



## **West Grey Chamber of Commerce Executive Meeting Minutes**

**November 5, 2019, 6:30pm at the West Grey Municipal Office**

**Attendance: Amanda Bible, April Brill, Tom Hutchinson, Laura Johnston, Nereda Manion, Nella Monaco-Wells.**

**Regrets: Kevin Tremble.**

**1: Nella called the meeting to order at 6:30pm. Declaration of Pecuniary Interest - NONE**

**2: Motion to accept the agenda by Nereda, seconded by Amanda**

**3: Approval of October 8, 2019 minutes move by Tom, seconded by Amanda**

**No errors or omissions to report**

**4: Business Arising from Minutes - NONE**

**5: Treasurers Report provided in advance and received by the Board members.**

**Noted that the invoice for the brochure printing still not received. Hopefully will be in and paid by year end.**

**MOTION by Tom, seconded by Nereda: to increase the Grants amount to \$4500 for 2020 by transferring \$1500 from Brochure and \$1000 from Advertising. In 2020, the goal is to cover the cost of the brochure through advertising sales.**

**CARRIED.**

**6: Membership Update- 94 members, 1 new member since last meeting. Our goal is to hit 100 by the year end.**

**7: Website & Marketing discussion**

**1529 hits to the website; 520 FaceBook likes (an increase); 374 Twitter followers**

Southgrey News online news service is offering five ads at \$30 each for 2020. Nella to get analysis of online traffic to the Chamber ads.

MOTION by Amanda, seconded by April to purchase five ads at \$30 each, for a total of \$150 for 2020 advertising.

CARRIED.

Spotlight December issue was discussed. The cost of a full page ad is \$275. The Board discussed the content of the ad and decided it was a good publication to print the list of business members and thank the community for supporting local businesses.

MOTION by Amanda, seconded by April to book the December Spotlight ad.

CARRIED.

## 8: Correspondence

Nella provided information on correspondence received from Women's House of Grey Bruce outlining their services and fundraising goals. The Board received for information.

Nella provided information on correspondence received from the Durham Agricultural Society thanking the Chamber for its support at this years' fall fair. The Board received for information.

## 12: Other Business

### a) West Grey Wally update

Laura provided an update on costs and options. The first step would be to have the artwork digitized by a professional graphic designer, ensuring we receive various file formats for embroidery (.dst), online applications (.jpg), print (vector, .eps) etc. and ensure that the digital rendering can be sized from 3 inches for logos and stickers, to 5 feet for cut-outs. Laura, April and Nereda will put calls out for designers to provide quotes. The estimated cost for this is approx. \$1000.

Laura also advised that stickers could be purchased for approx. \$200 for 1000 and cut-outs would be approx. \$300 each.

The decision was made to secure quotes from designers for the digital work, set a meeting in December to finalize the "Wally Campaign" for a spring 2020 roll-out, potentially as part of a membership drive or utilize the Chamber brochure.

Nella will investigate PayPal options for memberships and report back in December, as well.

**b) Vendor Booth: Early-bird Christmas Vendor Market**

April is hosting a market at the Durham Legion on November 23 and offered a free space for the Chamber. After some discussion, Nereda advised that she is happy to provide space at her booth for brochures and to discuss Chamber memberships.

**c) Discover Ability Workshop: partnership with Grey County Business Enterprise Centre**

Laura opened up the discussion if the Chamber would like to partner on workshops with the County and host sessions in West Grey. The Board felt the workshop subjects would have to be relevant to the membership. Laura will enquire with Grey County on potential sessions and report back to the Board.

**10: Next meeting: Wednesday, December 4 at 6:30 p.m. at the West Grey Municipal Office.**

**11: Open Discussion**

**a) Digital Main Street program**

Nella initiated discussion on the grant program for businesses to test and enhance their online presence and activities. There are two funding streams, grants available to retain “digital service squad” staff and 2500 grants for businesses to apply to directly for one-on-one support. Nella will investigate further and report back at a future meeting.

**b) Christmas Float**

The Members will look at participating in 2020.

**c) Bylaw amendments**

Nella advised that an email was received indicating the Chamber’s bylaws needed corrected, however, the specifics of the errors was not provided. Nella will bring back to future meeting once the information is received.

**14: Motion to adjourn meeting at 8:20 p.m. Moved by Tom. Seconded by Nereda. CARRIED.**