

GRAND BEND & AREA CHAMBER OF COMMERCE

Executive Meeting  
Wednesday February 25, 2009 – 9:30am  
Chamber Office

- 1) Acting chair, Jack Powell, called the meeting to order at 10:00am  
Present: Brianne Haist, George Appel, Julie Murphy, Stephanie Weber, Phil Gaudreault and Christine Bregman.
- 2) **Motion: moved by Phil and seconded by Brianne to accept the agenda. Carried.**
- 3) Previous Minutes
  - a) No errors or omissions.
  - b) **Motion: moved by Phil and seconded by Brianne to accept the minutes from the January 28, 2009 meeting. Carried.**
  - c) Business Arising
    - i) Christine will speak to bylaw officer, Keith Crawford, about the availability of parking lot transaction statistics and parking machine repair schedules.
    - ii) A draft Code of Conduct checklist was submitted. An addition of proof of liability insurance will be motioned at the next general meeting.
    - iii) A new logo was selected from five choices.
    - iv) **Motion: moved by Julie and seconded by Brianne that Jack Powell be the chamber's Tourism Sarnia Lambton representative. The chamber will cover mileage expenses. Carried.**
    - v) A chair is to be appointed for the Policing/Bylaw Enforcement task force.
    - vi) Lambton Shores' council has deferred metered parking on Grand Bend's Main St. to 2010 for further discussion. The chamber will continue to rally behind free Main St. parking and a speeding implementation of the Main St. revitalization plan.
    - vii) The manager will discuss Group Insurance postal code allocation and the 2009 Marketing Plan with the chamber's marketing agent, Paul Ciufu.
    - viii) Grandpa Jimmy's Scottish Bakery will be the location for the general meeting on March 26, 2009.
- 4) **Motion: moved by Julie and seconded by Phil to accept the financial report. Carried.**
- 5) Correspondence
  - a) Gary Switzer, Chief Executive Office of the Erie St. Clair LHIN will be the upcoming general meeting guest speaker.
  - b) Chamber member, Pat Morden, emailed a congratulatory note on the success of this year's Winter Carnival.
  - c) Stantec Consulting Ltd. advised the chamber of an upcoming Public Information Centre regarding the rehabilitation/replacement of the Shashawandah Creek Bridge. The manager will request specific information about traffic diversion.

- d) The Southwest Economic Alliance will be hosting a one-day sector consultation on March 3, 2009 in London. The chamber will not be sending a representative.
  - e) A news report was received about 2009 capital projects in Lambton Shores.
  - f) Ontario Chamber of Commerce (OCC)
    - i) The Economic Development Committee (EDC) will pursue the provincial governments accessibility standards, built environment. The EDC plans to include this type of information in a package for new businesses.
    - ii) The cost of attending the OCC's general meeting is prohibitive for this chamber. The manager will inquire if there are bursaries available.
    - iii) Motion: moved by Stephanie and seconded by Brianne to send a letter supporting Sales Tax Harmonization to the federal and provincial finance ministers and members of parliament. Carried.**
  - g) The South Huron Chamber will be directed to this chamber's website for member contact information for their upcoming trade show.
- 6) Manager's Report
- a) Monthly statistics and activities are included with the minutes.
  - b) The chamber and Oakwood Resort have partnered to host a Job Fair on Saturday March 28, 2009 from 10am to 3pm. Members and other local businesses are invited to participate. Invitations have been sent to a number of area high schools and post secondary institutions.
  - c) The new website is scheduled for launch on May 1, 2009.
  - d) The 2009 Visitors' Guide currently has \$19,875 in sales. A draft cover will be sent to the executive when it is available.
- 7) EDC Report
- a) Jack Powell has been selected as the new chair of the EDC.
  - b) Jack submitted a draft letter to Lambton Shores suggesting the municipality bury Main St. hydro wires at the time of Highway 21 rehabilitation. It was recommended that the letter wait until plans are known about downtown revitalization.
- 8) Marketing
- a) Motion: moved by Julie and seconded by Stephanie to purchase a banner ad for May to September (\$290 per issue) and a map listing (\$100 one-time charge) in The Daytripper. Carried.**
  - b) The manager will determine the cost and feasibility of the Ontario Tourism Information Centre Domination Program.
- 9) New Business
- a) Motion: moved by Brianne and seconded by Stephanie to give Burgerfest a donation of \$500 from the marketing account due to the event's positive impact on tourism. An additional \$500 may be given on approval of the treasurer. Carried.**

b) A delegation will be sent to the Municipality of Lambton Shores to educate council on the chamber's membership demographic, activities, and connections with the municipality and other levels of government.

10) The next meeting will be held on March 25, 2009 at 9:15am at the chamber office.

11) The meeting was adjourned at 12:45pm.

Signed: \_\_\_\_\_

Date: \_\_\_\_\_