

MARKDALE CHAMBER OF COMMERCE EXECUTIVE COMMITTEE MEETING

Olde Firehall Boardroom – Oct. 16, 2008 – 7 p.m.

MINUTES – DRAFT

ATTENDING: Wayne Fitzgerald, Don Kopplin, Patti Shaw, Janie Badgerow, Lynn Silverton, Nereda Manion, Doug Crawford, Rick Gamblen, Kate Russell (manager)

CALL TO ORDER: With the continued lack of a president, Manager Kate Russell called meeting to order at 7:10 p.m.

APPROVAL of previous minutes – The minutes of the September 18th meeting of the executive committee were reviewed by those present.

MOTION: Moved by Wayne Fitzgerald, seconded by Patti Shaw to accept the minutes of the Chamber board from Sept. 18 be accepted as presented. Carried.

BUSINESS ARISING:

- Letter to membership was sent after review by board members. There were some responses, with Rick Gamblen attending this evening in response to the call for executive members. Welcome to Rick.
- 50/50 draw in summer of 2008 raised \$842. This was not as well as we hoped – we were looking for \$2,000 to pay out the new hospital fund pledge. Will need to think about how to close the pledge as coin collection boxes have been removed from stores in anticipation of completing pledge.
- Beautification – details on garbage containers have been collected - deferred to 2009 budget discussions.
- Quote for electrical at Olde Firehall – requested to include in the Trillium grant application – request is still pending from municipality.
- Bench planter for sidewalk in front of Olde Firehall. Kit was ordered on account from Centre Grey Builders. Was ready but not picked up, as needs assembly. Account not charged. Construction still pending. Defer.
- Manager has flushed out the Entrepreneur & Volunteer Skills Development Day planned for Oct. 22nd at the Kinxplex in Flesherton. See attached budget and schedule. (Attachments 1 & 2)
- AGM is coming up in November – date is Nov. 20 – location will be the Markdale Golf & Curling Club. We will bring new executive members on at that time.
- Trillium capital grant for the Olde Firehall is pending. Manager working with municipality to submit for Nov. 1, assuming the municipality will take the lead. Still awaiting roof & electrical quotes.

- Evaluation of current grant – ongoing – for completion after Oct. 22nd event. Manager has paid the summer student for first half of evaluation (which included a phone survey) and the second half of completed evaluation of visitor log and surveys from Oct. 22nd event will be completed by current assistant (CSO worker Sherri Graham) for submission with final report.
- Trillium final report – this is manager’s last official “paid” week – final report pending, will be completed to meet reporting deadline in 2009.
- Manager has been making presentations to local non-profit groups about the Chamber (as invited in response to a letter regarding non-profit membership and Olde Firehall support letters). She has spoken to the Hospital Auxiliary and will be making a presentation to the Markdale Seniors on Nov. 5th.
- The opportunity to create a business directory for the municipality was briefly discussed. This is a potential income generator for the Chamber. Details were deferred to after AGM.
- An article about Markdale was published in a magazine called “Beyond the City”. Manager was unable to obtain additional copies after several unreturned calls to publisher (Orillia Today – Metroland). A file copy is available at the office.
- Golf tournament – follow-up about potential to partner with CGHSF still pending.
- Santa Parade – letters to council/closure request in/insurance – budget for approval (attachment 3). Budget was discussed, with some changes – no “paid” Santa as there is a volunteer. Candy for Santa to give out at library will be donated by Foodland/Food Town. Moonlight Madness radio ads were increased to \$300 plus taxes, to reflect cost 2008 package. Prizes for “best dressed window” were increased to \$100. See attached approved budget.

MOTION: Moved by Wayne Fitzgerald, seconded by Nereda Manion that the budget for the 2008 Santa Claus parade be approved as amended. Carried.

(Note: the cost of \$300 for a acapella caroler group – from earlier Cruise Night discussions – were not included in the budget. This oversight was later offered in an email poll for consideration by board members on Oct. 30 – majority was in support so \$300 for carolers was approved.)

- It was suggested to offer an honorarium to George Lorenz, who did an excellent job of weeding downtown, cleaning the parkette and watering plants throughout the downtown. There was some discussion of an amount for approval. It was suggested he be invited to the AGM for dinner and presentation of the honorarium.

MOTION: Moved by Janie Badgerow, seconded by Don Kopplin to pay George Lorenz at \$100 honorarium for his work with downtown beautification in Markdale. Carried.

