

**MARKDALE CHAMBER OF COMMERCE
EXECUTIVE COMMITTEE MEETING
Walter Harris Memorial Library – Sept. 18, 08 – 7 p.m.**

MINUTES

ATTENDING: Wayne Fitzgerald, Don Kopplin, Janie Badgerow, Doug Crawford, Lynn Silverton

REGRETS: Mark Worthington, Nereda Manion, Patti Shaw

CALL TO ORDER: In the absence of a sitting president, Manager Kate Russell chaired the meeting and called it to order at 7:05 p.m.

RESIGNATION: The manager informed the executive that Mark Worthington has indicated he is resigning from the Executive, though he will still volunteer to assist on event days. Nereda Manion has also indicated she is unable to stay in the Vice President position, due to her new child and other daily pressures.

APPROVAL of previous minutes – Minutes from the June 12 and July 24, 2008 meetings where there were no quorum were presented and reviewed by the committee.

MOTION: Moved by Don Kopplin, seconded by Wayne Fitzgerald that the executive committee receive and accept the minutes from the June 12 and July 24th meetings of the committee. Carried.

BUSINESS ARISING:

50/50 tickets – printed and in stores – collecting tomorrow – Sunday, Sept. 21-draw. The hospital boxes will also be picked up so as to close out the CGHS fundraising pledge. It was thought the 50/50 draw was not promoted enough or earlier enough.

Beautification – Huntsville garbage containers – this is included in manager’s report – below.

Quote for Olde Firehall – Ralph Walsh – quote requested from municipality – still pending.

Bench-planter – sale - \$99.99 at Home Hardware – need to construct – still at Centre Grey – it was not purchased as it is in pieces and needs to be constructed. It was thought perhaps we could pick it up at a later time. It has not been charged to the Chamber account (though it was ordered and should have been).

Proposal to set up a “deli” in Olde Firehall side hall – interest – follow-up pending.

PRESIDENT’S REPORT: No sitting president

VICE PRESIDENT’S REPORT: No sitting Vice President.

Manager reported one new member – GreenHawk Equestrian, Markdale

PAST PRESIDENT’S REPORT: Wayne Fitzgerald

Wayne presented an update on the primary care facility. He is working with a local development group on a business case plan for a PCF. Looking at a variety of sites. Meeting with municipal CAO/Mayor/mayor to coordinate efforts. Presentation will be made to Markdale Rotary. Still in discussions so too early for public announcements. BWDSB building will be “surplus” in March 2009.

The earlier discussed opportunity for a development off Golf Course Drive (the Mallory property) has now been dropped. Wayne worked on this for 5 years and the deal is now on hold. Unknown what the future will bring.

TREASURER'S REPORT: Don Kopplin

Treasurer presented the monthly financial report (copies available at Chamber office)

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

The manager then presented the payables list (attached).

MOTION: Moved by Wayne Fitzgerald, seconded by Doug Crawford that the payables be approved as presented and the manager be directed to arrange payment. Carried.

MANAGER'S REPORT: Kate Russell

- STARS nominations – see report attached – 5 nominations submitted by Chamber, one by Ice Cream festival. Presentation made to municipal Economic Development & Tourism Committee outlines the nominations and is attached.
- Small Business Week event – Oct. 22, 2008 – see report attached from presentation to municipal Economic Development & Tourism Committee.
- **ACTION:** Manager to coordinate Oct. 22nd event.
- General Meeting – manager inquired if people want to have a general meeting after small business week event as September meeting should have been a general meeting. It was determined to not have it on this date as would be too much in one day – wait for AGM in November.
- **ACTION:** Manager to plan for AGM in November.
- Huntsville garbage containers – purchased through Classic Displays – see attached. Wayne mentioned the waste containers could also be purchased by individual businesses.
- **ACTION:** Manager will meet with a representative of Classic Displays to report back to committee on costs for consideration in the 2009 budget. Municipal liaison will also inquire of the municipality what the procedure is for approvals with waste containers and whether the works department will empty them.
- Meeting with Corporate Services Administrator – the manager met with new CSA Karren Wallace regarding the potential for a BIA for Markdale. Karren is making a presentation to the Economic Development & Tourism Committee later this year. They also discussed the Olde Firehall Trillium grant application.
- **ACTION:** The Chamber will apply for Trillium grant for Olde Firehall with municipal support.
- Summer Student completed time in August. She provided Markdale Fall Fair support as this is a “local priority” and fit in with the job description. Student also did surveys to evaluate the current Trillium grant (with permission from program manager). She will not be continuing school so will be unavailable for the 2009 summer – new student for next year.
- Survey underway for Trillium evaluation - Student also did surveys to evaluate the current Trillium grant (with permission from program manager). Some funds from this will also go to the current CSO as she will be completing the surveys and data analysis.
- **ACTION:** CSO will complete the Trillium grant evaluation for inclusion in final report.
- Hospital fundraising – Manager will collect boxes and report back on outstanding funds remaining to assess whether Chamber will simply cover remainder of pledge.
- **ACTION:** Manager collect boxes and calculate remainder of pledge.
- Non-Profit members - Manager reported she has mailed out non-profit membership letters, requesting membership and letters of support for the Olde Firehall Trillium grant application. She has made one presentation on non-profit membership & Trillium grant application to the Hospital Auxillary.
- **ACTION:** Manager will make other presentations upon request.
- Applied for funding for CCEC convention in Ottawa – no reply – event in November.

