

**MARKDALE CHAMBER OF COMMERCE  
EXECUTIVE COMMITTEE MEETING  
The Olde Firehall – Volunteer Centre Upstairs  
March 27, 2008 – 7 p.m.**

**MINUTES - DRAFT**

**ATTENDING:** Teresa Pascoe; Don Kopplin; Charlie Rheame; Patti Shaw; Wayne Fitzgerald; Doug Crawford; Mark Worthington; Kate Russell (Manager)

**REGRETS:** Nereda Manion; Janie Badgerow; Lynn Silverton (municipal liason)

**CALL TO ORDER:** 7 p.m.

**APPROVAL** of previous minutes

Minutes from the Jan. 17, 2008 and Feb. 19, 2008 meetings were reviewed.

**MOTION:** Moved by Wayne Fitzgerald, seconded by Patti Shaw, that the minutes from the Jan. 17<sup>th</sup> meeting be accepted as presented. Carried.

**MOTION:** Moved by Doug Crawford, seconded by Charlie Rheame, that the minutes from the Feb. 19<sup>th</sup> meeting be accepted as presented. Carried.

As the President has been working full-time over the winter, she passed the Chair to the Manager to proceed through the business of the meeting.

**BUSINESS ARISING:**

- ***Lease (1) for Olde Firehall:*** Manager reviewed the lease proposal and counter offer and indicated the changes. She has met with the municipal CAO, who suggested council must have some payment and will not accept a maintenance-in-lieu of rent. Cost will be \$600 per year plus all utilities (bills to be put in Chamber name); the term will be five years (so as not to go too far beyond current council's mandate); there is a non-exclusivity clause, indicating the Chamber will share building with other non-profit groups for storage/resource centre etc. There is also a clause included indicating the desire for the Chamber to eventually redevelop the hall, and as such will follow general planning process. Manager was thanked for her work on negotiating this reasonable lease.
- There was one comment about payment of rent, which will be paid annually in one lump sum. It was suggested there be a small note in the "notice" clause that if notice is given prior to the end of the year, the Chamber will be reimbursed on a prorated basis any amount paid in advance.

**MOTION:** Moved by Wayne Fitzgerald, seconded by Mark Worthington that the lease be accepted as presented, with the additional note for the Manager to mention the notice/reimburement clause mentioned above. Carried.

**ACTION:** The Manager will be presenting to the municipal council on March 31<sup>st</sup> to put through this lease.

- ***Trillium grant application*** – In the above-mentioned meeting with the municipal CAO, the Chamber Manager also discussed the potential for a Trillium grant application for capital repairs and improvements to the Olde Firehall. Both the manager and CAO agreed the original grant application will need to be significantly changed and updated to reflect real needs of the building. The manager also

noted that Trillium likes to see applicants put money towards the project (not the case in the earlier application) so this will be looked at with a new application.

**ACTION:** The manager and CAO will aim for Nov. 1, 2008 deadline with an expanded grant.

- **Weed control downtown** – options – none received to date

**ACTION:** Manager will again attempt to get quotes on weed control spraying.

- **Parkette** – email to Tom Levitt Feb. 8, 2008 – no response to date

**ACTION:** Manager will follow-up again.

**PRESIDENT'S REPORT:** Teresa Pascoe

- The Manager outlined briefly hers and the President's concerns over the reaction and fall-out from the proposed name change. Most aggressive feedback was received from the Flesherton Chamber – who not only called the President at home during a meeting, have also printed and distributed beyond their own membership minutes which personally name the president and her business and accuse the Markdale Chamber of predatory practices in seeking new members. This after the Flesherton Chamber approached many Markdale members last year (including the current president) for membership.
- The President clarified that she learned from co-workers about the distribution of Flesherton Chamber minutes beyond the membership. The minutes are potentially slanderous as they mention the president personally, as well as her business and have disparaging remarks toward her. It was stressed the name change idea was an executive-backed proposal, which passed unanimously at the meeting where it was presented. It also had the support of the membership at a later AGM, reinforced through a membership survey conducted with membership renewal drive.
- There was some suggestion that the Chamber become the Markdale & District, Centre Grey or some other name than one reflecting the entire municipality, even though the Chamber does cover and has members and networks throughout the municipality and beyond. The manager noted through telephone polls and surveys, that if we are not going with the Grey Highlands Chamber name, then retaining Markdale in the name is preferable as it is more recognizable than the municipal name.
- Some executive members feel strongly a merged municipal-wide chamber would benefit the entire municipality and strengthen business ties and economic development potential. We are still connected to Grey-Bruce Multi Chambers and such, so are still working on behalf of the municipality's businesses in that way.
- There had been correspondence with Flesherton Chamber, and the Markdale Chamber was invited to the April meeting of the Flesherton Chamber. This is the AGM of that group, so would be inappropriate to present discussion on this matter, as they may be voting on a new executive and may be putting the question to their membership. As the tone of past dealings has been aggressive and not positive toward the concept, and both the President and Manager have felt put upon and stressed by the idea, there was general agreement not to attend the April meeting in an official capacity and to let the issue be.
- It was also noted that it seemed the municipal politicians had been pushing for this type of change, with the thinking being one chamber could serve the municipality's businesses best and could then approach council from a united front for economic development projects. Though there was a push on for the change, when the chips came up politicians did not seem to support it – in fact, the Mayor pulled the municipal liaisons out of potential voting positions, and departed the AGM where the question was on the table prior to any discussion or vote. So there seems to be little or no political support for the idea. It was generally agreed the Chamber has done what it could to stimulate this change, and has met with unwelcoming and even nasty responses from the Flesherton Chamber in response.
- While some executives felt the Chamber should go ahead with the name change anyway, it was put forth that this is not the right time and in the interest of continued relations with Flesherton Chamber and to

avoid continued conflict and enhance the harmony of municipal communities, it might be best to back off the name change idea at this time.

