

SMITHS FALLS AND DISTRICT CHAMBER OF COMMERCE

Minutes of Meeting – August 8th, 2018

Valley Heartland Board Room

7:30 a.m.

Present: Barbara Black, Eileen Crosbie, Kristine Fair, Mike Fletcher, Tracy Gallipeau-Nolan, Sean Lawrence, Crystal LeVatte, Chris Saumure, Cy Wells

Council: Jay Brennan, Dawn Quinn

Staff: Becky Allen, Ciara Atkinson

Regrets: Amber Beasley

Absent: Jeff Banks, Jean Sherman

Guest:

Call to Order by President Barbara Black at 7:31 a.m.

Mission Statement Read by President, Barbara Black.

New Business Added to Agenda

- Cy Wells' shuttle proposal
- New chamber board director application

Motion to Accept Minutes of July 11, 2018:

Moved: Sean Lawrence

Seconded: Chris Saumure

Motion Carried.

Disclosure of Pecuniary Interest

- None.

Council Report – Town of Smiths Falls

- The town is in the process of putting together a workshop for the visioning of Smiths Falls. Things are moving so quickly that is important to get everything labelled.
- Council approved the sum asked for expanding broadband internet access.
- The crossing guards have been moved to other areas around town, some on a temporary basis.
- There are thirteen people running for only six council seats, as well as two running for mayor.

- The Chamber might not be invited to the visioning meeting, but will be informed at some point. Barbara Black asked if the workshop will include visioning for the campground. Cy Wells asked if there is a reason why the town is not inviting the Chamber for the visioning meeting. Dawn Quinn replied that it will just be town council and staff for the first couple rounds of meetings.
- It looks as though the provincial government is going to open retail sales for cannabis. It is important for our town that this is marketed in a positive way.

Council Report – Township of Rideau Lakes

- No report.

Treasurer Report – Mike Fletcher

- Barbara Black received a call about source deductions.
- Mike Fletcher apologized for not seeing the payments that needed to be made, however they are now up to date.
- There is more hanging over from last year than what was initially thought. The bottom line is that the Chamber owes the CRA approximately \$13,000, and there will be penalties attached to that.
- The late payments were initially thought to be an accounting problem; however, the Chamber has been collecting the appropriate funds, just not making the payments to the CRA.
- There was a problem with the CRA before because the Chamber did not have a password to access our account online. It took six to eight months to get this issue resolved, along with the staff changeover and switching from the desktop to the online version of QuickBooks.
- Kristine Fair clarified that the amount owing to the CRA has been accounted for, just not actually paid.
- Becky Allen and Bev Hewitt have both left a message with the CRA.
- Barbara Black said that in the phone call she had received from the CRA it was communicated to her that the penalty that will be attached to the late payments are not yet finalized as the CRA is not yet made aware of the circumstances.
- Becky Allen has the name and contact information of the CRA correspondent, Caroline.
- The CRA called Barbara Black on Thursday and everything was on Caroline's desk by Tuesday.
- Becky Allen is not on the list of people Caroline can talk to, although Barbara Black, Mike Fletcher, and now Bev Hewitt, are.
- Bev Hewitt and Becky Allen spoke yesterday. Bev suggested setting up paying online. Mike Fletcher again said the Chamber did not have the password, which was an issue. With everything else going on, getting online payments set up was not a priority.
- At present there is about \$28,000 in the bank. The Chamber owes at least \$13,000, and each payroll costs a bit less than \$5,000. The \$13,000 should bring the Chamber up to date with the CRA, leaving it with enough money to operate. The town has not yet been billed for the \$22,240.
- Interim billing for profit sharing has not been done yet.

- Barbara Black said that usually at this point the Chamber has already had two payments, one from the town and one from the interim billing.
- Mike Fletcher received the financial statements late yesterday and will distribute them soon.
- Barbara Black asked if the chamber has four weeks of money left; Mike Fletcher thinks the number is closer to six or seven.
- Barbara Black said it takes a long time to get money from the town because it does not usually get dealt with right away. Everyone agreed that the town should be billed immediately.
- Barbara Black asked how the Chamber can prevent late payments in the future. Mike Fletcher proposed setting up online payments, as well as having Bev Hewitt set up a payments schedule.

