

GRAND BEND & AREA CHAMBER OF COMMERCE

Executive Meeting
Wednesday January 28, 2009 – 9:30am
Chamber Office

- 1) The meeting was called to order by vice-president, Bob Urhig, at 9:41am.
Present: Bob Urhig, Brianne Haist, Julie Murphy, Jack Powell and Christine Bregman.
- 2) **Motion: moved by Brianne and seconded Julie to accept the Agenda with the additions of 6 e) Community Contact Directory and 9 b) Snow Sculpture. Carried.**
- 3) Previous Minutes
 - a) Spelling correction of Brianne Haist.
 - b) **Motion: moved by Julie and seconded by Brianne to accept the minutes from the December 17, 2008 meeting as corrected. Carried.**
 - c) Business Arising:
 - i) Parking transaction statistics have been requested from Ward 1 Councillor, John Dehondt.
 - ii) Jack reported that an accommodation rating system is available from Canada Select. Accommodation providers would cover the cost individually (about \$300/yr). This option will not be pursued at this time.
The Chamber is prepared to conduct independent annual inspections based on the Code of Ethics passed at the Annual General Meeting (AGM).
Accommodation providers will also be asked if they carry Liability Insurance.
 - iii) The municipal sign bylaw will allow for a 3 sq.m roof sign. Quotes will be requested from House of Flags, Sign Plus and one other sign company when the branding and artwork are ready.
 - iv) The request for a Tourism Sarnia Lambton (TSL) board position is pending.
The Chamber will also request that TSL provide marketing consultation three times per year.
 - v) Christine advised that the Chamber not purchase the Nabernet software solution since the Chamber would be purchasing a user license but would not own the code. Other website design options will be pursued.
 - vi) **Motion: moved by Julie and seconded by Brianne that Dave Bartlam be thanked for his volunteer marketing consultation to date and that the Chamber respectfully declines his offer for paid services and the purchase of his website. Carried.**
 - vii) **Motion: moved by Jack and seconded by Julie that the Chamber send communication to the Municipality of Lambton Shores as follows: that considering the state of the economy and its potential impact on tourism, this is not the time to institute paid parking on Grand Bend's Main St. Carried.**
 - viii) **Motion: moved by Jack and seconded by Julie that a Chamber Task Force be struck to determine the impact of aggressive policing in the**

Grand Bend area. The group will include Chamber members and local officials. Carried.

- ix) Information about a Beyond the City Lights Rural Tourism Conference was tabled.
 - x) The Lifesaving Society's Aquatic Safety Audit Report submitted to the Municipality of Lambton Shores satisfies the Chamber's AGM Resolution re: Beach Safety. Lambton Shores' staff has been directed to continue their efforts to implement all of the recommendations contained in the report prior to the 2009 summer beach session.
 - xi) A response from the Group Insurance Plan marketing agent regarding increasing the Chamber's postal code coverage is pending.
 - xii) The volunteer Grand Bend Light Committee folded two years ago. Lights were purchase through the Grand Bend Community Foundation. Many decorations and lights have not been installed since the committee folded. The municipality is struggling with replicating the service.
- 4) The Financial Report was submitted after the meeting and is included with the minutes.
- 5) Correspondence
- a) A consumer complaint against Hessenland was received. Hessenland is aware of the issues and has offered compensation to the consumer.
 - b) 4 Absolute Luxury Cottage Rentals
 - i) A consumer complaint was received about this business via email. Owner, Brian Taylor, pointed-out several discrepancies with the complaint and has also returned half of the paid deposit to the renter.
 - ii) Jack will purchase the Silent Auction trip package refused by Brian Taylor.
 - c) Ontario Chamber of Commerce (OCC)
 - i) The Ontario Sales Tax Harmonization new release will be sent to the local media.
 - ii) OCC reported that under the guidelines of the Alcohol and Gaming Commission of Ontario, Chambers are not permitted to fundraise since they are not registered charities and that Chambers should not be granted Special occasion Permits if fundraising is to be involved in the event.
 - d) The Huron Tourism Assoc. request for a Brochure Swap sponsorship was tabled.
 - e) A letter from BNA-Smart Payment Services Ltd. was received. The letter outlined new CHIP and PIN Compliance measures coming to Canada by October 2010.
 - f) A letter from the Grand Bend Community Foundation was received acknowledging the Chamber's donation of \$1000 to the media relations campaign for Aquafest.
 - g) The Transportation Environmental Study Report has been released for the Rehabilitation of Highway 21 from Lambton Rd. 79 to the lights in Grand Bend.
 - Planned lane widening or intersection improvements will not occur
 - The data collection loop at the Pinery will be replaced
 - Planned lights will not be installed at the Beach O'Pines intersection
 - 11 entrances will be removed, two relocated and two modified (owners have been notified)

- 9.3% of traffic is considered commercial
 - A 58% increase in traffic is predicted by 2016
 - A letter to Lambton Shores will be drafted requesting that hydro wires be buried at the Main St. intersection during the Highway Rehabilitation Process
- h) Information about an Economic Development conference was given to Jack.
- i) The 2009 Huron Country Playhouse play list was received.
- 6) Manager's Report
- a) Statistics and activities are included with the minutes.
 - b) The Chamber office and the Rotary Club of Grand Bend are organizing the Rotary Parade for Winter Carnival.
 - c) Sales for the Visitor's Guide are currently about \$15,000. Neil Clifford expects to exceed the budgeted \$19,000. A meeting has been held with the guide designer to communicate this year's upgrades and changes.
 - d) Christine attended the Lambton Shores Recreation and Leisure Master Plan meeting in Grand Bend. The meeting was an initial brainstorming and information collection session. The next step will be to create an inventory of current recreation and leisure facilities and events. The finished plan is expected in late 2009.
 - e) Office staff and volunteers have completed an electronic Community Contact Directory. There are over 60 community contacts listed.
- 7) The EDC has received the Lambton Shores Community Improvement Plan – Final Report. The committee will meet this week to discuss and prepare a report for the next Executive meeting.
- 8) Marketing
- a) A copy of the Chamber's ad in the 2009 Sarnia & Lambton County Travel Guide is included with the minutes.
- 9) New Business
- a) The next General Meeting will be held March 26, 2009 at 7:00pm. Location to be announced.
 - b) The Chamber will be carving a Winter Carnival Snow Sculpture. Executive members are asked to take part on Monday February 2nd at 7:00pm.
- 10) The next Executive meeting will be held on Wednesday February 18, 2009 at 9:30am at the Chamber office. Since rescheduled to Wednesday February 25, 2009 same time and place.
- 11) The meeting was adjourned at 11:30am.

Addendum

- Julie Murphy requested funding for Burgerfest on behalf of the Grand Bend Optimist Club. The request was tabled until a Financial Report is given.

Signed: _____ Date: _____