**MOTION:** Moved by Wayne Fitzgerald, seconded by Charlie Rheume that the Markdale Chamber of Commerce investigate a name change to include a wider area (& District) to reflect the coverage of membership outside the village. Further that the Markdale Chamber withdraw all efforts to amalgamate officially or unofficially with other Chambers within the Grey Highlands boundaries at this time. Carried.

**ACTION:** Manager will notify Flesherton that the Markdale Chamber will not be attending the AGM in April and is withdrawing the idea to change its' name to the Grey Highlands & Area Chamber.

**VICE PRESIDENT'S REPORT:** Nereda Manion

As the Vice President was absent with notice, the manager reviewed the latest stats on membership.

- new members: Carmichael's Complete Home Maintenance, My T Maid, Hugh Harris Transport
- Inquiries: Steve/Karen Booth (Holistic Care)
- 2008 PAID TO DATE: 60 FEES COLLECTED: \$6925.00
- Honorary memberships: Richard McNaughton (art donation), Don Kopplin (pro fees)
- Honorary non-profit membership: Grey Highlands Libraries (meeting space/copies)
- non-profit letters going out by end of April – will be available at volunteer night

**PAST PRESIDENT'S REPORT:** Wayne Fitzgerald

- Past president reported on a structural change at the municipal Economic Development & Tourism Committee. (EDTC) He has sat on this committee for many years. As of the January 2008 meeting, the EDTC is now a committee of the whole of council. All public members have now been "downgraded" to an ad hoc committee, and now have no vote on the committee.
- As an ad-hoc committee, the public representatives may now still develop projects and take to the committee for consideration – providing a direct link to council for project review prior to entering the complicated planning process. The budget of the committee has been cut in half – dropping from \$20,000 to \$10,000 as it appears the Mayor feels that advertising and promoting the municipality is a waste of money when it takes from the costs required to plough municipal roads in the winter.
- It seems there is no interest in promoting tourism nor economic development in the municipality. As a comparison, North Wellington (where a former EDTC committee member is now the Economic Development Officer) has a budget of \$160,000 a year for economic development and tourism.
- The past president clarified his position. Though he is experiencing frustration at the changes and feels the committee can no longer be effective with the cuts and removal of public reps from voting, there is still a need for the Chamber to have representation at the table – so he will continue to sit on the committee. Other volunteers are leaving. According to the Chamber past president, the previous chairperson has moved on to become the chair of the Regional Economic Development Committee.
- The past president feels a need for the Chamber to have input in upcoming projects including:
  - o 5 year review of Grey County Official Plan: will include significant Markdale issues including a look at boundary expansions to look at rezoning or changing the requirements to develop in the "urban fringe" of the village (currently developers must prove that urban fringe development can't take place within the urban area – requiring expensive reports and consultants)
  - o review of the municipal official plan windpower section which is out of date and does not reflect best practices in planning
  - o the county lands are still being negotiated for the hospital and health care area – the whole Grey Gables area is under consideration with a developer interested in building the Community Health Centre (as separate from the primary care facility) - the money for this building is currently with the Local Health Integration Network (LHIN) which is under the

direction of a Chairman who used to be on the hospital board. There are meetings ongoing and there is a potential to develop this building in partnership with a

**TREASURER'S REPORT:** Don Kopplin

- **Financial Statement:** The treasurer presented the latest financial statement. He noted it is only 2 pages long as not much has been happening financially. Some funds were pulled out of the Trillium GIC to cover manager salary as there has been a delay in next funds dropping as there are some changes in the grant period due to the part-time/full-time employment of the manager.
- It was noted the hospital money gathering in collection boxes needs to be picked up soon.

**ACTION:** Manager will collect money from hospital fund collection boxes.

**MOTION:** Moved by Mark Worthington, seconded by Patti Shaw that the financial statement be accepted as presented. Carried.

- **Payables list:** The Manager presented an outline of current payables. Most were for bills already approved by the committee (including some advertising). The lease payment is included (one time annual rental payment) and the manager outlined the opportunity for the Chamber to start the ball rolling for a \$150 sponsorship program for the 150<sup>th</sup> Markdale Fall Fair in August. This was discussed and approved.
- *During discussion it was noted that the Chamber website might get more hits if it had the Markdale name ahead of "village."* The website name MarkdaleChamber was taken when previously researched, but may now be available. This idea will be investigated.

**MOTION:** Moved by Patti Shaw, seconded by Wayne Fitzgerald that the payables be approved and the manager and treasurer be directed to prepare and mail cheques. Carried.

**ACTION:** Manager will investigate other website names with Markdale more prominent.

- **Trillium Petty Cash:** The Manager outlined the need to purchase office and event supplies from the Trillium budget. She noted she has already had to put some Trillium costs through the regular petty cash, and has spoken to the president and treasurer about how it might be smarter to have a Trillium petty cash to keep these expenses separate and allow for purchases without having to worry about reimbursement or cheque issuance for the smaller costs (like mailings etc.)