Chamber Update – Becky Allen

- The Chamber office has been moved downstairs, anyone that wishes to see it should come by.
- The phone has not yet been moved downstairs but this is scheduled to happen today.
- The new space is beautiful, and the tourism centre has had a steady flow of traffic over the past couple of days.
- The campground barbecue invite should have been received by all; whoever can attend should participate. Smith & Smith will be providing entertainment.
- The campground is running fairly smoothly, despite how busy it has been.

- The Great Excavate seminar was co-hosted with the Downtown Business Association (DBA) on July 24 from 9:00 a.m. until noon. Guest speaker Rob from Kingston was invited to talk about the downtown process they went through. A guest speaker as well as the DBA coordinator from Napanee were also invited, which is a very similar town to Smiths Falls and made their presentation extremely relevant. The event had a very successful turnout.
- Dawn Quinn said the event was talked about very positively at council and that a lot of good information was communicated. Council thinks perhaps a second seminar should happen in the evening so that other business owners have the chance to attend. Becky Allen said there was that concern while the event was being planned, however restauranteurs could not attend in the evening, so hopefully the next seminar will capture the rest of their audience.

- The end of August After 5 will mostly be put on by Howling Designs while the Chamber is there for support.
- The September business breakfast will be the launch of an online access portal that the Ontario Chamber of Commerce has partnered with the Ontario government on. Becky Allen thought about partnering with Valley Heartland for the symposium rather than the business breakfast, and will streamline what that will look like. Becky thought for the September breakfast they will have each speaker for an allotted time so that guests may come and go for information relevant to them. The event has been booked at the Gallipeau Centre for Tuesday, September 25th.

- The All Candidates night is still a bit undecided. When Becky Allen reached out to the Legion and the Rotary Club, they had already booked the event for September 26th, however Cogeco cannot be present on that date. The new date is currently being decided; Becky would like it to be closer to the election. Her initial thought was the week of October 3rd, however the legion cannot be present on that date.
- Jay Brennan felt conflicted as a Rotarian, as does the club's president who is closely connected to council. Jay wanted to talk to the Rotary Club about potentially stepping down from organizing the debate due to conflict of interest. He does not think this will be a problem as the Chamber has organized the event for the past couple of years.
- Chris Saumure does not think it will be a problem to have the Chamber as the moderator.
- Sean Lawrence asked if they can hold the event at the Rotary Collegiate Hall.
- Becky Allen considered using the high school as a location. Barbara Black asked how many people normally come to the debate. Jay Brennan replied hundreds.
- Barbara Black reminded all that Jeff Banks wanted the Chamber to run the Township of Rideau Lakes All Candidates debate at the Lombardy fairgrounds with Chris Saumure as their moderator.
- Chris Saumure said there should be a separate mayoral debate. Jay Brennan and Becky Allen replied that there is supposed to be.
- Chris Saumure asked what day of the week October 3rd is. It is a Wednesday, however Becky Allen said she would be happy to have the debate on the Tuesday or Thursday instead, but the legion cannot. She is willing to partner with someone else.
- If anyone has a strong opinion about continuing to partner with the legion then tell Becky Allen immediately. Eileen Crosbie said the Chamber used to use the legion because then the venue was free. Becky Allen has a meeting with Cogeco today and will try to have two possible dates by the end. Three dates are needed: one for council, one for mayor, and one for Rideau Lakes.

- There will be a realtor open house that the town, DBA, and Chamber will participate in on October 13th.
- Small Business Week, hosted by the Ontario chamber of Commerce, is from October 14th to the 20th.
- The October business breakfast will be held at 4 Degrees Brewery. Sherry Crummy will be the guest speaker for the social media talk.

