

GRAND BEND & AREA CHAMBER OF COMMERCE

Executive Meeting  
Wednesday, March 25, 2009 – 9:15 am  
Chamber Office

- 1) President, George MacDermid, called the meeting to order at 9:30 am.  
Present: George MacDermid, Bob Urhig, Jack Powell, Julie Murphy, George Appel, Stephanie Weber, Phil Gaudreault, Christine Bregman.
- 2) **Motion: moved by Julie and seconded by Bob that the agenda be approved with the addition of 3 c) xi) Sign quotes. Carried.**
- 3) Previous Minutes
  - a) No errors or omissions.
  - b) **Motion: moved by Jack and seconded by Julie to accept the minutes of the February 25, 2009 executive meeting. Carried.**
  - c) Business Arising:
    - i) Parking transaction statistics are seemingly not available. Christine will find out if the new beach manager will collect this information?
    - ii) There is still interest in looking into what is viewed as overly aggressive policing in Grand Bend. Bob will draft a letter outlining the following concerns: over-eager police and bylaw enforcement, excessive RIDE checks, timing of RIDE checks, RIDE checks on private property, the total number of police officers assigned to the area, and the use of unmarked cruisers. Following executive approval, the letter will be delivered to Lambton Shores prior to Victoria Day weekend.
    - iii) The Group Insurance Plan (GIP) postal code allocation is pending. The following GIP marketing projects will be undertaken in 2009: five, promotional member (who use the GIP) profiles; a GIP seminar to be held in September 2009; and a member phone survey asking about interest in the GIP.
    - iv) Repairs will be made to the Shashawandah Bridge beginning in the spring of 2009.
    - v) Discussion on the accessibility standards, built environment was tabled to the next meeting.
    - vi) The Ontario Chamber of Commerce (OCC) does not have a bursary program for delegates.  
**Motion: moved by Phil and seconded by Jack to send a delegate to the 2009 OCC Annual General Meeting (May 1,2,3), and to fund up to \$1000 of expenses. Carried.**  
Discussion: Stephanie volunteered to attend, and will try to secure a lower room rate.
    - vii) Employer registration is very low for the upcoming Job Fair. The registration fee will be lowered to \$50, and the event will be promoted at the General Meeting.
    - viii) The website will be re-launched on June 1, 2009.

- ix) The OTIC Domination Program was not discussed.
  - x) The chamber delegation to Lambton Shores was not discussed.
  - xi) Motion: moved by Bob and seconded by Phil that \$5500 plus taxes be allocated to the purchase of two signs. Carried.  
Discussion: Christine will confirm permits, sign-size, and final graphics with the vendor. Christine will also have the corner TD sign updated with the new logo.
- 4) Motion: moved by Phil and seconded by Jack that the financial report be accepted. Carried.**  
Discussion: The sign expenditure was not included in the 2009 budget, and will be taken out of one of the investment certificates.
- 5) Correspondence
- a) Lambton Shores sent a notice about the Grand Bend Beach Enhancement construction.
  - b) The provincial government announced \$500 thousand for the Beach Enhancement project from their Rural Economic Development program.
  - c) **Motion: moved by George A. and seconded by Phil to fund a sponsorship of \$200 for the Beyond the City Lights Rural Tourism conference to be held in Forest on April 29, 2009, and to pay for the manager's registration of \$60. Carried.**  
Discussion: Christine will promote the event to the chamber membership.
  - d) An electronic copy of the membership will not be given to Sarnia Lambton Economic Partnership.
  - e) Directors and Officers Liability insurance will be renewed for the upcoming year.
  - f) An environmental assessment notice of completion was received regarding the Grand Bend sewage treatment facility.
  - g) Responses were received from Maria Van Bommel, MPP and Finance Minister, James Flaherty with regard to our letter of support for Sales Tax Harmonization.
  - h) Jack's complaint with Ellison Travel will be treated as a consumer complaint, and Christine will contact Ellison Travel to attempt to resolve the issue. Jack asked to be kept informed, and Christine will report to the next meeting.
  - i) OCC
    - i) OCC's award list may be useful for ideas for this chamber's annual awards.
    - ii) An invitation was received for An Evening with the Deputy Ministers. The cost of the event is prohibitive and no delegate will attend.
- 6) Manager's Report
- a) Monthly statistics, activities and to-do's are included with the minutes.  
Discussion: Job Connect grants a \$2/hour wage bursary to qualified recipients. Christine will contact South Huron and North Lambton high schools in August 2009 to request a co-op student for the office.