- Doug and Janie were asked if the Ice Cream Festival has had a year-end meeting. It is still pending, so no decision has been made on the event yet.

PRESIDENT’S REPORT: No sitting president at this time.

MEMBERSHIP REPORT:

Manager reported on two new members: Greenhawk Equestrian – Anne Watson and Archie Pantelmann, Senior Project Consultant, WPI Safety Consultants.

PAST PRESIDENT’S REPORT: Wayne Fitzgerald

Past president (director for special projects) Wayne Fitzgerald reported on the planning for a Primary Care Facility. On behalf of the Markdale Chamber, Wayne is now heading up a “building committee” for this project with the Centre Grey Health Services Foundation. The committee is developing a business case model to build the primary care facility (doctors offices etc.).

Wayne reported he has met with Gary Wood, CAO for the County of Grey, regarding the potential to use the surplus county land abutting the land now dedicated for the new hospital building. The county CAO had no idea about the new committee within foundation. He planned to make some calls to confirm and get back to Wayne. Sue McCutcheon of the foundation and Pat Campbell of the hospital both have consulted with the committee and would be contacted by county CAO to confirm committee mandate. Wayne then tried to line up a meeting with the Grey County CAO and his group. CAO has been informed of the committee’s background in development.

A follow-up call clarified the issues with the county – original plan was surplus property would be released only after the new hospital was built. As it is undetermined when the hospital will be built, this leaves the primary care facility in an untenable position for that location.

Wayne’s group is looking to meet and present to the county finance and planning committees to gauge the potential for the county lands site. Then the committee could hear the ideas casually and developer group would be more aware of county position on lands.

Due to this location not being available at this time, the committee is also investigating the old Blue Water District School Board building in Markdale – due to be surplus in March 2009. This 25,000 sq. ft. building is larger than necessary, so could be developed in conjunction with the Abbeyfield seniors housing group (as a tenant) and potentially in partnership with the Community Health Centre board (which has \$350,000 to build a new health clinic for underserved populations – through the Local Health Integration Network (LHIN). Wayne’s group has met with them and has found the BWDSB is an excellent site, with potential of 10 – 12,000 sq. ft being put to use for health centre.

The other two sites for primary care facility development (Chapman property and vacant lot on Toronto St. S) are either not available or pose other barriers, which do not make them a good fit for the facility.

TREASURER’S REPORT: Don Kopplin

Treasurer Don Kopplin presented the financial report (file copies available at Chamber office). It was suggested the pay out of the new hospital pledge be brought forward to the AGM.

MOTION: Moved by Doug Crawford, seconded by Janie Badgerow that the financial report be accepted as presented. Carried.

Manager then presented current payables (attachment 4).

MOTION: Moved by Patti Shaw, seconded by Wayne Fitzgerald that the payable be approved and the treasurer and manager be directed to pay same. Carried.

MANAGER’S REPORT: Kate Russell

- Most actions covered in business arising.

- Manager attended Grey Tourism strategic planning session Sept. 24 – more meetings pending as Chambers and stakeholders from across county provide input into Grey Tourism strategic planning (Chamber manager sits on Grey Tourism committee).
- Manager attended SEDC Strategic Planning session Oct. 16 to represent Grey Highlands and area – provided input into the future direction for the Saugeen Economic Development Corporation.
- Manager purchased radio advertising for Oct. 22nd Small Business week event as part of the budget. Was successful in leveraging funds to get a \$1000 partnership donation from SEDC.
- Manager is still attending Centre Grey Physician Recruitment & Retention Committee. She has agreed to assist with content development for a new website.
- Moonlight Madness radio campaign is pending – we will participate again (\$300 + taxes). Includes live interviews on Moonlight Madness day.

CORRESPONDENCE:

- Telizon – proposal for new phone company (rebilling Bell lines) – discounts available – could save the Chamber over \$700 annually. Manager recommended. Discussion – we will try it for a year.

MOTION: Moved by Wayne Fitzgerald, seconded by Doug Crawford that the manager be directed to enter into a contract with Telizon for a year to save money on telephone utilities. Carried.

- Thank you note from Split Rail Festival for use of tents/tables/easels. File.
- Support letter from Physician Recruitment for Olde Firehall – received after request. Hold for Olde Firehall capital Trillium grant application.