- There was a meeting for the Chamber's October 26th gala. Crystal LeVatte has booked Hanley Hall for the venue. Kristine Fair thought a masquerade theme would be fun around Halloween.
- The event's date and emcee have been booked. A guest speaker has not yet been approached; Kristine Fair would like Chris Saumure to ask Bruce.
- The event does not have a caterer yet, nor has anyone heard back from the band Red Fox.
- The Chamber needs to get an announcement out about the event next week, as well as start looking for sponsors. Also, a dessert has not yet been chosen but Kristine Fair would like it to have a ghoulish theme.

- Kristine Fair would like to have another gala meeting soon. Becky said it will likely be on August 22nd, and she will send the details in an email to Kristine Fair, Crystal LeVatte, and Cy Wells.
- The curling club has approached Becky Allen because of their interest in hosting an After 5 event. Becky said this will be the first After 5 event the Chamber will host after the summer.
- The club would like to rebrand and engage a younger generation. The After 5 will launch them into their next season.
- The AGM will be November 22nd.
- Becky Allen is wanting to take headshots for businesses in partnership with the DBA in the new office space. A new company out of Smiths Falls called Fly Wheel Media will do it for a discounted price of around \$60-70. Becky Allen asked the board if they would like a board shot; a small amount extra can be charged to offset the cost of a board shot.
- There are no photographers that are available and also are Chamber members. Mike Fletcher said that if the Chamber is promoting the photographer then they have to be a member.
- Barbara Black will be on vacation from August 28th to September 17th.
- The Smiths Falls and District Arts & Culture Creative Arts Fair is on August 18th.
- The Tweed Shindig is taking place on August 25th. The Chamber is very minimally involved; it is helping find vendors.
- Doors Open Smiths Falls will take place on September 15th. The deadline for participants is the end of this week.
- The DBA gala is on October 20th and will also take place at Hanley Hall.
- Jay Brennan added that Race the Runway is this Saturday from 9 a.m. until 3 p.m.
- Becky Allen has asked Bev Hewitt of Cool Beans Bookkeeping to be a third party to keep things in constant order. This will be especially helpful with the Chamber's history of staff turnover.
- Barbara Black asked Becky Allen if she was sure she would like to go through with this. Becky replied yes; Bev does not work for very many hours each week so the service will be low cost.
- Barbara Black asked if the Chamber has a contract with Bev Hewitt, Becky Allen replied no. Barbara asked that Becky come back to the next meeting with an idea of one.

All Candidates Debate

- Refer to Chamber Update.

Campground Lease

- The board executive met with Becky Allen and some members of town council last week to discuss the campground lease that is finished as of January 1st of next year.
- After considerable back and forth, it is now likely that the Chamber will have another three-year lease. The town wanted a one-year lease while the Chamber wanted five.
- There is to be another meeting next week on Wednesday. Chris Saumure has drawn up a proposed lease agreement. He would like to clarify and simplify the document from the last lease.
- Another three years would give the Chamber time to put together visioning as well as relocation strategies for the campground.
- Chris Saumure said the Chamber had suggested that the town provide a chronologically ordered park relocation plan, which would include how this idea came about and why it makes sense. Furthermore, town council should debate whether the relocation is happening or not. The idea of relocating the campground is significantly ahead of any hard decisions that have actually been made.
- Jay Brennan suggested that the Chamber finish preparing a new lease now then figure out the campground's future during its three-year lease. This would include whether there is to be a relocation or any other significant changes. Chris Saumure said that any major changes to the campground will be part of its lease. Jay said that the campground is included in the strategic plan which is already in action. The next council will have another strategic plan and will have to decide what will happen with the campground.
- Barbara Black said the discussion on the campground issue should now end for this meeting and suggested that the draft lease be sent out to the board as soon as possible.
- Dawn Quinn said that there are at least four council members that she thinks will support keeping the campground.

