

GRAND BEND & AREA CHAMBER OF COMMERCE

Executive Meeting  
Wednesday November 19, 2008 – 9:30am  
Chamber Office

- 1) The meeting was called to order at 9:50am by president, George MacDermid.  
Present: George MacDermid, George Appel, Julie Murphy, Bob Urhig, Jack Powell, Phil Gaudreault and Christine Bregman.
- 2) An election of officers was held with the following results:  
President – George MacDermid  
Vice president – Bob Urhig  
Secretary – Brianne Haist  
Treasurer – George Appel  
**Motion: moved by Jack Powell to close nominations. Carried.**
- 3) **Motion: moved by Julie and seconded by Phil to approve the agenda with addition of 6 g) MPAC information package, h) TSL support, I) Stantec Consulting re: Public Information Centre j) Grand Bend Community Foundation re: AquaFest; 7 e) Office renovation and 9 a) Lambton Shores 2009 events. Carried.**
- 4) Previous Minutes
  - a) No errors or omissions.
  - b) **Motion: moved by George A. and seconded by Bob that the minutes from the October 30, 2008 meeting be accepted. Carried.**
  - c) Business Arising
    - i) Parking transaction statistics from Lambton Shores are pending.
    - ii) Advertising with *Direction Ontario* was deferred to June 2009.
    - iii) The Ontario Chamber of Commerce (OCC) news release regarding the Ontario government's fall economic statement will be sent to local newspapers.
    - iv) The office has been approved by Georgian College as an Automotive Certification Course testing site. The Chamber will be paid \$25 for each test administered.
    - v) A team of students from the University of Toronto will develop an Urban Forest Strategic Plan for Grand Bend. The first project will be a Tree Inventory. The Economic Development Committee (EDC) and George M. requested a copy of the plan when it is completed.
    - vi) AGM wrap-up
      - (1) \$2893 was raised in the Silent Auction. There were many favourable comments about the online auction.
      - (2) Resolution next steps
        - Jack will report on the next steps for the Accommodation Code of Ethics resolution at the next meeting.
        - Christine will draft a letter to Lambton Shores regarding the Beach Safety resolution.

- (3) Two comment forms were returned. The feedback was mostly good with some recommendations regarding selection of guest speakers.
- vii) An ad has been placed in the Bluewater Visitors Guide. The front cover picture space will be requested in next year's guide.

viii) Marketing Action Items

- Christine will research the municipal sign bylaw to see if it is possible to erect a rooftop sign at the Chamber office. She will get quotes for all possible signage.
- **Motion: moved by Jack and seconded by Phil that the office name be changed to "Welcome Centre". Carried.**

Discussion:

- Concern was expressed that the office may not be able to handle increased traffic.
- It is a good time to update the signage in coordination with the new Chamber branding.
- Christine will develop an information collection card for visitors to the office. Plans are in place to collect the same information on the new website. A database of the information will be created for an eclub/newsletter similar to travelzoo.ca.
- **Motion: moved by Jack and seconded by Bob that consumer information be collected at the Grand Bend main beach periodically throughout the July and August. Carried.**

Discussion:

- Student staff and volunteer members wearing Chamber-branded shirts will collect the data. Incentives will be created for the volume of information collected by each individual.
- A temporary tent will be erected pending approval from Lambton Shores.
- Consumers will be given a small gift for their participation and their name will be entered into a draw for a grand prize.
- A request will be sent-out to the membership to take Visitor Guides to trade shows they are attending.
- The rest of the Marketing Action Items were tabled to be handled one per executive meeting.

5) Financial Report

George A. reported that the Chamber currently has about \$26,000 in the bank. A complete

Statement will be sent by email when it is prepared.

**Motion: moved by Julie and seconded by Bob to accept the financial report. Carried.**

6) Correspondence

- a) A letter of reference will be sent to Lambton Shores for their Trillium Fund application for funding for the Beach Enhancement project.

- b) A letter will be drafted to the Municipality of Bluewater stating the Chamber's objection to their proposed Bed & Breakfast license. Mention will be made that our members will be expected to comply with an Accommodation Code of Ethics.
  - c) Provincial funding is available for both new and existing events through the program called *Celebrate Ontario*. Applications will be forwarded to the Grand Bend Canada Day Fireworks committee and to Julie M.
  - d) Alex Mustakas and Drayton Entertainment received two Ontario Innovation Excellence awards for their development of a sustainable theatre model that receives no government funding for operations.
  - e) Christine will nominate Drayton Entertainment for a 2009 World Chamber Competition award.
  - f) Christine will follow the developments of the proposed mandatory WSIB coverage for the construction sector.
  - g) The Chamber has received an MPAC information kit outlining the new property tax assessments. Local assessments have increased over 20% based on retail sale values calculated January 1, 2008.
  - h) Lambton Shores has offered support to Tourism Sarnia Lambton (TSL) on the condition that Lambton County council approves a \$600k budget
  - i) A Public Information Centre will be held on November 26, 2008 4pm-8pm at the Bayfield Complex to provide information for planned upgrades to Highway 21 from St. Josephs to Jowett's Grove north of Bayfield, including, the Bayfield River bridge.
  - j) The AquaFest funding request was tabled to the next meeting
- 7) Manager's Report
- a) Monthly statistics and activities are included with the minutes.
  - b) Christine will attend the Lambton County council meeting today to learn more details about TSL's future.
  - c) The recent Chamber Executive of Ontario conference was an excellent source of information and support.
  - d) The OTMP summary was tabled to a future meeting.
  - e) Christine's office is being painted.
- 8) An EDC report was not available.
- 9) New Business
- a) Information about the Lambton Shores 2009 events was tabled to the next meeting.
- 10) The next meeting will be held Wednesday December 17, 2008 at 9:30am at the Schoolhouse Restaurant.
- 11) The meeting was adjourned at 11:30am.

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

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