

GRAND BEND & AREA CHAMBER OF COMMERCE

Executive Meeting  
Wednesday June 24, 2009 – 9:15 a.m.  
Chamber Office

- 1) Past president, Julie Murphy, called the meeting to order at 9:35 a.m.  
Present: Julie Murphy, Brianne Haist, Phil Gaudreault, Jack Powell, George Appel, Stephanie Weber, and Christine Bregman (recording secretary).
- 2) **Motion: moved by Brianne and seconded by Phil to accept the agenda with addition of 9 c) Sarnia-Lambton Chamber invitation. Carried.**
- 3) Previous Minutes
  - a) **Motion: moved by Jack and seconded by Phil the item 7) Economic Development Committee (EDC) Report should read: The committee is waiting for the Recreation and Leisure Master Plan and a copy of the public meeting attendance list. Carried.**
  - b) **Motion: moved by Phil and seconded by Jack to accept the minutes of the May 27, 2009 meeting. Carried.**
  - c) Business Arising
    - i) Lambton Shores Councillor John Dehondt has taken the community and chamber's concerns about policing and bylaw enforcement to council and the clerk requesting that the OPP be sensitive to law-abiding residents, and to recognize that the tourism industry is important to Grand Bend.
- 4) **Motion: moved by Brianne and seconded by Jack that the Financial Report be accepted. Carried.**  
Discussion: All accounts are within budget. The grant from Canada Summer Jobs has been received.
- 5) Correspondence
  - a) Chamber executive and guests are invited to the official opening of the Grand Bend Beach on Tuesday June 30, 2009 at 5:00 p.m.
  - b) The Multiple Sclerosis Society of Canada will be offered in-kind website support for the RONA MS Bike Tour.
  - c) **Motion: Moved by George and seconded by Phil that a personal note (cc'd to John Dehondt) be written to Forest resident, Nancy Wenz, asking her to request her local municipal councillor support lower parking fines, and to advise her that the chamber has forwarded her concerns to Lambton Shores. Carried.**
- 6) Manager's Report
  - a) Monthly activities and statistics are included with the minutes.

- 7) EDC members, Glen Baillie, Chuck Hall and Bob Sharen will be invited to the next executive meeting. The resolution procedure will be discussed as a way to effectively lobby municipal government.
- 8) Marketing
- a) The website has been re-launched.
  - b) Eight chamber members attended the Marketing Focus Group meeting. Topics discussed included:
    - Promoting more than just the beach;
    - Asking the municipality for tourism marketing funding;
    - Marketing the shoulder season;
    - Using cooperative advertising to increase marketing efforts;
    - Showing the number of jobs that the chamber represents as an economic impact indicator; and,
    - Surveying the membership about their marketing efforts.The executive will develop a marketing strategy and budget for 2010.
  - c) Christine will consult the *Eat Drink* magazine representative about not receiving any website hits from our online advertising.
  - d) The chamber will not be advertising in *Lifestyle* magazine.
- 9) New Business
- a) George A. will prepare a draft budget for the next executive meeting.
  - b) Summer student, John Macoun, attended the Southwestern Economic Alliance meeting on June 12<sup>th</sup>. His report is included with the minutes.
  - c) **Motion: moved by Stephanie and seconded by Brianne that the chamber accept the Sarnia Lambton Chamber of Commerce invitation to collaborate on events, and to exchange weblinks on our respective websites. Carried.**
- 10) The next meeting will be held on Wednesday July 22, 2009 at 9:15 a.m. at the chamber office.
- 11) The meeting adjourned at 12 noon.

Addendum:

- “Student-friendly” status and current availability will be shown on website accommodation listings.
- Christine will work with the web designer to continue to optimize the website search engine optimization.
- **Motion: moved by Brianne and seconded by Jack to relocated the chamber’s boat planter to the north side of the chamber office. Carried.**
- Some members of the executive believe the municipality should view parking as a service. The executive will prepare a parking resolution for the Annual General Meeting.
- The chamber would support a private production company’s efforts to create a May-June and September-October concert series.