – Sidekicks

MINUTES

ATTENDING: Doug Crawford, Wayne Fitzgerald, Kathy Gamblen, Don Kopplin, Lynn Silverton (municipal liaison); Janie Badgerow; Rick Gamblen, Charmaine Peever, JD Daly, Kate Russell

REGRETS: Patti Shaw, Shelley LaPointe

GUESTS: David Turner, President – Flesherton Chamber; Dr. Jock Robinson – Flesherton Director

WELCOME & DINNER 6 p.m. The board in attendance enjoyed a roast beef and salads meal provided by JD at Sidekicks. Cost was \$15 per person – collected for Sidekicks. Jock Robinson attended the dinner, Flesherton President David Turner arrived afterward for the meeting only.

CALL TO ORDER: 7:05 p.m.

AGENDA ADDITIONS: flower planters for downtown; tornado relief; Chapman's fire; snow removal update; new member request; joint venture advertising with Flesherton; Santa parade plans.

APPROVAL of previous minutes: The minutes of the executive meeting held June 25, 2009 were reviewed by the executive.

MOTION: Moved BY Don Kopplin, seconded by Janie Badgerow that the minutes of the previous minutes held June 25, 2009 be accepted as presented. Carried.

Wayne Fitzgerald then introduced a motion for the Chamber to pay for the coordinator's meals at meetings. Kate then paid for her dinner and will be reimbursed from petty cash.

MOTION: Moved by Wayne Fitzgerald, seconded by Charmaine Peever that the Markdale Chamber pay for dinner at meetings (including the AGM) for coordinator Kate Russell. Carried.

BUSINESS ARISING:

- *Community Adjustment Fund application* – Did not receive funds as at Sept. 10 announcement. Municipality has received funding in support of the Centre Grey Recreational Complex (Markdale arena). We will apply again next intake.
- *Golf Tournament* – cancelled by committee – gift table donations kept for 2010. Doug outlined the committee is still keen on the idea and will look at it again for next year – potentially in June as September is late in the season and there were other

conflicting golf tournaments scheduled this year. It was suggested the tournament may do better in the business community if it was held on a weekday – possibly a Wednesday. There is also a potential for this to become a joint effort between Markdale and Flesherton. Committee will revisit in the new year.

- *Summer Student* – completed her term – final report submitted – final payment received. Committee remarked that Jesse Lamberti did a great job for us this year. Kate read out correspondence from Jesse thanking the Chamber for her summer job this year. She is willing to come back next year if she summers at home.
- *Downtown Snow Removal* – Doug Crawford attended the roads committee meeting on July 22, 2009. Spoke to council, they acknowledged concerns about prompt snow removal. Touched briefly that both villages should have snow removal standard. They will get back to us on this.

ACTION: Lynn will follow-up. Doug may attend upcoming Roads meeting to see if anything is happening about this. Flesherton Chamber wants to be involved as well.

- *50/50 draw* – report: gross ticket sales: \$1764.00 – paid out: \$882 to Kathryn May of Owen Sound; our portion less expenses (\$60 license/168.37 printing) was 653.63. Photo and winner to be submitted to paper tomorrow. Thanks to Harry Trafford for sales.

ACTION: Kate took a photo of Harry & Doug drawing the ticket. Will send photo to paper to publish and also send a thank you note to Harry for his diligent work selling our tickets this year.

- *Memorial Parkette* – follow-up on memorial parkette fund at municipality – pending. Should have been funds from original account left – CAO Coulter had told Chamber the money was no longer there. Should now be some funds as there was a donation for memorial benches and upkeep.

ACTION: Send a letter request to municipality to enquire as to balance in parkette account.

PRESIDENT'S REPORT: Doug Crawford

- *Development committee* – nothing to report at this time.
- *Cruise Night* – Doug was happy with the success of this event, despite the cold and windy weather. The financial statement suggests we lost funds despite sponsors, but also purchased souvenirs for Chamber and we had a good event. Carquest payment on sponsorship invoice is still outstanding. We had over 100 cars and the non-profit barbecues did well. Kathy was surprised that so many stores were closed – people would have shopped more due to cool weather. There may be some confusion with store owners as they are closed during the Street Frolic. Better communication with them this year would be an asset. Need to have a coffee booth or have a store with

coffee open – with the coll weather it would have sold well. JD's BBQ raised about \$450 for the Christian camp and Participation Lodge BBQ was also very busy. Unsure how the Rotary did. Need to get more sponsors next year to cover all costs. Potential to charge food vendors a flat fee (\$20?) to have their barbecues at event. In correspondence Kate read a letter thanking the committee for an excellent night and wondering why there were no stores open. Must invite them to open next year.