**MOTION:** Moved by Wayne Fitzgerald, seconded by Patti Shaw that the manager and treasurer be directed to create a \$500 petty cash for the Trillium project to cover project expenses, and that this come back to the executive when it needs to be refreshed. Carried.

**BUDGET REVIEW**

A draft of the budget for review was emailed earlier to executive members. It was reviewed line by line by the manager. It does not include Trillium, as that is being handled separately dependent on a Trillium-specific budget. New this year in the budget are Olde Firehall rent (\$600); increased utilities (from \$650 to \$2,000); Tourism booth increase to \$500 for postcards; higher advertising to leverage Trillium funds for radio advertising; a memorial donation to the Markdale Youth Group (\$200 – remembering John Arpin); \$1,000 for beautification (to be coordinated with the Markdale Horticultural Society). Budget is available for review at the Chamber office at the Olde Firehall. There were some slight changes made to the document presented.

**MOTION:** Moved by Doug Crawford, seconded by Don Kopplin that the 2008 budget for the Chamber be accepted and approved with amendments noted during discussions. Carried.

**MANAGER'S REPORT:** Kate Russell

- **membership stickers options** – at last meeting this was approved. It was determined to purchase 100 window stickers for distribution to 2008 members.
- **Grey Highlands Event Network** – the manager reviewed the progress of the Grey Highlands Event Network, which is a committee partnering on the fulfillment of the Trillium grant in support of volunteerism. There has been one training session planned at recognition event in April. Others will follow in May, September and November to fall within the grant period. A 2008 Grey Highlands event brochure is in development – committee has decided on format, printer and copies. - 5,000. Quotes were reviewed and the executive agreed with the choices. See attached report – attachment 4.
- **Trillium meeting** – the interim report was sent to Trillium to meet the February 1 deadline. It included a request for an extension to allow for the Manager to work some part-time then full-time hours. Due to this extension request, the Manager and Treasurer met with Trillium Program Manager Wendy Dempsey on March 3<sup>rd</sup> to review the grant workplan and come up with suggestions to deal with the extension and completing the work plan in a shortened 1 year time span (originally applied for a two-year grant).
  - The meeting went well and an updated fulfillment report was requested – this has been circulated to the committee members via email (see attachment 6). It was also copied to the Program manager for feedback. She has requested more detail on training sessions (options) and more on the volunteer resource centre development. The manager reviewed these requests with the executive and indicated how a second draft of the revised proposal would be completed. There was general agreement on the contents of this proposal.
- During the meeting with the Trillium program manager, she indicated there had been some calls complaining to Trillium that they were supporting a group to “take over” existing programs. The Trillium program manager indicated these complaints are not affecting Trillium’s perception of our program or corporation. We indicated to Trillium we are sensitive to the potential for conflict with those who wrote support letters for the grant (including Flesherton Chamber) and indicated we are moving forward with the workplan with sensitivity to these issues, for example there will be no indication of Markdale Chamber involvement in enhancement events in Flesherton & Eugenia.
- Later, following a Flesherton Chamber meeting, there was a further call to Trillium asking about the work plan and objectives of the grant. The program manager indicated to the caller to contact the Manager directly for this information. The program manager informed the Chamber Manager, who proceeded to mail letters to all supporters with copies of the background of the grant, budget and work plan. This letter is attachment 5 here appended.

**MOTION:** Moved by Patti Shaw, seconded by mark Worthington that the fulfillment proposal, as outlined by the Manager be approved with amendments to be be circulated via email for final ratification. Carried.

**ACTION:** Manager will revise the proposal and the revised fulfillment proposal, with changes as requested by Trillium, will be circulated to the executive via email for approval.

- **Presentation to council** – The Manager will be making presentation to municipal council on Mar. 31 re: lease/event funds/recognition invite. It is expected the new lease proposal will pass through council and the manager will make formal request for \$600 budgeted by council for the Volunteer Recognition and Recruitment Night. She will also extend an invitation to council to attend the event (already emailed).
- **Cruise Night** – The Manager reported the Cruise Night is in planning. We have yet to get sponsors. She has picked up a lottery application for a 50/50 draw, to start earlier this year. Advertising in Old Autos. Proofed copy was circulated. The ad is also promoting the Eugenia Gold Rush Days, which is the same weekend and is replacing the Ice Cream Festival promotion in the Old Autos ad for 2008.
- **GM** – The Manager outlined the upcoming Chamber general meeting on April 17, 2008. As the Chamber has not been too successful getting attendance, and costs for larger areas are prohibitive, it was

agreed the meeting would be scheduled and advertised for the back room at Steven's restaurant. Mark Kraemer is not available as speaker – so we will have an update and “look ahead at 2008” instead.

**CORRESPONDENCE:** Listing was reviewed briefly. If there is interest in any pieces, please contact manager. Past president will follow-up and look at the Meaford Economic Development Study upon his return from annual holiday in the month of April.