NEW BUSINESS:

- Manager has investigate getting a “reserved Parking” sign for rear of Olde Firehall to identify two parking spots for Chamber. This was approved by the Chamber board.
- The ownership of gateway signs to Markdale was discussed – Chamber erected them years ago. Correspondence from Markdale Seniors requested putting their logo on there. Manager has spoken to municipality 9Clerk Debbie Robertson) regarding potential to replace in 2009. Defer to budget discussions.
- AGM nominations and elections were discussed. There are some people who have expressed interest, but were unable to attend tonight. Volunteering are: Shelley Lapointe (TD Canada Trust); JD Daly (Sidekicks); Rick & Cathy Gamblen (Grey Bruce Insurance). Rick mentioned he chaired an “ambassador” committee for membership development at the Whitby Chamber. He is representing 18 chambers in the Grey Bruce area on their group insurance, if this is okay with the Chamber – he will happily sit on the board. Cathy is available if another person is needed.
- Lynn nominated Doug Crawford to sit as President. Doug accepted the nomination.
- Also mentioned for potential board membership were Brett Levitt (Home Hardware); Chris Rust (former local business owner and past president of Chamber – not a current member) and

Chapmans representative (as that company will be joining Chamber and their VP of Operations was a board member for years).

- Nominations will be brought forward to the AGM on Nov. 20.
- Farmer's week: Rick mentioned the potential for Grey Bruce Insurance to have an information booth at Farmer's Week in January 2009. He is going after farmers for the Chamber group insurance plan – compared to the OMAF plan, it is better and offers more. He will also use the venue to promote the Secure Insurance auto/home discount insurance plan. He has also approached Sparling Propane in Flesherton about potentially offering Chamber discounts for propane purchases. He is also aware of Grand & Toy affinity programs for chambers. Perhaps some of these ideas need to be put to full membership. Rick & Cathy are attempting to get support for the booth (cost is \$500 for the week) from a few Chambers. Funds would be available from incoming commissions from group insurance. These funds are meant to support promotion of the plan.

MOTION: Moved by Doug Crawford, seconded by Janie Badgerow that the Chamber supports the Grey Bruce Insurance attendance at the Farmer's Week in Elmwood in January 2009 for an amount up to \$100. Carried.

- Lynn Silvertown informed the Chamber board about a program Corporate Services Administrator Karren Wallace has proposed to council. The program involves two communities being matched to then receive a visit from a group of people to be “secret tourists/shoppers” to determine various elements about a community. The municipality has approved the plan and is now in line to determine a matching community. A committee of Karren Wallace, Stewart Halliday and one public person will be formed to be the group to review another community. Lynn said she hopes to be able to share the results with the Chamber.

ADJOURNMENT: 9 p.m.

NEXT MEETING: November 20 – AGM

ATTACHMENT 1:**Volunteer Training Sessions/Small Business Week – Oct. 22****BUDGET**

EXPENSE OTF line	DETAIL	OTF FUNDS	SEDC FUNDS	TOTAL COST	ACTUAL
Training	5 sessions @ \$400 per	\$1,478.54	\$521.46	\$2,000.00	2,000.00
Volunteer promo	150 CDs of OMAFRA fact sheets	\$300.00	---	\$300.00	\$420.00
Promotion	Direct mailout	\$450.00	---	\$450.00	425.09
Promotion	Printing of mailout	\$250.00	---	\$250.00	????
Promotion	Colour print posters	\$85.00	---	\$85.00	----n/a----
New Events	Luncheon	\$500.00	--	\$500.00	500.00
New Events	Health Breaks (x3)	---	\$300.00	\$300.00	\$200.00 (1 no show)
New Events	Hall Rental	---	\$131.25	\$131.25	\$131.25
New Events	Event equipment	\$200.00			119.33 copies 89.17 drinks 26.44 supply 12.56 sug/cream
Advertising	Newspaper advertising	\$500.00	---	\$500.00	105.00 FA/DH 15.23 MFConf. 231.63 MS/ST
Advertising	Radio advertising	\$700.00	---	\$700.00	\$672.00
TOTAL		\$4463.54	\$952.71	\$5,316.25	4947.70
Available funds		\$4472.65	\$1,000.00		
Remainder		\$ 9.11	\$ 47.29		

ATTACHMENT 2:

VOLUNTEER TRAINING & SMALL BUSINESS WEEK
OCT. 22, 2008

ITINERARY (draft 1)