CORRESPONDENCE:

- Physician Recruitment Committee - support letter for Trillium grant – Olde Firehall - for GRANT
- Beavercrest Community School – thank you for Citizenship award – to Emma Witkowski - FILE

- OCC – Invitation to Ontario Business Achievement Awards – November 14 – Toronto - FILE
- Grey County – return of deposit cheque for road closure – Cruise Night 2008 - TREASURER
- Grey Highlands clerk’s department – request from seniors for sign – RESPOND OKAY
- Highlands Quest Program – re: partnering in project – INVITED TO OCT. 22ND DAY
- SEDC – STARS thank you for table sponsorship - FILE
- Ontario Ministry of Revenue – GST/PST seminar schedule – POSTED IN INFO BOOTH
- CTM group – re: brochure displays FILE
- Group Insurance updates/Smart Serve News/detail Insurance revenue FILE/POST
- Fay Jensen – parkette plantings and beautification question + Rotary Park sign repaint FILE
- OCC – Ontario Economic Summit/Ontario Tourism Summit FILE
- Rapid Re-employment training Service – presentation request DEFER
- Letter re: old cars in Trafford lot FILE

NEW BUSINESS:

- Manager presented the Wellington North Business Directory as a funding option. It raises over \$20,000 each for two Chambers (Mount Forest and Arthur) in Wellington North. Discussion was deferred at this time.
- ACTION: Idea back on table after AGM.
- Article in “Beyond the City” about Markdale – Manager offered copies of an article about Markdale. Copies available at the Chamber office.
- ACTION: Manager will attempt to get more copies.
- Cancellation of Golf Tournament – potential to partner with foundation in future.
- ACTION: Manager will follow up with CGHS Foundation to see if they are interested in partnering on fundraising moving forward.
- The Santa Claus parade was mentioned. It is scheduled for November 29th.
- ACTION: Manager will arrange road closure, approval letters etc. and return to the committee with a budget for the Santa parade.
- It was mentioned that George has done a great job with the downtown weeds this year and perhaps we should invite him to the AGM so we may purchase him dinner and present him with an “honorarium” for his volunteerism and hard work.
- ACTION: Manager will place this on next agenda for discussion and arrange for AGM presentation if approved.
- Doug Crawford reported the Ice Cream Festival was supposed to be having a year end meeting in October, it has now been postponed to November. It is unknown what the ICF will be doing in 2009. They may want to develop more links through website scoopit.ca (now owned by the Chamber as the Ice Cream Festival did not wish to renew the domain in 2008).
- ACTION: Mr. Crawford will report to the committee the fate of the ICF after the group’s meeting.

ADJOURNMENT: 9 p.m.

NEXT MEETING: Executive meeting – Oct. 22, 2008

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

Prepaid or on bank account:	CHAMBER \$	TRILLIUM \$
Bell Canada – telephone bill	165.45	
Hydro One – utility bill	50.48	
SUBTOTAL	215.93	
New invoices for payment:		
Municipality of Grey Highlands – Water bill	83.27	
The Sun Times – event advertising		\$157.50
The Sun Times – event ads (fall fairs)		\$215.25
Bell Canada – toll free line – events hotline		\$ 36.87
Union Gas – utility bill	17.85	
Four Seasons Party Rental – chairs for children’s area at fair		\$ 42.38
Blackburn Radio – CKNX radio ads for events		\$420.02
Markdale Home Hardware – weed spray	96.02	
Leesons True Value Hardware – statement (412.63) – supply	74.16	\$338.47
Dragonfly designs – website updates and hosting fees		\$189.00
Bayshore Broadcasting – event ads – fall fairs/split rail		\$714.00
Murray’s Print Shop – photocopies – Cruise Night	90.40	
Murray’s Print Shop – photocopies – meetings	22.60	
SUBTOTAL	384.30	2113.49
FOR APPROVAL:		
George Lorenz – labour cost to pull weeds downtown	70.00	
SUBTOTAL	70.00	
TOTAL PAYABLES:	670.23	2113.49

MOTION: Moved by _____, seconded by _____ to accept and approve the August/September payables as presented and/or with the following amendments: Carried/Defeated



Dear Kate,
The garbage/recycling units that we have downtown are from Classic Displays.

