



Bridgewater and Area Chamber of Commerce

Agenda Board Meeting April 9 2021 TOB Council Chambers

Regrets: Shawn Patterson, Jayme Rhyno, Debra Porter and Stacey Mailman

CALL TO ORDER

Meeting began at 8:35 a.m.

ADDITIONS TO THE AGENDA

None.

CORRESPONDENCE

- 1) Message from Freeman Lumber regarding Bill 4.

Email correspondence received from Steve Freeman concerning a bill before the provincial government. Overall, the bill will impact landowners and Freeman was looking for support from the Chamber to negate the bill. Will review proposed legislation.

MINUTES

Meeting minutes from March Board Meeting approved.

CHAMBER CHAT: Paused

All Chamber chats put on hold given rising COVID cases.

COMMITTEES

Educational (Brooke Nodding brooke@coastalaction.org; Blair Lipsett Blair.Lipsett@nsc.ca)

Did not meet; no update.

Government involvement (Jayme Rhyno jayme@rhynosltd.com)

Did not meet; no update.

Community/Membership Engagement (Debra Porter dporter@royalpage.ca)

Did not meet but Liam Finney attending a tourism information session where he spoke to members of the Lunenburg and Mahone Bay boards of trade. They seemed very open to partnering on possible projects

Nominations Committee

Committee did meet to discuss board members interested in re-offering for the coming year. Jim said discussions revolved around people interested in serving in the executive role; there's also a second vice-president position available. Bruce Anderson said that in the future we should, for open positions, seek more diverse candidates.

Financial (Lee Wallet Lee.Wallet@bmo.com)

As per Lee Wallet, the Chamber continues to be in a strong financial position. He did raise concern around an overdraft fee and a line of credit that hasn't been used; Lee's recommendation was to cancel these services. Lee made a motion to cancel the line of credit; seconded by Blair. Motion passed.

Concerning an updated financial snapshot, numbers not available due to Sherry's illness. Dan said he would circulate financial numbers when available.

Executive /Governance (Jim Brown president@bridgewaterchamber.com)

Committee met and had discussed several opportunities to promote the Chamber in the community. Conversation ranged from stickers and signs to sponsoring specific events (Canada Day on the LaHave) to make the public more aware of the Chamber and its benefits.

Executive Directors Report (Dan Hennessey office@bridgewaterchamber.com)

Dan's report attached in pre-meeting reading. Membership invoices have been sent out and represent \$25,675 in revenue if all members renew their membership. This represents a total of 204 members and 4 free members. A total of 19 members have cancelled for various reasons, some directly related to COVID-19.

Other notes include Dan's appearance on Todd Veinotte's podcast, where Dan had the opportunity to discuss the Chamber, the Lunch and Learn with NSBI and updates on the website and Chamber email.

TOB/MODL updates Cheryl Fougere & Leitha Haysom)

MODL

Report submitted by Leitha. The municipality is on track to be debt free by October 2021. She said MODL is getting ready to start public budget discussions. Budget day is scheduled to be May 11. One point of interest is that the public has been actively using the municipality's parks and trails. People are trying to get out more due to the pandemic and, as there were requests for public restrooms at several parks, the municipality will have to spend a little more this year on maintaining and managing those public spaces.

ToB

Report submitted by Cheryl. The Town has been very busy with budget deliberations, especially considering the several capital projects on the books (Exit 12A, as an example). There were two sessions held with the public to get feedback on the budget process and to answer questions. Overall, Cheryl said the sessions were a great opportunity to make the public aware about

what's going on. This is the first time that the Town has raised taxes in years and is directly tied to the projects underway.

OLD BUSINESS

- 1) Strategic Planning Sessions with Judy. If not do-able in person, the board agreed to set something up April 28. All board members encouraged to attend.
- 2) Online programs. Online programming continues to roll out and has been very successful.

NEW BUSINESS

- 1) Strategic Planning Session. See above.
- 2) SaltWire offer to promote Chamber. Josh Healey said on behalf of SaltWire that the South Shore Breaker is looking for more content and has reached an agreement with the Chamber to share stories from the Chamber's Voice newsletter in the paper. He also mentioned the member-to-member benefit for advertising.
- 3) Loyalty program.
- 4) AGM. Discussions revolved around whether to stay the course or plan for something later on when more people are vaccinated. Do we stay with an online presence? After debate, decided to proceed with current plan.

ADJOURNMENT

Meeting ended at 9:57 a.m.

NEXT MEETINGS

May 14 2021

June 11 2021

June 18 2021 AGM (Tyler Hayden confirmed as Key Note)

July 09 2021

August 13 2021

September 10 2021

October 08 2021

November 12 2021

December 10 2021

Adjourned at 10:21 a.m.

Submitted by Josh Healey with files from Leitha Haysom.