

**West Grey Chamber of Commerce
Executive Meeting Minutes
March 15, 2016**

Attending: Nella Monaco-Wells, Lois Harris, Cheryl Lindsay, Rob Thompson, Brenda Newton

Nella called the meeting to order. Motion to accept the agenda by Rob seconded by Lois. Carried.

Acceptance of the February 2, 2015 minutes was moved by Cheryl, seconded by Rob. Carried.

Business arising from last meeting:

- Feedback from the Shop to Win promotion. More advertising/promotions were suggested on more outlets. - FM102 and the Dock, etc. Cheryl had a good idea about more 10 second clips per day.
- Rob will follow up with Doug re: potential for a Neustadt member on the board.
- Cheryl reported that she tried to find out about signs, but is still waiting on a response. Rob said that the rental amounts at the Durham community centre for signs behind the players' bench is \$100/year for September to September. On the boards, it's \$250/year.
Rob explained that there's a kit with all the information including a sign rental agreement. A sign up in the Ayton arena should be included. He will follow up with Ayton arena folks. Cheryl asked if the cost for both would be \$500/year rental. We need to get the sign designed and built on top of that - which is a one-time cost. Nella said we should ask our Chamber member, Sign Up Signs & Graphix. It was decided that at our next meeting (April 12th), Cheryl would inform us on the price for the signs so that the board could approve the project.
- Lois reported that we have the Top End Restaurant for May 2nd. Mary Anne Lewis has agreed to serve a buffet dinner, and has requested that she get the number of attendees to know how many she will be cooking for. Lois suggested the Mayor to be Emcee for the AGM. Rob will ask the Mayor.
- Guest speaker for the AGM will be Bryan Plumstead, who's the head of Economic Development for Grey County. Rob will firm up the fact that he will be guest speaker.
- A conversation about nominations for the board ensued, and Nella agreed to send out a notice to the membership asking for anyone who wants to offer their services on any positions the board. Deadline for nominations will be our next board meeting on April 12th.
- A discussion about the spring into spring promotion turned into a talk about the issues around the 2015 Christmas promotion. The BIA and the CofC promotion

being run at the same time presented issues to the businesses and customers. See resolution below.

Treasurer's report was delivered by Brenda. We currently have \$14,525.44 in the bank.

Brenda also provided a financial report on the Christmas promotion. A total of \$775.00 in certificates have been cashed. The advertising cost \$3,941.65. We had a loss of nearly \$900.00 on the promotion. Total cost of the promotion to the Chamber was \$3,399.71. Majority of certificates cashed at L&M, Home Hardware, MacGregor's. Brenda moved to accept her report, and Cheryl seconded.

A discussion about the Christmas promotion - Nella said we should have more lead time, and separate from the BIA Christmas promotion. Lois suggested we think about a Thanksgiving promotion. That way, we could have lots of lead time - work on it over the spring and summer and start advertising around Labour Day. Prizes could include Thanksgiving turkeys. Board agreed on a Thanksgiving promotion. Nella suggested we could start planning in June-July, and launch around the end of August/early September. Draws could be done a week before Thanksgiving. Current fee for participating would remain at \$100 for member businesses and \$125 for non-members.

Nella provided the website report - 2,404 page views with 73 per cent new visitors and 26 per cent returning visitors.

Brenda gave a report on the membership with only a few having yet to renew.

In other business, Nella reported that one of our newer members had offered to visit with businesses in our community to strengthen our Chamber membership.

Cheryl suggested that, during hockey tournaments, it would be helpful to have a map of West Grey restaurants and businesses for when visiting teams come to town. Nella suggested we try and get it done in time for the Warrior weekend in November. Brenda suggested we have a flyer in the newspapers. More discussion at the next meeting.

Rob brought the Chamber board up to speed on several economic development activities, including possible participation in the Butter Tarts and Buggies Trail, the Saints and Sinners Trail and upgrading the baseball diamond in Durham. A big cleanup and restoration of the baseball diamond is being scheduled for April 23, 2016.

The next meeting will be held on April 12, 2016 at Pebbles at 5:30 p.m. Rob motioned to adjourn the meeting and Brenda seconded. Carried.