Classic Displays is in Mississauga. 1-800-461-6635. www.classicdisplays.com
Our rep is Adam Tucker.

They are the Phoenix Waste Unit with a double unit for garbage and two stream recycling, which is what we have in Huntsville. We had the rectangular cut out for the insert reduced by 1" so that less no pedestrian waste would fit through the holes. We also only have openings on the sidewalk side of the units rather than openings on both sides. Give me a call if you have any more questions.

Robin Brushey

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**Presentation to
Grey Highlands Economic Development
& Tourism Committee
Wednesday, Sept. 24, 2008 – 10:30 a.m.**

Re: STARS nominations and Small Business Week Event – Oct. 22, 2008

1. STARS in Business Awards – Local Nominations

BACKGROUND:

As you may already know, the Saugeen Territory Awards of Recognition and Success (STARS) Awards is an annual business awards program, which recognizes business excellence. Every year businesses from across the region (this award covers Grey Highlands, Chatsworth, Southgate, Minto, North Wellington) compete in 6 categories for the elite award – presented at a gala event October 29th in Arthur.

PREVIOUS YEAR'S WINNERS:

Every year the Markdale Chamber endeavors to submit nominations for consideration. In 2007 Chapman's Ice Cream was selected as Corporate Citizen of the Year (nominated by the Ice Cream Festival) and IDI Markdale (Peek Thru My Window/Fancy That/County Line) was selected as Business of the Year (under 15 employees) and Sidekicks Café was the runner-up in Customer Service Excellence.

2008 NOMINEES:

This year, the Markdale Chamber of Commerce has again submitted nominations. The Ice Cream Festival also nominated Doug Crawford and Foodland for the Customer Service Excellence award. The Chamber has nominated the following:

Young Entrepreneur of the Year: Sean McGivern, GrassRoots Organics, Desboro: Though not located in Grey Highlands, at 29 Sean could teach us all about entrepreneurship. Seven years ago he started an organic grain business and is now running 1000 acres of organic grain and market garden, milling it on his own property (often with in-house designed mills) and selling from his own and other retail locations as well as wholesaling to key customers like The Bulk Barn, Nature's Path Cereal and event exporting kosher wheat and flour to Israel. He has worked with local municipality of Chatsworth farmers to develop their organic crops for this growing market. As Chatsworth does not have a Chamber of Commerce, the Markdale Chamber took the initiative to include this worthwhile business in the STARS competition.

Entrepreneur of the Year: Diana Irwin, H. Devereaux, Markdale:

Diana's great-grandfather, H. Devereaux was a magistrate in Markdale in the 1900s, so when she was looking to branch out into new ventures after 20 years as a successful costume designer in film, Markdale was the place for her and husband John. They took the initiative to renovate and open on the corner of downtown Markdale, in a store location previously closed for four years. Her eclectic mix of retail offerings and her custom sewing for home décor and her general good attitude has made her a welcome new face in our downtown retail mix. Though this is a new venture, Diana has been an entrepreneur all her life and we feel she well deserves this award.

Company of the Year (over 15 employees): Four Seasons Party Rentals, Markdale:

Everything you need for any event, it's all here at Four Seasons Party Rentals. Covering a huge area (anywhere within a 2-hour drive of Markdale) this local company has grown from a small downtown location, to a stand-alone building, which is ever growing to meet with the products in demand from small volunteer groups to large corporate gatherings. The recent addition of a commercial laundry facility in town has allowed Debbie and Harry Janzen to expand their offerings. They are now handling regular accounts and employ upwards of 20

local people every busy summer event season. From humble beginnings of purchasing what people wanted to rent to anticipating market trends and being “first on the block” with the latest rentals, this business is bound to just keep on growing.

Company of the Year (under 15 employees): Top O’ The Rock, Eugenia:

Again, not a Markdale business but an excellent example of the old saying “build it and they will come.” Debbie Clark started in a small 1,200 sq. ft. store, expanded to double that size and in 2008 built a larger 5,000 sq. ft. building to house her “one stop shop” in Eugenia. Housing one of the first LCBO agency stores in the area, Top O’ The Rock offers almost everything a resident or weekend shopper in Eugenia might need. From take-out food, water and videos to groceries, lottery, liquor and campfire wood, this store has become a valuable asset to Eugenia. Small town hospitality and urban convenience store selection are a great combination at this excellent local business.

Customer Service Excellence: Doug Crawford, Foodland, Markdale:

As this nomination was prepared by the Ice Cream Festival committee, I am unable to speak to the specifics of the nomination. Doug Crawford and Foodland are very involved in the community, offer excellent customer service and are an integral part of the retail mix in Markdale.

