

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

JANUARY 10, 2020

TOWN OF BRIDGEWATER COUNCIL CHAMBERS

## IN ATTENDANCE

Dan Hennessey, Blair Lipsett, Bill McInnis, Reid Whynot, Lee Wallet, Brooke Nodding, Shawn Patterson, Jayme Rhyno, Liam Finney, Stacey Mailman, Debra Porter

## ABSENT

Jim Brown, Emily MacKay

## CALL TO ORDER

Meeting began at 8:30 a.m.

## ADDITIONS TO AGENDA

- 1) Members only social media.

## CORRESPONDENCE

- 1) Donation Request from DesBrisay Museum. They are going through a huge restoration and are asking the business community to help support them as they grow to help support arts and culture in the county. Minimum donation is \$200. After discussion, decided that Dan would go to museum to get more information.

## CHAMBER CHAT PRESENTATION

- 1) Chamber Chat with John Bryson of Safe Home Security cancelled.

## APPROVAL OF MINUTES

Correction to be made from previous minutes during introduction of new board members. Tilia Buildings to be corrected to Tilia Builders.

Dec. 13 , 2019 meeting minutes passed.

## BUSINESS ARISING

- 1) Meet the Board Holiday Ad. As per discussion, the ad was generally well received and membership was pleased with the production.

## OLD BUSINESS

- 1) Best Decorated Store Front. Buck's Home Building Centre won the contest; the plaque was done and all other details had been prepared. Jim scheduled to hand deliver award.
- 2) Bridgewater Transit Sponsorship follow up. Ridership was up from last year. As per Dan, both the chamber and town advertised the sponsorship through various platforms, including social media and inside the bus itself. Directors said they thought this program was a good use of sponsorship dollar.
- 3) Director's Proxy. Decided that the board would revisit this at a later date.
- 4) Long-term Chamber goals. Also to be revisited.

## FINANCIAL UPDATE

Financials circulated prior to meeting.

Lee noted that membership dues are at \$1,600 less than what was budgeted. A total of 15 members are still outstanding. Dan said that these members are currently in limbo; they have not been removed from website or mailing in the hopes that they will return to the fold. To note, new membership is up.

Lee explained that the Bridgewater bus sponsorship had eaten most of the remaining sponsorship budget. There will, however, be some budget remaining for advertising this fiscal year.

In December's income statement there was a loss of around \$1,800. This is attributed to how the cash flow works; first months of fiscal year are good as cash from membership rushes in but is depleted as year progress. Lee said it's not a concern.

Dan said there will be more money coming in from training courses.

Stacey and Lee discussed better ways to put together financials statements moving forward.

As per Blair, Jim had booked an appointment at TD to finalize Chamber investment account.

## COMMITTEE REPORTS

### **Educational (Co Chair Blair Lipsett and Brooke Nodding)**

-5 confirmed Lunch and Learns but still looking to fill spots

### **Government involvement (Chair-Shawn Patterson and Jayme Rhyno))**

#### **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)**

-discussion on the toonie toss

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

### **Financial (Emily)**

## Executive /Governance (Jim, Blair and Emily)

### NEW BUSINESS:

- 1) Chamber website moving forward. Blair canvassed board members to see who had used site, if it was effective and reasons for using it to get an idea on its relevancy. Discussion revealed that it had a purpose but it is outdated and runs poorly. Dan added the email system crashed during the holiday season. As per report, website expenses to date were \$775 out of a budgeted \$871. Discussion around changing the website host as the domain name belongs to the Chamber.
- 2) Members-only social media page. Dan said this page exists but has never been published or promoted to membership. Asked if this page could work as a way for members to interact and replace website? Dan said this space would be an easy way to share inform
- 3) news and promotions to membership at a lower price point (ie. Doing away with website). Rae Bonneville of Stone Court Studios asked to investigate website question.
- 4) Lunenburg County Home Show. Event is planned April 24 to 26<sup>th</sup>. As per Dan, Chamber has gotten a half-dozen memberships over the last few years through presence. Board members said they were interested in participating since there was no cost and it was easy exposure. Dan said he would send out email and then board could reach a decision.

### ADJOURNMENT

Adjourned at 9:47 a.m.

Next meeting is Thursday, Jan. 10, 2020.