- Municipal World – with book list for sale - file
- Dekra-Lite – catalogue of street banners - file
- PetroCanada – SuperPass club card – interest?
- Staples – Dividends – coupon for HP toner – file (no HP printer)
- Chamber Insurance plan – associate list (checked against renewals) - call those not paid!
- Work 4 Success Conference – April 16 – file
- FISH training tour – file
- Destinations & Discoveries – rate card for ads
- Johnson Group re: Insurance changeover to Rick Gamblen of Grey-Bruce Insurance
- Meaford Business Development interim report – from multi-chamber networking
- Canada Revenue Agency – proposed tax measures for business - posted

**NEW BUSINESS:**

- ***Grey County Tourism Request*** for support of printing Grey Bruce map – this was a request to assist with the printing of Grey Bruce maps. It was declined for lack of funds.
- ***New stationary*** – approval for funds was granted at last meeting. Has been ordered. Will now proof and add & District to letterhead. This reflects motion above.
- ***Idea to have street dance after Cruise Night*** – the suggestion for a street dance following Cruise Night was briefly floated. It was discussed and the committee thought it would be too close to the Rotary Street frolic and that volunteer numbers are not good enough to support it at this time. Cars take too long to clear the street, and people leave prior to this so would be difficult to get them back. It was decided to revisit this idea at a later date – possibly in 2009.
- ***Meeting dates (7)*** review – the 2008 meeting dates were distributed. There was general agreement on dates. Manager asked members to insert dates into calendars to avoid conflicts for future meetings.
- ***Volunteer recognition night & training sessions*** – April 22<sup>nd</sup> has been booked at GHSS. There is a budget (attached) and manager, president and councilor Silverton will be the organizing committee. Evening will include an event planning workshop; photographer, social and short presentations. Blue Water District School Board is a sponsor (they waived rental fee) and Municipality of Grey Highlands has budgeted for the event (formal resolution pending). Patti Shaw offered to assist on the evening.
- ***South Grey Community Dragon Boat Club*** – Manager reported that a support letter was written to support the efforts to create a local South Grey Dragon Boat Club. Eugenia & District Community Improvement Assoc. has agreed to pay for the boat. Manager has been thanked by the volunteer of the group and there may be some opportunity to support or put together a team in future.
- ***Electrical inspection*** – The manager reported that an Electrical Safety Authority inspector was through the Olde Firehall on March 14. This is a landlord issue and was reported for information only.
- Grocery stores in Markdale – Doug Crawford of Foodland then updated the committee on recent developments about the grocery stores in the village for information only.

- Retirement of Director – Charlie Rheaume of Chapman’s then advised the committee he is retiring and this is his last meeting. He is working on getting a replacement to sit on the Chamber executive. All members present thanked Charlie for his dedication to the Chamber and wished him well in his retirement and move to Ottawa area.
- Directors needed – it was noted there are now two vacancies on the board. It was suggested there is a new resident in town who has been involved with Chambers in the past. The manager will approach him inquiring about his interest. Manager is also offering the idea to other interested community members.

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

**NEXT MEETING:** GM – April 17, 2008

**Markdale Chamber of Commerce**  
**Invoices for approval – Mar. 20, 2008 Exec. Mtg.**

**Prepaid or on bank account:**

Hydro One	198.69	
<b>SUBTOTAL</b>		<b>198.69</b>

**New invoices for payment:**

Bell Canada (toll free line)	41.94	
SEGSS (snow clearing – Feb)	60.00	
Sun Times (Standard) – Rotary ad	26.25	
Owen Sound Chamber (Escape ad)	262.50	
Dragonfly Designs (website)	262.50	
Sun Times - Standard Ad (Oultook)	147.00	
<b>SUBTOTAL</b>		<b>800.19</b>

**Invoices/orders pending executive approval:**

150 <sup>th</sup> Markdale Fall Fair – sponsor	150.00	
(to kick off the 150 club and challenge local business)		150.00
Olde Firehall Lease (annual lease)	600.00	600.00

<b>SUBTOTAL</b>		<b>750.00</b>
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<b>TOTAL FEBRUARY INVOICES:</b>		<b>1601.88</b>
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**Attachment 1: Lease for Olde Firehall**

**THIS INDENTURE**

Made in duplicate this \_\_\_\_\_ day of \_\_\_\_\_

**IN PURSUANCE OF THE SHORT FORMS OF LEASES ACT.**

**BETWEEN:**

**THE MUNICIPALITY OF GREY HIGHLANDS**  
Hereinafter called the LESSOR of the FIRST PART

- and -

**THE MARKDALE CHAMBER OF COMMERCE**  
Hereinafter called LESSEE of the SECOND PART

WITNESSETH that in consideration of the rents, covenants and agreements hereinafter reserved and contained on the part of the Lessee, the Lessor doth demise and lease unto the said Lessee the lands and premises known as all of the former Fire Hall situate on the northeast side of Toronto Street North, Markdale (Assessment Roll RP17R819, Part 1 to 5 RP17R1093 Part 1; 19 Toronto Street North).

THE principal use to be made of the building leased to the Chamber of Commerce shall be for the maintenance of a Tourist Booth facility to provide information to the travelling public and office, washroom, meeting space upstairs, side hall for events and storage area in the back hall. **The lease does not grant the right of exclusivity to the Chamber of Commerce.**

**THE Markdale Chamber of Commerce hereby expresses an interest for future structural renovations and redevelopment. Further the Markdale Chamber of Commerce endorse that the Council of The Municipality of Grey Highlands request that any such renovations and redevelopment, whether internal or external, shall be vetted through the public process and require Council agreement by way of resolution.**

THIS Lease shall continue for a period of **Five (5) years, with first right of refusal**, subject to terminations as hereinafter mentioned and the rental shall be the sum of **Six Hundred (\$600) per year to be to be paid annually by March 31<sup>st</sup>.**

**COVENANTS**

THE Lessee covenants with the said Lessor to:

1. **Pay wastewater and water rates. The Lessee agrees to convert the Union Gas account into their name and maintain all charges.**
2. To maintain the premises in the state of cleanliness and to repair any damages caused thereto by its own willful act or negligence of that of persons who are permitted on the premises occupied by the Chamber.