ACTION: Cruise Night committee will revisit the plans for 2010 to react to feedback. Committee will follow up with Carquest payment.

- *Chapman's disaster:* Unfortunately, a fire has destroyed the Chapman's manufacturing plant. There are plans to rebuild and they have a first production line up and running at the dry goods warehouse on Wellington St. Two-thirds of the site has been cleared up. The Chamber sent a letter of support that was printed in the Markdale Standard. Insurance is paying out well so staff will be paid – salaried employees for a year, plant workers for 4 months. Discussion on how we could help. There is a citizen's petition circulating asking the municipality to "forgive" building permit fees. This is a mute point as the building permits will be paid out from insurance. There was some speculation on what is going to happen with a rebuild – temporary offices have been located at old Nordic Furniture plant. Thought is it leased at this time, but could be purchased for \$725,000. We need to congratulate them on keeping it all going – a note will be send with a planter for the office. This planter should have some sort of "Phoenix Rising" message.

MOTION: Moved by Charmaine Peever, seconded by Kathy Gamblen that the Chamber coordinator purchase a planter for the Chapman's offices for up to \$50 and deliver it with a "phoenix" themed note. Carried.

- *Chapman's Employee losses:* Further discussion on personal losses by people in the fire – personal items and money in lockers etc. Is there anything we can do? Doug will meet with Chapman's and see if there's anything we may do to assist.

ACTION: Chamber will look into increasing its gifts to food bank and Christmas food hamper drives.

- *FT Hill issue:* Nothing to report at this time. Awaiting outcome. Deferred to next meeting.
- *Downtown Weeds:* Chamber will look into non-toxic ways to spray the downtown area – potentially with acetic acid.

MEMBERSHIP REPORT: Kathy Gamblen

- *Member Survey* – update – still pending. Had Kate's comprehensive survey, need one that is short and simple to receive feedback. Would like to include a question about preference of downtown merchants for planters.

- *New Member* – Doug was speaking to the Lambertis – they are interested to join with their home business. Interested in the group insurance plan. Kate will forward a brochure to Gamblens for use in promoting benefits to new members. Doug will ask Ms. Lamberti to call the Gamblens. She may also get a brochure through the Chamber office.

ACTION: Kate to print some brochures – email to Gamblens.

- *Group Insurance Video* – There is a new video ad out promoting Chambers group insurance plan. Will be on CanadaAM and A Channel. Potential to post a link on the Chamber website.

ACTION: Gamblens to send link to post on Chamber website.

PAST PRESIDENT’S REPORT: Wayne Fitzgerald

- Nothing to report at this time.

TREASURER’S REPORT: Don Kopplin

- *Presentation of latest financial statement* – Treasurer reviewed latest financial statement.

MOTION: moved by Wayne Fitzgerald, seconded by Charmaine Peever that the financial report be accepted as presented. Carried.

- *Payables* – the following payables were presented to the meeting.

PAYABLES – September 2009

AUTO PAYMENT

Ontario Hydro (July: 223.56; Sept: 135.42) 358.98

TO PAY:

Wilton Sanitation – Cruise Night Portapottie 179.55

Four Seasons Party rental – Cruise Night drum 9.04

Old Autos – Cruise Night advertising 166.32

The Sun Times – Cruise Night ads 136.50

Country Critters – Beautification – flag supply 22.05

Markdale Home Hardware – supply 57.80

Leesons – Office supplies 342.05

Municipality of Grey Highlands – water 131.71

Union Gas – 3 bills 57.82

Telizon – 2 months 137.01

SEDC – Stars Table Sponsorship 100.00

TOTAL \$1698.83

MOTION: Moved by Wayne Fitzgerald, seconded by Janie Badgerow that the treasurer be directed to pay the Chamber's bills as above. Carried.

