



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

**January 7, 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 6:30pm. Declaration of Pecuniary Interest - NONE**

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

**3: Approval of December 4, 2019 minutes, moved by Nereda, seconded by Amanda**

**4: Business Arising from Minutes (see "Other Business")**

**5: Treasurers Report. Acknowledge.**

**6: Membership Update- New member (Twig and Brindille). Membership now in excess of 90 members.**

**7: Website & Marketing discussion**

**In December there were 2706 visits to the website, however, the website was down for approx. one week for maintenance. Social media numbers: 534 Facebook likes and 376 twitter followers.**

**8: Correspondence**

- 1. Thank you letter from Bluewater District School Board for donation**
- 2. Hawk's Nest request for sponsorship. It was noted that Saugeen Economic Development staff will be delegating at the municipal economic development advisory committee in February to provide more information on sponsorship levels for this event. Laura and Tom will share that information with the Chamber at the March**

meeting. Laura and Tom will also investigate having a joint March meeting with the municipal committee and the chamber.

3. Letter from municipal staff (Lindsey Glazier) requesting confirmation if Chamber agenda and minutes are to be posted on municipal website. Decision was that the new municipal site can have a paragraph about the Chamber and redirect to the Chamber's site where the agendas and minutes are already posted.
4. Correspondence with Stephen Townsend regarding assistance with Chamber bylaw, given Stephen's previous involvement developing the current bylaw. Before Nella proceeds with Stephen, she will contact the provincial and federal Chambers for clarification on what status we should be seeking and what the differences are between the various designations.
5. Request from Doug Hutchinson on behalf of Frazzlefest for support/sponsorship/participation in the snow sculpture contest, February 15, 2020. On Motion by Tom, seconded by Nereda, the Chamber will provide \$500 to the BIA to support the event and on a further motion tabled by Amanda and seconded by April, the Chamber will provide \$200 in Chamber bucks as a prize for the sculpture contest. Amanda will attend on February 15 and April will confirm if she is able to join Amanda.
6. Nella mentioned an enquiry regarding the lands purchased for the West Grey Police building. Tom confirmed the land is in the town of Durham, across from Country Corner restaurant on Durham Road.
7. Digital Main Street grant letter confirming successful application and award of \$10,000 to the Chamber from the Ontario BIA Association (OBIAA). As well, the partnership agreement requires signing and the funds must be spent by May 31, 2020. On Motion by Kevin, seconded by Tom – CARRIED – to enter into agreement with OBIAA. Laura to contact OBIAA regarding the "campaign in a box" initiative.

## **9: Other Business**

### **a) Membership Directory**

Laura provided a mock-up version of the 2020 directory and potential passport. The Directory is targeted to go to print February 1, 2020. Laura to provide a PDF of the new layout for the Board members to use when soliciting ads. The goal is a minimum of 20 ads.

### **b) West Grey Wally Passport**

The Board decided to concentrate on completing the Directory and will discuss the Passport at the February meeting.

### **c) West Grey Wally digital update**

**Laura has located an Illustrator who is capable and anxious to prepare a professional version of Wally and can provide the final design in several digital formats. The cost will be \$1000, with a \$500 deposit required to secure the contract. The Board noted that previous approval was given to retain a professional, and the budget was approved at \$1000. Laura will proceed. Kevin to e-transfer the \$500 deposit. The design project has a January 31, 2020 deadline.**

**d) Frazzlefest**

**(see notes in 'correspondence' section)**

**e) Digital Main Street**

**(see notes in 'correspondence' section)**

**10: Next meeting: February 4, 2020, 6:30 – 8 p.m., West Grey Library – Durham branch**

**11: Open Discussion: Nereda shared the layout of a PowerPoint slide deck being created by a co-op student for use at trade shows, etc. Nereda will have the presentation saved as both .jpeg files and in the native InDesign in the event that edits are needed in the future.**

**12: Motion to adjourn meeting at 8:45 p.m. Moved by Nereda, seconded by Amanda. CARRIED.**