- b) Motion: moved by George and seconded by Stephanie that the camera package be purchased per the quote received. Carried.**

Discussion: the camera will be used to photograph chamber events, members businesses, and suitable scenes for the Visitors' Guide and website.

- c) Information about Chamber Accreditation was distributed to the executive. Parts of the information will be used for the presentation to Lambton Shores council.

- 7) Motion: moved by Jack and seconded by Stephanie to accept the Economic Development Committee (EDC) report. Carried.**

Discussion: the committee is eager and has had several poorly attended meetings. Existence of the committee will be noted in the presentation to Lambton Shores.

- 8) Marketing

- a) Christine will ask Rock Glen to supply the office with copies of their guide.  
b) Radio advertising with Dave FM and 91.5 The Beat will not be purchased at this time. A marketing plan and/or needs assessment will be developed by a marketing focus group for the 2010 budget.

- 9) New Business

- Member recruitment will be promoted at the General Meeting.
- Jack will make a motion at the General Meeting to add proof of liability insurance to the Accommodation Code of Ethics.

- 10) The next meeting will be held Thursday April 23, 2009 at 9:15 am at the chamber office.

- 11) The meeting was adjourned at 12:22 pm.

## **Addendum**

1. Lambton Shores, Ward 1 Councilor, John Dehondt, attended the meeting and reported the following:
  - The Beach Enhancement project is under budget and will be completed by June 1, 2009. Fundraising is in good shape at currently \$1.5 million. The \$2 million balance on the project will be funded from Lambton Shores reserves. Construction fences will be removed to facilitate the usual opening of businesses.
  - Lambton Shores priority projects are as follows:
    - Brownfield fuel tank removal in Arkona
    - Grand Bend Main St. revitalization. The municipality will be upgrading sidewalks, curbs, and gutters. Upgrades to buildings will be encouraged through an incentive program similar to programs in Goderich and Petrolia. Parking issues will be looked at in coordination with revitalization.
    - Community entrance signage, including the sign over the entrance of Grand Bend Main St. West.

- Grand Bend's main intersection enhancements which may include:
  - Bridge widening (pending provincial approval)
  - Installation of a bike path on the outside of the bridge guard rails
  - An August traffic survey
  - Changing the esthetics of the intersection to slow down traffic
  - Changing the walking sequence to an all-at-once scramble
- Gill Rd.
  - The road will be under construction beginning April 13, 2009. It will be a 40 working-day project.
  - The house demolition has been over-ruled.
  - The erosion issue at the end of Gill Rd. requires provincial government assistance due to the \$2 million estimated cost.
  - The Grand Bend Farmers' Market will be permanently moved to the Municipal parking lot behind the Grand Bend Legion.
  - School bus staging will be moved to 81 Crescent.
  - Four, handicapped parking spaces will be made in front of the school
- A 48-acre, single condominium housing development is being developed across from Sobeys. A senior's home may also be built.
- South Bend Estates will likely proceed over the next 12 to 14 months.
- The three-party, municipal treatment plant will be funded by a \$15 million provincial grant. Lambton Shores is the lead municipality on the project. Pinery Provincial Park has been added into the system based on existing capacity.
- Blue-wells have been installed for a one-year review period in area subdivisions to determine if sewage is leaking into the ground water. So far, all of the wells are clean.
- A Grand Bend beach manager will be hired to manage lifesaving services, the beach house (including the concession booth), washroom facilities and parking lot equipment.
- The chamber is invited to make a presentation to Lambton Shores about their activities and mission, and to submit executive and general meeting minutes for council review.

2. Executive comments:

- Parking lot transactions will requested from the Lambton Shores Community Services department.
- The executive requested that the blue-wells remain in operation for the long-term.
- An official chamber representative will be sent the Beach Opening.
- It was noted that Grand Bend recreational facilities are self-supporting, while Forest facilities are being subsidized.
- The chamber will continue to clearly express their view on the Main St. parking issue.

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

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