

GRAND BEND & AREA CHAMBER OF COMMERCE

Executive Meeting

Wednesday May 27, 2009 – 9:15 a.m.

Chamber Office

- 1) President, George MacDermid, called the meeting to order at 9:26 a.m.
Present: George MacDermid, Stephanie Weber, Julie Murphy, John Macoun (summer staff), George Appel, Phil Gaudreault, Brianne Haist, and Christine Bregman.
- 2) **Motion: moved by Phil and seconded by Brianne to accept the agenda with the addition of 3 c xii) EDC letter to Lambton Shores, 5 e) Edwards Insurance renewal, 5 f) Burgerfest volunteers, 5 g) TSL AGM, 8 e) Times Advocate map, and 9 e) Beach Enhancement fundraising on website. Carried.**
- 3) Previous Minutes
 - a) **Motion: moved by Brianne and seconded by Phil to reject the omissions tabled for the March 25, 2009 minutes. Carried.**
Motion: moved by Julie and seconded by Stephanie to accept the revisions to the addendum of the March 25, 2009 minutes. Carried.
There were no errors or omissions in the April 23, 2009 minutes.
 - b) **Motion: moved by Julie and seconded by Stephanie to accept the minutes from the March 25, 2009 and April 23, 2009 meeting. Carried.**
 - c) Business arising
 - i) Aggressive policing and bylaw enforcement in Grand Bend appears to be continuing (noted in a recent editorial in the Lakeshore Advance). A strong but polite letter will be sent to Lambton Shores regarding the chamber's concerns along with a request to meet with officials to discuss a resolution.
 - ii) Christine will keep members informed about accessibility standards, built environment.
 - iii) George, Stephanie and Christine will make a presentation to Lambton Shores council.
 - iv) **Motion: moved by Brianne and seconded by Stephanie that the chamber has no further comment and will take no further action on Jack Powell's complaint with Ellison Travel. Carried.**
 - v) Research on revenue streams – tabled.
 - vi) Christine attended a Ministry of Tourism seminar/workshop about Destination Marketing Management Organization (DMMO) funding. Forty million dollars will be funneled into Ontario tourism-marketing regions in July 2010 provided new DMMO regions are established. Christine will contact OCC for their position on the funding and its conditions.
 - vii) Lambton Shores is investigating Main Street Ontario funding.
 - viii) Urban Forest Strategic Plan – tabled.
 - ix) Sponsorship of the Huron Country Playhouse Guild fundraiser was declined.
 - x) The Huron County Food Bank will be offered promotional space on the chamber's website.

- xi) The chamber will provide in-kind support for the Grand Bend Relay for Life.
xii) Motion: moved by George A. and seconded by Phil to hold the EDC letter to Lambton Shores pending further clarification from the committee. Carried.
- 4) Financial Report
Motion: moved by Brianne and seconded by Phil to accept the Financial Report. Carried.
Discussion: The current bank balance is less than \$1000. Visitor Guide billing will be resent at 29 days. All accounts are within budget.
- 5) Correspondence
- a) George MacDermid and his spouse will attend the Grand Bend Public School graduation dinner, and will present the MacLaren Award.
 - b) Tourism Sarnia Lambton (TSL) thanked the chamber for the sponsorship of the Beyond the City Lights Rural Tourism Conference held April 28th and 29th.
 - c) The Aquafest launch will be held Saturday, May 30th at the 10:30 am at the community health center.
 - d) The executive believes the Huron/King parking lot should remain open until 3:00 a.m. since businesses are open until 2:30 a.m.
 - e) George M. and George A. will review the current insurance policies to evaluate costs and coverage.
 - f) Executive members will coordinate Burgerfest volunteering with Julie.
 - g) Christine will attend the TSL Annual General Meeting.
- 6) Manager's Report
- a) Monthly statistics and activities are included with the minutes.
Motion: moved by George and seconded by Phil that John begin collecting consumer emails, and that a goal of 500 emails for the season be set. Carried.
- 7) Economic Development Committee (EDC) Report
The committee is waiting for a response from the municipal Recreation and Leisure Facilitator about the concept of a Grand Bend Community Centre.
Motion: moved by Brianne and seconded by Phil that the full executive and manager become participating members of the EDC. Carried.
Discussion:
 - The current EDC committee will be invited to the EDC portion of the executive meeting.
 - The executive will begin using the OCC recommended resolution process to determine the mandate(s) of the EDC.
- 8) Marketing
- a) Brianne will set a date for a meeting of the Marketing Focus Group. The group's mandate will be to develop criteria for spending the marketing budget.
 - b) The Lambton Shores Culture and Heritage has been published and is being distributed throughout the municipality.

- c) Christine will provide website-hit statistics from the *Eat Drink* ad for the next meeting.
- d) **Motion: moved by George A. and seconded by Phil to purchase a same-sized ad in the 2010 Drayton Entertainment Guide. Carried.**
Discussion: a credit from 2008 will be applied to the purchase.
- e) **Motion: moved by George A. and seconded by Stephanie to purchase an ad in the Times Advocate map of Grand Bend showing the logo and location of the office. Carried.**

9) New Business

- a) Stephanie reported on her attendance at the Ontario Chamber of Commerce (OCC) Annual General Meeting (AGM).
 - The OCC brand is “Magnet for the World”
 - Panel discussions given by economists and experts focused on business growth predictions.
 - The AGM portion was very quick and efficient.
 - Maintaining a positive relationship with local government is crucial for chambers. It is very important to stay connected with local municipalities.
 - OCC and its affiliate chambers are “The Voice of Business” for Ontario businesses.
 - The Grand Bend & Area (GBA) Chamber’s focus should be on developing and executing resolutions, operating the tourist information office, and marketing the area.
 - The EDC’s purpose should be to act on the economic development resolutions presented by the membership.

b) Chamber Core Definitions

- i) Christine will obtain three quotes for an annual CA or CGA audit.
- ii) Christine will research business plans from similar-sized chambers.
Motion: moved by Phil and seconded by Brianne to proceed with the Chamber Accreditation process. Carried.
- c) A letter of thanks will be sent to the municipal CAO for his comments about including the chamber in discussions of Grand Bend Main St. The chamber’s continued commitment to the process will also be noted.
- d) Executive meetings will be held the last Wednesday of each month at 9:15 a.m. at the Chamber office. An AGM resolution will be required to change the general meeting times stated in the bylaws.
- e) **Motion: moved by Stephanie and seconded by George A. to leave the Beach Enhancement fundraising information on the website. Carried.**

10) The next Executive meeting will be held Wednesday June 24, 2009 at 9:15 a.m. at the Chamber office.

11) The meeting was adjourned at 12:25 pm.