IF the Lease continues beyond the **Five (5)** year period above mentioned, it shall be considered a Lease from year to year subject to the following:

- A. If the Municipality of Grey Highlands intends to sell the building, it must give the Chamber of Commerce FOUR (4) months written notice to vacate the building, in which case the Chamber of Commerce will removes its fixtures from the Tourist Booth, meeting room and storage area.

- B. Should the Chamber of Commerce wish to relocate elsewhere, it shall give the Council of the Municipality of Grey Highlands, FOUR (4) months clear notice in writing of its intention to do so in which case the requirements mentioned above shall apply.
- C. The Chamber of Commerce shall be required to provide liability insurance coverage of not less than \$1,000,000.00 dollars to cover actions that might be instigated against the Municipality of Grey Highlands for injuries or other reasons by persons on the premises. The Municipality of Grey Highlands must be named on the policy. The Chamber must have Tenants Fire and Legal Liability of \$2,000,000.00.
- D. The Chamber of Commerce is aware that there is limited parking area at or near the location and it will be the responsibility of the Chamber of Commerce to arrange with others for the use of any parking space that may be available. It is recognized the spaces behind the building are available for staff parking. The Chamber will enter into an agreement with Scotiabank to the north for use of the parking lot immediately north of the building on evenings and weekends.

THE reference herein to the Markdale Chamber of Commerce shall include its officers, volunteers, employees or contractors under its direction and authority.

THE reference to the Municipality of Grey Highlands shall include its officers and Municipal employees.

IN WITNESS WHEREOF the said parties hereto have hereunto set their hands and seals.

SIGNED, SEALED AND DELIVERED

In the presence of

MUNICIPALITY OF GREY HIGHLANDS

PER \_\_\_\_\_  
Brian Mullin, Mayor

PER \_\_\_\_\_  
Deborah Robertson, Clerk

MARKDALE CHAMBER OF COMMERCE

PER \_\_\_\_\_  
Teresa Pascoe, President

**Attachment 2: Letter to Flesherton Chamber**



*Markdale Chamber of Commerce*  
The Olde Firehall, 19 Toronto St. N., Box 177, Markdale, Ontario N0C 1H0  
Phone/Fax: 519-986-4612 markdalechamber@cablerocket.com Toll Free: 888-986-4612  
[www.village.markdale.on.ca](http://www.village.markdale.on.ca)

Feb. 8, 2008

Hugh Parkinson & Executive Committee  
Flesherton Chamber of Commerce  
Box 203  
Flesherton, ON N0C 1E0

**RE: Meeting about proposed Name Change of Chamber**

Hello Hugh and Flesherton Chamber executive,

As you are aware, the Markdale Chamber of Commerce is looking into changing its name to the Grey Highlands & Area Chamber of Commerce. This motion passed at the executive level in 2007, and a motion to investigate the potential for the name change was approved at our AGM in November. I attach the full motion for your consideration.

Since this motion passed, the Markdale Chamber has distributed a survey on the name change, seeking further proxy votes and asking members to indicate their support of the proposal and name change preference. These surveys are being returned by mail.

It has come to our attention that your president has distributed comments to the Grey Bruce Multi-Chamber regarding the Markdale Chamber's coverage area, concerned about our rights in claiming coverage of the entire municipality. We have asked Mr. Parkinson to refrain from making further public comments regarding this issue until such time as we may meet with the Flesherton Chamber to discuss the issue.

Having received a negative response from your committee regarding the name change proposal, we realize this is a sensitive issue. We would like at this time to propose a mutual meeting to discuss this issue in depth, to further investigate the possibility of a name change and potential for a merger between the Flesherton and Markdale Chambers of Commerce. We trust your committee has also been polling your membership for their thoughts on this matter.

We formally request that we be placed on an upcoming agenda for your committee, so we may initiate discussions on this matter.

Thank you for your consideration. We look forward to hearing from you.

Yours Truly,

Teresa Pascoe  
President

Attachment 3 – Response from Flesherton Chamber



FLESHERTON AND DISTRICT  
CHAMBER OF COMMERCE

P.O. Box 203, Flesherton, Ontario N0C 1E0  
flesherton@bmts.com • www.flesherton.ca

Tel: 519-924-1515  
Fax: 519-924-1515

rec'd  
Feb 28/08  
KR.

Mrs. Teresa Pascoe  
President,  
Markdale Chamber of Commerce  
19 Toronto Street N, Box 177  
Markdale, ON, N0C 1H0

February 25, 2008

Dear Mrs. Pascoe,

We received your letter of February 8, 2008 regarding your continuing plans to change your organization's name.

We are aware of your AGM motion. And, we are aware of your continued efforts to rally support for this endeavour, including your recent direct mail campaign to Flesherton & District Chamber of Commerce members – inviting them to join your Chamber.

For the sake of continued dialogue, I will ignore your scolding me for “distributing comments” about your efforts to other organizations. We certainly have a right – and a responsibility – to set the record straight about our geography, our members and our mandate.

