

**West Grey Chamber of Commerce  
Executive Meeting Minutes  
Pebbles Restaurant  
June 8, 2016  
5:30 p.m.**

Attending: Nella Monaco-Wells, Cheryl Lindsay, Lois Harris, Ruth Owler, Rob Thompson, Stephanie Crilly, Brenda Newton, Carol Dyck. Guest: Doug Hutchinson

Nella called the meeting to order. Motion to accept the agenda by Cheryl, seconded by Carol. Carried.

Acceptance of the January 6, 2015 minutes was moved by Cheryl, seconded by Carol. Carried.

Business arising from last meeting:

- Treasurer's report from the AGM. Website maintenance - Brenda reported that we ended up paying our web server, Dreamhost twice, which means that this year's Dreamhost invoice has already been paid. In addition, a long-term investment (term deposit) went into the account for ongoing efforts.
- Nella asked about whether we want to sponsor an awards program. Stephanie said that Hanover has several awards including business, youth, and citizen of the year. After a few ideas were discussed, she suggested we schedule a conversation for the next meeting. Carol Dyck volunteered to talk to representatives at the SEDC about the possibilities. Consensus was to start small and build from there.
- Directory map for Warrior Weekend for November - in the program and on a banner. Nella presented a few options. Nella will have a mock-up for the next meeting. Carol suggested that Nella contact Rose about an easy-to-use software program available from SEDC.
- A suggestion was made to use the map as a draw to bring in new members to the Chamber. Stephanie presented an inventory she put together of what other communities are doing through their Chambers. Stephanie to add what West Grey has to offer.
- A discussion was had regarding the potential for using Chamber Bucks as a promotional tool. Stephanie said that Hanover has had \$60,000 in commerce over 5 years using their bucks. Could use it as an employee appreciation program or as a gift certificate for birthdays, anniversaries, golf tournaments and so on to provide an incentive to shop locally. Cheryl suggested using the term "Chamber gift certificates". Stephanie warned that the certificates should be only issued for local retail items - not cash.
- Lois suggested that we put together all our ideas in a plan and present it to chamber members to see if there's an appetite for them. Nella and others agreed that we need to survey the membership to get engagement and

potentially more ideas. Ruth and Stephanie suggested that we spend the summer putting ideas on paper, send out an email blast in September and look to have the membership drive in October.

- Rob asked about the minutes from the 2016 AGM. Lois to check and send the minutes out.
- Rob updated on Chamber sign rentals for the arenas - Ayton's year is January to January and Durham's is September to September.
- Rob suggested we get the sign into the Normanby arena sooner rather than later, to have some exposure during Homecoming. Stephanie moved to spend the \$75 necessary and Cheryl and Brenda seconded.

Brenda delivered the Treasurer's Report. All Christmas promotional tickets are in. Balance is \$12,970.89 at the end of May.

Nella and Brenda delivered the membership renewal report. Most members have renewed with the Chamber - only three businesses did not renew.

Nella delivered the website update: 2,839 hits for April/May, 77 per cent new visitors.

Correspondence - Nella reported that the Chamber's open letter to Grey County supporting Rockwood Terrace was published in the Hanover Post. Nella received an acknowledgement back from the county that it had been received and that a decision had yet to be made about how the issue of long-term care in the county would be handled.

Doug reported that West Grey will be doing an economic impact study about what would happen if Rockwood closed. He said it would be completed in September or October. He said Councilor Carol Lawrence is doing a presentation to Grey County Council about the situation in July.

Rob said that councilor Lawrence has asked if someone from the Chamber Board would sit on the Rockwood Terrace planning committee. The meetings are on Tuesday afternoons, which presents a problem to anyone who has a business/has to work.

Doug Hutchinson reported that four or five Neustadt businesses have joined the West Grey Chamber. Reiterated the hope that our board would help Neustadt with its plans to revitalize the community. He suggested appointing a sub-committee to work on it. Carol said that she talked to SEDC (Rose) who has several options for attracting business to Neustadt. She emphasized that whatever they do, it has to be well-planned.

Carol said that she wants to get more Neustadt businesses into the Chamber.

Stephanie and Lois will be on the sub-committee with Carol and Rose (SEDC) and Doug. Lois said she'd follow up with OMAFRA re: funding opportunities.

Stephanie moved the creation of the Neustadt sub-committee of the Chamber of Commerce, and Cheryl seconded. Carried.

Nella raised the issue of needing a replacement for Brenda as treasurer to the Board. Brenda will still be with us until September. (We will MISS her!!!)

Rob suggested that Nella should approach Northern Credit Union to see if they want to offer to have another volunteer from there.

The next meeting of the Chamber Board will be on August 9, 2016 at Pebbles at 5:30 p.m.

Cheryl moved to adjourn the meeting and Rob seconded. Motion carried.