COORDINATOR'S REPORT:

- *Summer student:* covered office for summer – Kate had some much-needed time off – hours are being kept – Kate read a thank you letter from the summer student.
- *Office Hours:* Now in office Thursdays and Fridays 10-5 p.m. Saturdays unmanned.
- *Stars Award* nomination submitted for Field & Range Sportshooting Supplies – Sept. 16, 2009. Mileage for trip to Hanover was paid out of petty cash.
- *Tickets for Stars* – anyone attending. Wayne & Dawna, Kate, JD, Doug. All will purchase own tickets. Kate gets one as organizing committee member.
- *Potential to apply for JCP Project* for salary – Kate outlined the potential to apply for a Job Creation Partnership program to pay for someone to coordinate the update of the business directory. The board expressed interest in this. There is a potential for this to support economic development initiatives within the community.

ACTION: Kate to pursue the JCP application process.

CORRESPONDENCE:

- Letter of thanks from Summer Student Jesse Lamberti - file
- Ontario Chamber of Commerce re: branding project – post cards - file
- Centre Grey Health Services Foundation – donation request/update - file
- Mental Health Works – presentation offer – thanks – file
- The Phone Guide – ads for contra membership – review & file
- Stars Awards – request for contribution/ticket sales – paid – file
- Cruise Night attendee – thanks for great event – why stores closed – file
- Phyllis Gardon – re: regional marketing – Charmaine spoke to her – file
- Various invites to overpriced conferences
- Beavercrest Community School – thanks for citizenship award donation – went to Mikaela Marshall in 2009.
- Grey Highlands– general mailing on Tornado and disaster relief – file
- Chamber Group Insurance statement – over \$500/mo. Commission

NEW BUSINESS:

Co-marketing: Janie outlined an opportunity for the Chamber to get involved with a “shop local” campaign with Bayshore Broadcasting as a co-marketing venture with local business. Important to show despite our disasters, we are open for business. Country Critters, Sapori Di Casa and Leasons are already on board, with others expected. This is an October campaign, ahead of our November Moonlight Madness drive. We could have a shared message on CFOS and Country 93 for about \$150 for the month of October.

MOTION: Moved by Janie Badgerow, seconded by JD Daly that the Markdale Chamber participate in a co-marketing “shop local” campaign in October at a cost of \$150 for the month (plus tax). Carried.

ACTION: Janie will discuss with radio rep and forward information to Flesherton Chamber for their possible inclusion in the co-marketing effort.

Tornado Disaster Relief: There was some discussion about the set up of a municipal disaster committee. Will do fundraising and settle claims. Up to \$2M in damage. There may be a potential for Markdale and Flesherton Chambers to work together on a fundraiser for the disaster relief committee. We could potentially plan a dance in January or February. Charmaine suggested Cheryl will sing. Kate said her brother David had offered to do a benefit and there are always some bellydancers out there.

ACTION: Committee to be formed at next meeting to handle this.

Flower boxes/recycling: Who is responsible for this pick-up if the Horticultural Society creates new planters with recycling boxes in them? Discussion deferred. George has a hernia, so has not been watering. We still plan to do a gift basket for him and present him with an honorarium at our AGM in November. Doug offered a \$25 gift voucher from Foodland. Other donations to this will be sought.

ACTION: Kate to get together with Janie to put together a gift basket.

Chambers in Trouble: Rick and Kathy outlined there are many Grey Bruce Chambers that are struggling and suffering in this current economy. Paisley, Durham, Chesly and Dundalk are all struggling. Small Chambers have a hard time getting volunteers for boards. Rick suggested a meeting amongst presidents of smaller Chambers to discuss issues. Kate mentioned the multi-chamber group, but Rick suggested the larger chambers attending those meetings can not relate to the smaller chambers.

ACTION: Rick to report on how we may assist other small Chambers.

Website committee: There are updates being missed on our website – especially the new owners of our Chambers group insurance – Rick & Kathy Gamblen of Grey Bruce Insurance (who are on our board, so should be on our website). We need to review the online business directory for errors and omissions.

ACTION: Kate to try to get some review. Members encouraged to update their information with Kate if it is incorrect on the website.

CAA Affinity program: Dropped off agenda this meeting. Gamblen to investigate this for membership benefit program?

ADJOURNMENT: 9:10 p.m. **NEXT MEETING:** Oct. 15, 2009

