



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

**May 11, 2020 | ZOOM meeting**

Attendance: Amanda Bible, Tom Hutchinson, Laura Johnston, Nella Monaco-Wells, Kevin Tremble

Regrets: April Brill

1: Nella called the meeting to order at 5:12 p.m. Declaration of Pecuniary Interest - NONE

2: Motion to accept the agenda – Moved by Tom; seconded by Kevin. CARRIED.

3: Approval of previous minutes – Moved by Amanda; seconded by Kevin. CARRIED

4: Business Arising from Minutes – none

5: Treasurer's report (ACKNOWLEDGED) Kevin provided a status update as of April 30:

- \$22,561 in bank
- Overview of advertising spending including \$170 for West Grey Wally colouring page in Spotlight
- Digital Main Street expenditures of \$2800 to Laura Elliott for consultation services; \$752 to print and distribute post card and \$59 for refreshments for DMS launch event
- Beauty of West Grey expenditures of \$50 for gift basket for the 2018 winner and \$50 for gift basket for the 2019 winner

6: Membership update and discussion: Nella confirmed two new members – Mini Me and Going Once! Going Twice! – brings total to 94 members. Eight members to collect from still but commitment is there to pay so no concerns.

7: Website and marketing updates:

- Website: 2601 hits
- Facebook: 583 likes

- Twitter: 382 followers

Nella also advised that the new brochure will be uploaded to the website.

The extra Facebook marketing for the Digital Main Street had a reach of 1757 with 78 clicks to the Chamber's website. Nella will continue advertising to the approved budget of \$100.

#### 8: Correspondence

##### (i) Durham Fall Fair

The Agricultural Society has cancelled the 2020 fair and provided two options for the \$45 the Chamber paid for the 2020 program: take a refund of the \$45, or a tax receipt for charitable donation

Kevin noted that the tax receipt is of no value to the Chamber as it has its own non-profit status and asked if the \$45 could be applied to the 2021 program. All agreed and Nella will enquire.

##### (ii) Upcoming zoom meetings, information sessions, training:

(a) May 12, 7 p.m. a joint session with Meaford, Grey Highlands and West Grey Chambers

(b) May 14, 2:30 p.m. with Premier Ford and Vic Fedeli, Minister of Economic Development, Job Creation and Trade

(c) Grey County Economic Development is launching a 4-part webinar series starting May 12.

#### 9: Other business:

- Digital Main Street: Nella advised that Laura Elliott has had eight West Grey businesses contact her and she is working with them. Laura Elliott commented that, based on her experience with other municipalities, this is a good response. Discussion followed to explore options for a video series to be posted on the Chamber website. Nella will speak with Laura about developing videos focused on social media, website/search optimization and e-commerce.
- Nereda's resignation: Confirmation of Nereda's resignation.
- Open Discussion: BIA is working on their own website. Laura J mentioned that the municipality spoke with the BIA when the municipality was developing the new West Grey site and would follow up with Councillor Hutchinson, West Grey's council rep on the BIA for more information. Tom mentioned that the joint meeting of the Chamber, BIA and the municipal economic development

committee will be organized once the pandemic restrictions are lifted and committees can meet again.

10: Next meeting, Monday, June 8, 5 p.m. – via zoom

12: Motion to adjourn meeting at 5:45 p.m. Moved by Laura, seconded by Amanda. CARRIED.