Corporate Citizen of the Year: John (JD) Daly, Sidekicks Café, Markdale:

Nominated and runner-up in 2007 for Customer Service Excellence, JD was nominated again in 2008 because he and his business are so involved and great boosters for Markdale and its many non-profit groups. From getting his head shaved for Cops for Cancer to selling fundraising draw tickets and promoting local events, JD and his staff are constant boosters for the town and Grey Highlands at large. Involved in many groups and supporting a plethora of fundraisers across the area, JD and his staff always greet customers with a smile, an update on local happenings and a genuine interest and caring attitude for the area. We hope this second nomination will put JD in the spotlight for some well-deserved recognition and gratitude.

GALA DATE:

The STARS Awards gala evening in October 29, 2008 at the Arthur Recreation Centre. Please consider attending this important regional economic development evening and cheer on our Grey Highlands nominees.

2. Small Business Week Event – Oct. 22, 2008

BACKGROUND:

As part of the Markdale Chamber’s current Trillium grant, there is a volunteer skills training component requiring four volunteer training sessions within the grant timeframe. One such session on event planning was presented at the Volunteer Recognition Night in April. As this has been a busy event summer for the Markdale Chamber - we have added enhancement events to the Flesherton Spring Fling; The Eugenia Gold Rush Days; the Markdale Fall Fair and supplied event equipment for other events like the Split rail Festival and the Markdale Rotary Mountaintop Jamboree among others – there are still three training sessions pending in the Trillium workplan.

As a way to leverage funds available for training through the Trillium grant, the Markdale Chamber is partnering with the Saugeen Economic Development Corporation in Hanover (Dave Barrett) to fund this day. As such, we will be offering training for volunteers and small business – as we find many skills for one are transferable to the other. As a tentative outline for the day, I offer the following schedule:

TENTATIVE SCHEDULE: OCT. 22, 2008

- 8 a.m. – set-up hall (booked Kinplex but may go to Complex if students get involved)
- 9 a.m. – Welcome and registration (coffee and muffins)
- 9:30 a.m. – Training Session 1 – “The Journey With In” with Gregory Smith.

10:30 a.m. – Morning Health Break (potentially sponsored by local business)
10:45 a.m. – Training Session 2 – Volunteer to Small Business Crossover Skills
Noon – Lunch Break (potentially provided by local non profit group)
12:45 p.m. – Session 3 – Bookkeeping for Your Small Business or Volunteer Group
1:45 p.m. – Afternoon Health Break
2 p.m. – Training Session 4 – TBA
3 p.m. – Health Break
3:15 – 4:15 p.m – Training Session 5 – TBA
4:30 p.m. – Thanks and information sharing
5:30 p.m. – Markdale Chamber of Commerce General Meeting – TBC

PARTNERING FOR STRONG COMMUNITY:

The Chamber manager has met with representatives from Job Directions in Flesherton, with the intention of determining best offerings for local people seeking jobs and skills upgrades. They have agreed to help promote the event and share existing contacts – including those involved in a Career Day held early this year for students. They have also offered the contact for Ontario Works – so notices about the day may be sent out to participants in their payment envelopes.

There will also be information sharing with local students, through the Highlands Quest co-op program running at the Centre Grey Complex. There may be potential to partner with this class to host the event as part of a skills development project. This is still to be confirmed with teacher and program coordinator Ethan Misener.

It is anticipated we will invite local politicians and dignitaries; the general public (through a mail out); non-profit groups (who will also be able to set up tables about their volunteer opportunities); business-to-business information booths (group insurance, online training etc.); local companies and organizations (for a “career day” component) and students from the local high school. Invitations will be extended beyond Grey Highlands through information in newspapers and distributed through the Grey Bruce Multi-Chamber Network.

MOVING FORWARD:

It is hoped this will not only be the final project for the Chamber’s Trillium grant (which officially ends on October 18) but also the first of such type of economic development day. We hope to forge strong partnerships within the community and potentially partner with groups and organizations to continue this type of locally-centered training and career development day.

COUNCIL REQUEST:

At this time, we have no financial request for the municipality. We would, however, appreciate the opportunity to have a representative from Grey Highlands to come and give greetings from the municipality in the morning welcome session. We also wonder if the Economic Development and Tourism Committee might like to have an information table at the event. I watched with interest the presentation on the small business system by your Corporate Services Administrator to council recently. It is just this kind of innovative and “one stop shop” for business start-ups in the municipality that the Chamber applauds and would appreciate having as an informative offering at the event on October 22nd.

We, of course, understand if this is too short notice or premature for your Corporate Services Administrator to become involved with at this time.

Thank you for your consideration of this presentation. The Markdale Chamber looks forward to continuing to work with the municipality to sustain a strong local economy and tourism base.

Presented for review by Chamber Executive Committee - Sept. 18, 2008 by Kate Russell, Manager – Markdale Chamber of Commerce (submitted today for EDTC agenda)