As you may know, the Flesherton & District Chamber of Commerce has served the communities of Flesherton, Priceville, Eugenia, Maxwell, Feversham and Kimberley for more than 50 years and we continue to do so. In that time, this Chamber has initiated discussions with the Markdale Chamber of Commerce, on more than one occasion, to consider a merger of the two organizations. In those instances, neither Chamber wanted to move forward at that time.

However, as a testament to our organization's resiliency, the Flesherton & District Chamber of Commerce Executive has agreed that we are still open to discussing this option and meeting with your organization. We suggest a meeting in early April. An evening is best for our volunteer executive members.

Sincerely,

Hugh Parkinson  
President  
Flesherton & District Chamber of Commerce

## Attachment 4 – Request for Proposal for GH Events Brochure

Feb. 8, 2008

### REQUEST FOR PROPOSAL – Design & print Grey Highlands Event Brochure

**PREAMBLE:** As part of an ongoing volunteer support initiative, the Markdale Chamber of Commerce is planning a local events brochure for the 2008 year – and into the foreseeable future. 2008 funds are supplied by the Ontario Trillium Foundation.

**PROJECT:** The brochure will list significant events in the Municipality of Grey Highlands and will be distributed through tourism information centers across Grey Bruce through the Brochure Swap in the spring.

**ESTIMATE:** For each estimate, please provide quotes on design (based on supplied artwork and logos) and printing quantities of 1,000, 2,000 and 5,000. Please estimate for brochures as follows (copies of “similar” brochures available at Chamber office):

**OPTION 1:** Three-panel – two-fold, ONE-COLOUR printed 8.5” x 11” brochure. Standard paper stock. (basic-similar to South Grey Museum brochure)

**OPTION 2:** Three-panel – two-fold, COLOUR printed 8.5” x 11” brochure. Standard paper stock. (Similar to FoodlinkGreyBruce brochure)

**OPTION 3:** Three-panel – two-fold, FULL COLOUR printed 8.5” x 11” brochure. Glossy paper stock. (Similar to Municipality of Grey Highlands brochure)

**OPTION 4:** Four-panel – three fold, FULL COLOUR printed 8.5” x 15.5” brochure. Glossy paper stock. (similar to Grey Roots brochure)

**OPTION 5:** Two-sided card – FULL COLOUR printed (both sides) 4” x 9” on card stock. (similar to Eugenia Falls Emporium brochure).

**PLEASE SUBMIT** estimates via email to [markdalechamber@cablerocket.com](mailto:markdalechamber@cablerocket.com) before February 21, 2008.

Thank you in advance for your quote.

Cheers,

Kate Russell  
Manager & Event Coordinator  
Markdale Chamber of Commerce  
519-986-4612  
[markdalechamber@cablerocket.com](mailto:markdalechamber@cablerocket.com)

**Attachment 4 – pg. 2 – Options for Grey Highlands Event Brochure**

**OPTIONS FOR PRINTING GREY HIGHLANDS EVENT BROCHURE - 2008**

<b>CO.</b>	<b>1*</b>	<b>2*</b>	<b>3*</b>	<b>4*</b>	<b>5*</b>
W.D. Keeling	358/415/584	438/520/765	712/770/940	777/876/1236	716/768/914
Hill Design**	967/1027/1208	1727/1850/221614	1757/1900/2324	2022/2292/3093	1614/1722/2033
Murray's Print Shop	140/225/430	490/885/1275	525/950/1380	875/1360/2140	470/595/1180
Colourpix**	1070/1272/1722	1300/1340/1750	1303/1342/1765	1534/1531/2047	979/1113/1575

\*Prices are for 1000/2000/5000 quantity

\*\*Includes design fee

**COMMITTEE DECISION:** The Grey Highlands Event Network met on March 14 to discuss options.

**OPTION CHOICE:** Option 4 was chosen – 4 panel folding brochure (similar to Grey Roots brochure)

**FORMAT:**

- Events with features, dates, photos on inside four panels
- Front cover to identify municipality – collage of photos
- One back panel – all contact information – plus some local groups/services – **call to volunteer**
- Two middle back panels – a map of municipality with indicators of where events are

**EVENTS:**

Events list follows – those not in municipality will be included in one space – to show partnering

**QUOTE CHOSEN:**

There was a request to have Riverside Graphics of Clarksburg quote as well. RFP was sent via email Mar. 15.

At this point – W.D. Keeling has been chosen – as the lowest bid to date.

**FUNDS:**

Financial support for this brochure is provided under the advertising budget of the Trillium grant – fulfills commitment to support volunteers of local events – and promote events to increase attendance.

**PRINT RUN:**

A run of 5,000 was chosen.

**DISTRIBUTION:**

Will be distributed at “brochure swap” events, through multi-chamber group, to communities and groups for distribution, opportunity to include in gift bags at Retired Women Teachers convention in June. Will be made available at tourism info booths and Grey Tourism vehicle etc. All opportunities to distribute brochure will be investigated to ensure market saturation.

**RECOMMENDATION:**

That the Chamber of Commerce endorse the decision of the Grey Highlands Event Network to print a Grey Highlands event brochure for the 2008 summer season, and that funds for the project be accessed through the Trillium fund account.

*Submitted for consideration at March 20, 2008 Chamber executive meeting by Kate Russell, Manager.*

**Attachment 5 – letter to Trillium grant supporters – sent March 6, 2008**

March 6, 2008

**RE: Markdale Chamber of Commerce Trillium Grant**

Hello,

Thank you once again for writing a support letter for the Markdale Chamber of Commerce's Trillium grant application in support of local volunteers.