New Business Added to Agenda

- Cy Wells would like to make a motion that the Chamber help with the funding for the public shuttle. The Chamber has about \$10,000 available.
- Sean Lawrence asked if Cy Wells wants the sum over a two-year period, Cy replied that the shuttle will probably only run for one year since there will be asphalt down by year two.
- Sean Lawrence suggested keeping some money aside in case it is needed for a second year, to which Mike Fletcher and Kristine Fair agree. Cy Wells does not agree and said only one year is necessary.
- Chris Saumure would like to keep \$5,000.
- Cy Wells was under the impression that two meetings ago it was basically decided that the Chamber would donate the whole \$10,000 to the shuttle.

Motion to Donate \$10,000 Towards a Shuttle Service for the Great Excavate.

Moved: Cy Wells

Seconded: Kristine Fair

- The DBA is putting \$15,000 towards the shuttle service.
- Sean Lawrence wanted to revise the motion to say that the Chamber would donate “up to” \$10,000, rather than donate the \$10,000 itself. This way the Chamber does not need

to donate the whole amount if other sponsors can be found to cover some of the Chamber's portion of the cost.

- Barbara Black asked why Chris Saumure only wanted to donate \$5,000. Chris replied that this is more of a DBA issue so it is fair that they are heavily involved, whereas the Chamber should also support something else with the funds it has available to donate.
- Barbara Black asked for clarification as to what exactly the calendar money available for donation has to be used for. Sean Lawrence said it cannot be used for the Chamber's direct benefit, it has to be used for the public or the betterment of the community.
- Barbara Black asked Chris Saumure if he felt only \$5,000 should be donated since the money should support the betterment of the whole community, not just the downtown. Cy Wells said the shuttle will benefit the entire community.
- Chris Saumure said he still thinks the Chamber should start with \$5,000 and wait to see what ridership is like.
- Barbara Black thought that Sean Lawrence's revision of donating up to \$10,000 is a good idea in case the service gets cancelled due to little use.
- Sean Lawrence said the shuttle already has at least \$15,000 from the DBA. He thought the shuttle coordinators should look to individual sponsors as well. Cy Wells said he plans on asking Tweed for a donation but does not want to ask downtown businesses as they will already lose money due to the construction.

Motion to Donate up to \$10,000 Towards a Shuttle Service for the Great Excavate.

Moved: Cy Wells

Seconded: Kristine Fair

Motion Carried.

- The new member application was not brought to the meeting for review, however most of the board has met the applicant. The applicant's name is Jordan Hawn, who works for the Ottawa Senators and has filled out a formal application
 - Kristine Fair asked if Jordan Hawn owns a business and whether or not that is a board requirement. Becky Allen said he sells Senators tickets and just moved here.
 - Becky Allen said that he is young, in his late twenties. Everyone agrees that that could be beneficial for the board.
 - Sean Lawrence and Chris Saumure want to accept Jordan Hawn as a board director and bring him to next meeting. Kristine Fair and Cy Wells are concerned that the board should first find out more about him.
 - Becky Allen said she will distribute the application today.
 - Barbara Black said to bring Jordan Hawn to the next meeting and that everyone should come prepared with some questions for him.
 - Sean Lawrence suggested having Jordan Hawn come to the next meeting so the board can ask him some questions. Then Jordan can leave and the board will vote on whether he should be allowed to join and then let him know the decision the following week. Barbara Black and Kristine Fair support this idea.
- The AGM will take place on November 20th, so the past president will have to speak with each of the board members soon.

- Barbara Black asked how many members the board allowed to have. Sean Lawrence said the board is allowed twelve directors, plus executive members.
- Sean Lawrence asked Becky Allen if she will still be able to have a draft budget for next month. The board needs it for the September meeting so that there is a chance to discuss it before presenting it at the AGM.
- Barbara Black will reach out to Jean Sherman and Amber Beasley about whether they intend to stay on the board.
- Chris Saumure said he will ask everyone individually about their position but will first give them the month to consider it.

Motion to Adjourn at 8:47 a.m.

Moved: Cy Wells

Seconded: Sean Lawrence

Motion Carried.

Next meeting is on Wednesday, September 19th, 2018, 7:30 a.m. at Valley Heartland Board Room.