

# Meeting Minutes for the Bridgewater & Area Chamber of Commerce Board

FEBRUARY 14, 2020

TOWN OF BRIDGEWATER COUNCIL CHAMBERS

## IN ATTENDANCE

## ABSENT

## CALL TO ORDER

Meeting began at 8:30 a.m.

## ADDITIONS TO AGENDA

No additions were noted.

## CORRESPONDENCE

- 1) New Germany High School bursary inquiry. Shawn moved to provide bursary, seconded by Blair. Motion passed.
- 2) Information and Communications Technology Council email. The email couldn't be found so will be reviewed at next meeting.
- 3) Potential Symposium (Business / Youth). Received an email from the Department of Education and Childhood Development. The department has touring around the province hosting symposiums to get kids involved in the community and interested in the importance of local businesses. They approached board to see if we'd be interested in holding a symposium. Decided that it's too late to hold one this year but it could be done at another time. Jim said it would be a huge benefit to the community to involve local youth. Education committee to investigate cost.
- 4) MCT Insurance discount for Chamber Members. They were looking to offer a discount to chamber members but asked for a list of information. Jim said it's not in our best interest to simply hand over information to a third party without learning more about the company. Recommended for a Chamber Chat Presentation.

## CHAMBER CHAT PRESENTATION

- 1) Chamber Chat Presentation with Lynette de Montreuil of the DesBrisay Museum. Overall, the museum has doubled their attendance since 2018. That year, they saw 3,800 people through their doors versus the 8,800 visitors they saw in 2019. Lynette said she's been a part of the museum's new direction for about two years. Over several community engagements, the museum decided to tailor programming to help engage life-long learning through music, author presentations and more. If there's interest, the museum is happy to make different activities permanent fixtures. Lynette said the goal of the new programming is to make the museum a community hub. What's impressive, she said, is that most of the materials or programming is provided at no cost to visitors thanks to community sponsorships / partnerships.

## APPROVAL OF MINUTES

Jan. 10 2020 Board Meeting passed.

## BUSINESS ARISING

- 1) Website redesign. Rae Ann Bonneville of Stone Court Studios Inc. said she's excited by the first newsletter and is currently working on the website redesign as decided last meeting. Currently, the redesign includes changing the layout into a more intuitive structure. Changes include ability to pay online, information sections, benefits etc. Rae Ann said it's about engaging visitors and members alike through an active website. Also discussed including a Facebook feed and links to social Chamber's social media accounts. Overall reaction from board was that proposed website looked great. Jim asked that Rae Ann send out a cost analysis compared to other website. Furthermore, Jim urged that Rae Ann put Stone Court's logo front and centre on the newsletter.
- 2) Members only social media page. Jim said this is something that the board would like to promote and use within its membership. Will check in with Dan and Josh for next board meeting.
- 3) Lunenburg County Home Show. Chamber had taken part in the show for the last three years and had previously recruited a dozen or so members at the event. Jim asked board to make themselves available for a few hours during the event.

## OLD BUSINESS

- 1) Director's Proxy. Settled at this point but Jim said he would reach out to board members that had mixed multiple meetings.
- 2) Long-term Chamber goals. Jim said the events that have put forward this year have all been about retaining and growing business in our area; this should be the Chamber's goal for everything it participates in. This also includes having discussions with the local municipalities on policies that may impact membership.

## FINANCIAL UPDATE

Financials circulated prior to meeting.

Lee noted that the total revenue to date is around \$31,000 while expenses are at \$25,000. The Chronicle Herald advertising and the Town of Bridgewater sponsorship are now being reflected in expenses. He also brought up a \$1,300 expense involving HB Studios, which is a part of the Chamber's education series. Jim said that expense would be reimbursed through the Department of Labour.

Furthermore, Jim was finally scheduled to visit the bank to open the investment account after the meeting.

## COMMITTEE REPORTS

### **Educational (Co-chairs Blair Lipsett and Brooke Nodding)**

-Blair said the Lunch and Learning series would be filled up within the next month

### **Government involvement (Co-chairs Shawn Patterson and Jayme Rhino)**

-Jamie said he sent out emails to inquire about the municipalities' draft budgets and is waiting to hear back

-added that a notice should be sent out to membership asking if members have anything they want to bring up with government

### **Community Involvement**

-working on Chamber column in The Bridge, South Shore Breaker and Municipal Matters publications

### **Member engagement (Chair Debra Porter and Jayme Rhyno will work on committee)**

### **Nominations Committee (Chair- Blair Lipsett)**

### **Financial**

### **Executive /Governance**

## **NEW BUSINESS:**

- 1) Requirement for more sitting committee members. Jim said that there is a list of members that are willing to sit on committees. If help is needed to work on committee level, chairs need to reach out to recruit help.
- 2) Need for newspaper promotion for Breakfast with the Mayors. Not discussed.
- 3) 2020 AGM location + fee discussion. Traditionally, Chamber has not asked membership to pay for AGM. Jim said he's open to any suggestions for location. Discussion included merits of moving the AGM around to further engage different areas of the municipality. Moved to investigate pricing of Oakhill Fire Department. Dan oversees organizing search.
- 4) Rebranding for Chamber. Shawn brought up it's time to revisit the Chamber's image and it's time to revisit everything from mission statement to name. Decided that it should be a board project and there will be a meeting before next board meeting. Furthermore, a reveal could be planned for AGM with social media teases.

## **ADJOURNMENT**

Adjourned at 9:59 a.m.

Next meeting is Mar. 13, 2020.