As you may know, we were awarded a one-year grant (we had applied for a two-year grant) and are now working toward fulfilling the work plan for the grant.

As you supported the grant, and I have been made aware there have been some inquiries into the work plan and expected outcomes, we are sending out copies to our supporters for review. We have applied for an extension of the grant, so some of the timelines will be changing.

I also include a copy of a fulfillment plan – which has been submitted to our Chamber executive. It has been approved, though some of the volunteer training timelines will be changed. We have also submitted this plan to the council of the Municipality of Grey Highlands, in a report wherein we sought support for the volunteer recognition event and volunteer training sessions.

The majority of the funding within the grant supports the salary for the Manager of the Chamber. The Markdale Chamber of Commerce, as the grant recipient, has a certain amount of flexibility in the budget and work plan, so this is only an outline of how the grant money will be used.

If you have any questions or concerns regarding this information, please feel free to contact the undersigned for more details.

Thank you again for supporting this important volunteer initiative, which supports the volunteer population of the entire municipality of Grey Highlands.

Yours in Community Development,

Kate Russell  
Manager & Event Coordinator  
Markdale Chamber of Commerce

**Attachment 6 – Revised Trillium Fulfillment Report – for approval**

**TRILLIUM FULFILLMENT PROPOSAL  
Revised for Trillium – March 2008**

**DRAFT**

**PREAMBLE:** As the Markdale Chamber of Commerce has applied for an extension to allow for some part-time hours during the winter - there is some re-allocation of funds expected, the following is a revised brief overview on how the Trillium Grant will be completed. Changes over the last proposal are in italics.

**PROGRAM LENGTH** – August 1<sup>st</sup> start – interim – Feb. 1, 08 – *final Feb. 28, 2008*  
(*extended final report – allows for 5 month extension*)

**SALARY:** \$24,700. over 17 months – originally applied for 40 hours/week @ \$475

- *Full-time with time banking – August 1 – Jan. 1, 2008 (40 hrs/wk)*
- *Part-time absorbing banked time – Jan. 1 – May 17, 2008 (20 hrs/wk)*
- *Full-time – May 18 – October 18 (40 hrs/wk)*
- *Part-time – October 18 – Feb. 28, 2009 (20 hrs/wk)*

**PROGRAM COSTS:**

**Volunteers training** – \$1500

- 4 sessions –
1. *Event Planning – April 22 (at recognition event)*
  2. *Sponsorship – May 2008*
  3. *TBD (respond to demand) – September 2008*
  4. *TBD (respond to demand) – January 2009*

**NOTE::** *TBD workshops will respond to survey of volunteer needs at recognition event.*

**NOTE:** SEDC – Dave Barrett prepared to match funds to pay for speakers.

**Volunteer promotion** - \$2,500 - advertise training sessions, copies of forms and outlines – portion of cost to promote annual recognition event.

**REALLOCATION OF \$1,000** *requested from New Events to print volunteer manual created from input from training sessions and distribute to volunteers involved and those not attending – for future training. Completion by March 2009.*

**New Events** – 2 *plus support existing events* - \$2000

**April 22:** *Volunteer Recognition Night (\$1,000) – Grey Highlands volunteers*

**May 17:** *Spring Fling, Flesherton – museum park cultural event (children’s art workshop/art show) in cooperation with Flesherton Downtown Improvement Group/Chamber (\$500)*

**July 5:** *Eugenia Gold Rush Days – Art event as above – one completed in July 2007/one on July 5, 2008 (\$500)*

**ADMINISTRATION:** \$8,000 - self explanatory

Office/utilities/phone \$600

Website \$800 (*for creation of event/volunteer information/resource online*)

Transportation \$1,600 (mileage for coordinator)

Advertising \$5,000 (*for creation/distribution of 2008 Grey Highlands event brochure*)

**CAPITAL** \$2,000

*Board room equipment or event equipment – likely \$1,000 on event equipment (folding tables and easels for children’s workshops) and \$1,000 on furniture – book cases for resource centre, desk for resource centre, chair and possibly board room table & chairs)*

**REALLOCATION:** *May require some reallocation from mileage (as coordinator may not use up this amount) and potentially from advertising if economies are realized.*

**EVALUATION \$900**

Evaluate economic impact of volunteerism – potential for consultant

- responses from involvement, calculation of volunteer hours at a economic impact rate

**MEETING PERFORMANCE INDICATORS:**

1. Increased awareness....new cultural events – one already completed – will do in 2008 and record increase in numbers, involvement and attendance. *Plan to make recognition event also a training/recruitment event.*
2. Website registry – will track where we start, where we end in numbers – have groups fill out feedback forms on use of registry. *Include website information and resources – developed in summer 2008.*
3. Evaluation forms at all sessions, events etc. to be completed and collected from involved volunteers – assess willingness to return to volunteer position
4. Training sessions – attendance will be kept, follow-ups with volunteers involved to gather feedback and indicate success and effectiveness
5. Chamber membership offered to non-profits at reduced rate (*\$50 per year*)
6. Volunteer recognition event to be continued, *expanded to include training session and recruitment portion. Anticipate participation of municipality*
7. Evidence of good retention rates will be calculated by individual meetings with participating groups.

