



West Grey Chamber of Commerce Executive Meeting Minutes

February 4, 2020, 6:30pm at the West Grey Municipal Office

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

1: Nella called the meeting to order at 6:35pm. Declaration of Pecuniary Interest - NONE

2: Motion to accept the agenda by Amanda, seconded by Kevin

3: Approval of January 7, 2020 minutes, moved by Nereda, seconded by Tom

4: Business Arising from Minutes - none

5: Treasurers Report: verbal update of \$32,000 in bank, which includes the \$10,000 Digital Main Street grant. Membership payments are coming in well, including an increase in e-transfer payments.

6: Membership Update- New members: Eastlink and The Innovative Office. Membership now totals 93.

7: Website & Marketing discussion

In January there were 2177 visits to the website. Social media numbers: 537 Facebook likes and 376 twitter followers.

8: Correspondence

- 1. Escape Bruce Grey magazine ad for 2020 publication – proposal from municipality to cost share. MOTION: moved by Nereda, seconded by Kevin that the Chamber cost-share a display ad with the municipality to a maximum of \$300 each. CARRIED.**

2. Business card holder required for Neustadt arena. MOTION: Moved by Amanda, seconded by Nereda that the Chamber purchases one holder unit and a topper sign to a maximum of \$250. CARRIED.

9: Other Business

a) Digital Main Street – recruitment update

Nella advised that six applications were received and four candidates were invited to interview. Three attended. An interview is being set up for a seventh candidate who has experience with the Main Street program. The Township of Wellington North is partnering which doubles the budget and reach of the program. As well, if the successful candidate needs to be hired as an employee, Wellington North can take this on. The ultimate goal is to have the successful candidate participate in the intro webinar on February 11, 2020.

b) Feedback re: renewal calls

Amanda received a comment questioning why there is online promotion of non-members' community events. Board members discussed the practice and determined that only non-profit events will appear on the website calendar and not receive social media promotion. Members' events and news will be posted to the calendar and shared through the social media channels.

c) West Grey Wally graphic design artwork

Laura shared the final draft illustration; the members were all in support of the design. No changes requested. Laura will finalize with the Illustrator and have the cut-out ordered with the expectation of a two-week delivery. It will be necessary for the Chamber logo to be redrawn and will be an additional \$50-\$75.

Motion: Moved by Tom, seconded by April to accept the final draft illustration and proceed with ordering the cut-out and colouring sheets for March. CARRIED.

Motion: Moved by Amanda, seconded by Nereda to approve Nella to book a full-page ad in the March Spotlight to launch the West Grey Wally campaign. CARRIED.

d) West Grey Member Directory

Laura provided a hard copy of the final "draft" directory noting that proofreading still needs done and everyone's help is appreciated. Nella to provide missing/updated files. Laura will circulate the final version sometime during the week of Feb. 10. Kevin will get quote, noting that camera-ready artwork will be provided, rather than paying the printer to do the layout.

e) Open discussion

a. Annual General Meeting

i. Date set for April 28, 6 p.m. Location to be determined. Nella to approach Pebbles

b. Joint meeting: West Grey Economic Development Advisory Committee (EDAC), Chamber and BIA – tentatively set for March 3 at 6:30 p.m., municipal office, to discuss the Community Improvement Plan. Laura to invite municipal planner and Grey County economic development. Tom to finalize with BIA and EDAC.

c. Abbeyfield Golf Tournament – ad space available in program. Moved by Amanda, seconded by Nereda that \$125 be spent on a hole sponsor at \$75 and a brochure ad for \$50. CARRIED.

10: Next meeting: March 3, 2020, 6:30 – 8 p.m., West Grey municipal office

12: Motion to adjourn meeting at 9:10 p.m. Moved by Nereda, seconded by Tom. CARRIED.