TIME	ACTION	PRESENTER	DETAIL	NEEDS
8 – 9 a.m.	Set-up hall	Kate/Sherri	Tables set up	Tables/chairs/flipcharts presentation board
9 a.m.	Registration & coffee	Sherri	Greet & welcome	Name tags/surveys door prize tickets? Coffee/tea/muffins
9:30 a.m.	Workshop 1	Gregory Smith	The Journey With In	Table/flip chart/3 various colour markers
10:30 a.m.	Health Break	SEDC The Bakery	Tables pre-set by volunteer	Business to supply food/drinks/ice
10:45 a.m.	Workshop 2	Charmaine Peever	Bookkeeping for your small business or Volunteer group	TBD
11:45 a.m.	Break/Lunch	TBD – Volunteer group?	Luncheon for participants - #s TBD	Table set up for eating (will use workshop tables) – catering needs?
12:45 p.m.	Workshop 3	Denise Edwards	Volunteering and Business Skills – Recruitment & Retention	TDB
1:45 p.m.	Health Break	SEDC Top ‘O The Rock	Tables pre-set by volunteer	Business to supply food/drinks/ice
2 p.m.	Workshop 4	Grant Writing as Business Planning	Ann Frost? TBD	TBD
3 p.m.	Health Break	SEDC Sidkicks Cafe	Tables pre-set by volunteer	Business to supply food/drinks/ice
3:15 p.m.	Workshop 5	Covering your Assets – Risk Assessment 101	Denise Edwards	TBD
4:15 p.m.	Thank you & door prize draw	Survey collection - Sherri	Kate Russell	Door prize?

ATTACHMENT 3:

**SANTA PARADE 2008 –BUDGET – FINAL
(APPROVED AT OCT. 16, 2008 EXEC. MTG.)**

SANTA'S HORSE TEAM:	BUDGET	'08 ACTUAL	'07 ACTUAL
Craig Dennis – 519-986-2004	225.00	225.00	225.00
PLUS Moonlight Madness horse-drawn rides	225.00	225.00	225.00
<u>BANDS (from 2007 list):</u>			
Salvation Army Band	200.00	200.00	200.00
Laverne Spencer – 519-371-2283 (left message – Sept. 29, 2008)			
Owen Sound Pipe Band	650.00	650.00	650.00
Dave Murray 519-376-8886 ext. 257 (called to book – Sept. 29, 2008)			
Owen Sound Twirlettes	350.00	360.00	340.00
Lynda VanDyck 519-376-5807 (left message – Sept. 29, 2008)			
CANDY FOR SANTA to give out at Library Candy canes (Foodland/Foodtown)	Donation	Donated	DONATED
<u>ADVERTISING:</u>			
Moonlight Madness	300 + tax	\$315.00	500 +
Newspaper advertising (Markdale – lead up /thank you)	250.00	292.70	233.41
PRIZES			
4 @ \$25 – float categories	100.00	100.00	100.00
3 @ \$50, 30, 20 ea. – best dressed window	100.00	100.00	25.00
TOTAL EXPENSES:	2400.00	2467.70	
2,498.41+ tax			
Additional – Moonlight Madness – carolers (approved by email poll of board – Oct. 08)	300.00	300.00	
TOTAL	2700.00	2767.70	

Oct. 16, 2008 Executive Meeting: Motion: Moved by Wayne Fitzgerald, seconded by Nereda Manion that the Santa Claus parade budget, as amended, be approved. Carried.

Email poll for carolers for \$300 – in favour: Wayne Fitzgerald, Patti Shaw, Don Kopplin (verbal); Janie Badgerow, Lynn Silverton (non voting). Four executive in favour – idea has majority support (and was supported at an earlier meeting where the group was not booked for Cruise Night 2008).

ATTACHMENT 4:

Markdale Chamber of Commerce - Invoices for approval – Sept. 24, 2008 Exec. Mtg.

Prepaid or on bank account:	CHAMBER \$	TRILLIUM \$
Bell Canada – telephone bill	126.72	

SUBTOTAL	126.72	
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New invoices for payment:

Municipality of Grey Highlands – Water bill	40.62	
Bell Canada – toll free line – events hotline		\$ 17.03
Union Gas – utility bill	36.22	
Blackburn Radio – CKNX radio ads for events (final-mock)		\$734.93
FEO – Membership 2009	210.00	
SUBTOTAL	286.84	751.96

FOR APPROVAL:

BUDGETTED FOR OCT. 22ND EVENT (see attachment 1)