

**West Grey Chamber of Commerce
Executive Meeting Minutes
November 4, 2015**

Attending: Nella Monaco-Wells, Lois Harris, Stephanie Crilly, Councillor Rob Thompson, Ruth Owler

Nella called the meeting to order. Motion to accept the agenda by Stephanie, seconded by Ruth. Carried.

Acceptance of the October 7, 2015 minutes was moved by Ruth, seconded by Stephanie. Carried.

Business from the October 7th meeting:

- Stephanie reported that she so far had 8 yesses and 9 possibles in terms of the Christmas promotion, including Newtown Spa, Garafraxa Salon, Saunders Mens Wear, Smart Buys, Village Creations and West Grey batteries. She said she'd be away on holiday, so Lois said she'd make phone calls to follow up. It was re-confirmed that we need 24 businesses to make it a go.
- Nella said that the Durham BIA was to meet on the next Tuesday and could try again to get them involved.
- Rob said Neustadt needs to form a BIA to get access to funding for the pilot project to attract business to the village. Stephanie suggested they have us fill out the forms for them - fold into the Chamber of Commerce since we are already organized.
Rob said Doug Hutchison goes to meetings and would invite someone from our C of C to a meeting in Neustadt.
- Rob also reported that the signs to go in empty storefronts are done, and that Larry Adams is the contact person for anyone wanting information.

Stephanie said that the new deadline for the promotion is November 13th to meet the West Grey Progress deadline.

Nella said that the Garafraxa Cafe was willing to hold a networking event, they are just figuring out a suitable date.

She also said that a few more businesses are looking to join the Chamber. Pebbles was going to wait until next year, but were convinced to sign up - paperwork to come.

Nella gave the website report. She also had correspondence from the Durham Health Care Foundation and the Hawk's Nest (a version of the Dragon's Den).

Ruth presented the mock-up of the Christmas promotion ad that will go in the Hanover Post. It was decided to put the names of the participating businesses on the ad instead of logos, since not everyone has a logo.

Nella will do up an ad for the Chamber web site re: the promotion, and she and Lois will promote on Facebook and Twitter.

Rob said he would email the members of the Economic Development Committee to ask if they want to pitch in to the promotion. If that happened, we may not need to reach the 24 business target.

Lois presented an article about a digital promotion kiosk that is a directory of local businesses. It has interactive screens and are located in several businesses around southern Georgian Bay, including two McDonalds restaurants and the Wasaga Beach Library. She'll scan it and send it around to the Chamber board.

It was agreed that we could think of participating, but maybe in spring, 2016.

Nella said that the Grey Bruce Boomer magazine was asking for advertising. It was agreed that we would think about it as a possibility, but not right now.

Next meeting is December 2, 2015 at Pebbles.

Rob motioned to adjourn the meeting and Stephanie seconded. Carried.