**CONCLUSION:**

There is some potential for further reallocation of funds, if economies are recognized within sections of the program, or if project pieces become more expensive than originally anticipated (ie. if workshop speaker cost or hall rentals are exorbitant).

It is expected the goals and objectives of the Trillium grant work plan will be completed and all funds allocated and spent (except salary to end of February 2009) by the end of January 2009. This will allow one month for final reporting and evaluation preparation and completion.

*Submitted to the Chamber of Commerce executive on Mar. 6, 2008 via email for approval by Manager Kate Russell.*

## Attachment 7 – 2008 Chamber Meeting Dates

Date (EXEC. 3 <sup>rd</sup> Thursday)	Time	Place
January 17 <sup>th</sup> – Executive Meeting	7:00 pm	Library Board Room
February 21 <sup>st</sup> – Executive Meeting	7:00 pm	Library Board Room
March 20 <sup>th</sup> – Executive Meeting	7:00 pm	Library Board Room
April 17 <sup>th</sup> – <b>General Meeting</b>	TBD	TBD
May 15 <sup>th</sup> – Executive Meeting	7:00pm	Library Board Room
June 12 <sup>th</sup> – Executive Meeting	7:00pm	Library Board Room
July 17 <sup>th</sup> - Executive Meeting	7:00pm	Library Board Room
July 4 <sup>th</sup> – 5th Annual Cruise Night		Downtown Markdale
Sept. 18 <sup>th</sup> – <b>General Meeting</b>	TBD	TBD
September 21 <sup>st</sup> – Golf Tournament	TBD	TBD
October 16 <sup>th</sup> -Executive Meeting	7:00pm	Library Board Room
November 20 <sup>th</sup> - <b>Annual Gen. Mtg</b>	TBD	TBD
November 28 <sup>th</sup> -Moonlight Madness		Downtown Markdale
November 29 <sup>th</sup> -Santa Claus Parade		Downtown Markdale

## Attachment 8 – Volunteer Recognition & Recruitment Event – preliminary agenda

*You're invited to:*

**Grey Highlands Volunteer  
Recognition & Recruitment Night  
April 22, 2008**

**6 p.m. – 10 p.m.**

**Grey Highlands Secondary School Auditorium**

### **Preliminary Agenda:**

- 6 p.m. – Event Planning 101 workshop with Joanne Robbins, Co-founder Pumpkinfest**
- 7:30 p.m. – Social, networking and refreshments**
- 8 p.m. – short presentation – plaque to Mayor**
  - overview of GH Volunteer Support Initiative
  - Trillium events support
  - Survey for evaluation/suggest training
  - Outline of non-profit membership in Chamber
- 8:30 p.m. – 10 p.m. – networking, recruiting, collecting surveys etc.**

*Evening will include table space for volunteer groups to display information and recruit volunteers.*

**PLANNING COMMITTEE:** Kate Russell, Teresa Pascoe, Lynn Silverton

### **PROPOSED BUDGET FOLLOWS:**

- We have booked the high school, BWSB has waived rental fee – pay only janitorial service
- Municipality has put \$600 in budget to support event – will be confirmed at Mar. 31 meeting
- Chamber funds for this event are being accessed from the Trillium funds as promoting volunteerism

**Attachment 9 – Volunteer Recognition event budget**

**Grey Highlands Volunteer Support Initiative  
Recognition Event  
BUDGET**

**PREAMBLE:** The Markdale Chamber of Commerce is mandated, under a current Trillium grant, to continue a previously held volunteer recognition night. The municipality originally held this event in 2006.

The 2007 event was supported by funds through a Job Creation Project, program participant Terry Garbutt was overseen by the Chamber. According to reports from Mr. Garbutt, the event was also supported by funds accessed from the Municipality of Grey Highlands (\$1,000) and the Bluewater District School Board (\$350).

The municipality was billed directly for its portions of the event, as detailed below in actuals (GH). We have no record of the school board's input. Perhaps this was to cover the facility rental, which was not billed (BWSB). Other portions of the budget were not slated in original budget, and were developed in discussions with the volunteer committee involved in organizing the event. Office supply costs are assessed from JCP financial reporting – all were accepted and covered under the JCP project.

The 2008 event is anticipated to be in the same budget range as the earlier event in 2007.

**PROPOSED 2008 BUDGET:**

	<b>2007</b>	<b>Actual</b>	<b>2008</b>
INVITATIONS	\$100	\$ 52.00 (GH)	\$100 (CofC)
FACILITY RENTAL	\$100	---- (BWSB)	\$200 (BWSB)
REFRESHMENTS	\$485	\$ 485.00 (GH)	\$250 (CofC) \$250 (GH)
SUPPLEMENT (ADS)	\$1,300	\$ 630.70 (CofC) \$ 159.00 (GH – ad))	\$250 (CofC) \$250 (GH)
PHOTOGRAPHER	--	\$ 270.00 (GH)	\$200 (GH)
PHOTOS/POSTERS (printing/mounting)	--	\$ 134.00 (CofC)	\$100 (GH)
OFFICE SUPPLY	--	\$ 300.89 (CofC)	\$300 (CofC)
SHIPPING (Volunteer Canada)	--	\$ 15.37 (CofC)	\$ 20 (CofC)
<b>TOTALS</b>		<b>\$1,985</b> \$ 966.00 (GH) \$1,080.96 (CofC)	<b>\$2,046.96</b> \$ 920 (CofC) \$ 800 (GH) \$ 200(BWSB)
			<b>\$1,920</b>