

SMITHS FALLS & DISTRICT CHAMBER OF COMMERCE
Minutes of Meeting – February 14, 2018
7:30 a.m.

Present: Barbara Black, Sean Lawrence, Mike Fletcher, Chris Saumure, Cy Wells, Tracy Gallipeau-Nolan, Crystal LeVatte, Pat Wiseman, Jean Sherman, Eileen Crosbie, Amber Beasley

Council: Jay Brennan

Staff: Becky Allen, Mercedes Masson

Regrets: Jeff Banks

Absent: Kristine Fair, Dawn Quinn

Guest:

Call to Order by President, Barbara Black, at 7:30 a.m.

Mission Statement read by President, Barbara Black

Motion to Accept Minutes of January 10, 2018

Moved: Sean Lawrence

Second: Cy Wells

Motion Carried.

Disclosure of Pecuniary Interest

Council Report – Town of Smiths Falls

- Just to update we had a delegation from the Downtown Business Association.
- In terms of timelines we will be receiving a presentation from Parsons on Tuesday. As Monday is family day. It will be held in council and the councillors encourage the chamber board to attend. This will be the first time it will be presented.
- The following week (February 26th) the council will come to a decision. Lots of decision and debate.
- Smiths Falls council agrees to change zoning by-law for Settlers Ridge Centre for future re-development.
- Agreed with 1000 islands contributing to boat dock.

Council Report – Township of Rideau Lakes

- No Report

Treasurer Report – Mike Fletcher

Preliminary Budget

- We are in good financial state, we don't really have much money coming in though.
 - We still have \$60,000 approx. in the bank.
- He will present more regarding formats of financial reports in the next meeting.
- A lot of the accounts on the system are outdated and unused. For example, we have 3 golf tournament costs accounts. We can't simply and quickly make a report to show the tournament cost.
- The actuals in 2017 - there are still some adjustments need to be made.
 - We have 3 golf tournament costs. We can't simply and quickly make a report to show the tournament cost.
- Last year we had revenue of \$187,000. 2018 budget aims for \$174,000, we are going to lose some in the campground. A lot less for the golf tournament since last year we had Canada 150 plus visitors from Ireland.
- A lot of the accounts on the system are outdated and unused.
- Payroll expenses (regular current rate and hours) there is \$4,000 for student wage.
 - We should have slight saving over 2017.
- Mike recommends using \$3,000 we need to upgrade the website and software in Chamber office. Dual screen for both Mercedes Masson and Becky Allen.
- We are going for \$22, 000 revenues on the golf tournament. Conservative on revenue side.
- Sean Lawrence mentioned the way they hired Becky Allen, the board was wanting to be a governance board. We could approve the budget, a partial quarterly review to adjust the budget.
 - We need to have a budget in place to give Becky Allen some freedom.
- Added cost for rent in the event we're located from the town.

Motion From now to pay Subject to Review in May After Mike and Becky Have Discussed

Moved: Sean Lawrence

Second: Eileen Crosbie

Motion Carried.

Membership Rates

- Compared our membership rates to the rates of other towns such as Perth, and North Grenville Kemptville.
- 1-2 employees, we are considerably under priced compared to other towns other than Perth which is also considerably lower.
- 1-2 employees are the bulk of our members.
 - 90-95 of our members fall into the 1-2 employees level.
- Recommendations are to increase the rates, highly complicated situation, pro-rating and two different membership dates (January and June) to re-new.
- We should have some cash flow, as we have yet to send out our membership invoices for this year. January 1st (renewal for everyone.)

- Jay Brennan mentions, if someone from the Chamber wants to come to a Rotary Meeting to talk about the Chamber there might be some interested in being apart of the community.
 - Becky Allen agreed. Service club's benefits. February 23.
- Barbara Black stated that everyone has been hit by the minimum wage law. The proposed rates are significantly higher, increased costs may lose us some members.
- Sean Lawrence states \$100 for home based is okay. \$125+ tax for the 1-2 employees level, that way we are only going up \$10
 - Standard increase every year, like 4%, that way no one will feel they are too high.
- Sean Lawrence mentions two options for membership payments: Monthly payment or pay the entire year.
- Amber Beasley mentions that North Grenville has new rates this year.
- Mike Fletcher states after the increases we would still be 10% below North Grenville.
- We need to consider what our membership is in the downtown core.
 - No one is going to want to have an increase as they already are affected by the Beckwith street renovation.
- Barbara Black wants Mike Fletcher to bring it back to the next meeting.
 - Mike would like to figure the rates today, as we will have to send membership rates in March.
- \$100 for not for profit (homebased) other categories rounding up 10 dollars. The 1-30 and 51+ employee's new rates are a little more realistic.
- Barbara Black mentions we need to make a motion.

Motion to Change Not-For-Profit to \$ 100 + tax, 1-2 Employees to \$ 125 Including tax and 3-10 employees to \$225+ tax

Moved: Sean Lawrence

Second: Mike Fletcher

Motion Carried.

Victoria Park Campground Rates

- Barbara Black states that these rates are key, we need to help Mercedes, as we already have people making reservations.
- Mike Fletcher did a comparison with 10 campgrounds in the area
 - Heather Whiting did this and he updated it.
- Mike Fletcher states that the "short answer" is that we are a little under priced than others.
- Some campground charge for Wi-Fi. Clients pay for password in order to get access.
- Other campgrounds do metering for electric, can we do this?
 - Electric surge charge per day
- There are tent sites that don't need hydro
- \$10 per week for hydro because of the hydro increase.
- Mike will speak with Gail to see how to implement the electric surcharge.
- Wi-Fi we could manage and control, when boats come through there is Wi-Fi down there provided by the chamber.

- We have an unlimited bandwidth.
- 4% rate increase. \$857 to \$891/month. \$12/week increase
- These rates are realistic.

Motion to Increasing the Camping rate by 4%

Moved: Cy Wells

Second: Sean Lawrence

Motion to Allow Executive Director to Spend Over \$500

Moved: Mike Fletcher

Second: Sean Lawrence

New Software for Victoria Park

- Buy some management software. We are currently using an excel sheet.
- Cost involved is \$15/ week.
- Taking info right now entering into system.
- There is good membership software. Spoke with Gail.
 - Astro Campground Manager is through Niagara Falls.
 - There are management aspects.
 - Have people who have clients have rental arrangements all online.
- Cost involved approx. \$3,700 and subsequent year \$1300/ year.
 - We could buy for the saving and would have to deal with all the IT issues.
 - The lease version is in the cloud accessible through any computer.
 - Setup charge and then lease rate is \$1,300.
 - \$8,000 to buy this software and IT help. Support is provided, sending to Niagara Falls they provide a fee for 1-hour session.
- Sean Lawrence states because of meeting with Cyril Cooper, we don't know how long we will have the campground.
- We won't have a spot for Victoria Park Campground.
 - Jay Brennan states this matter is mentioned in the strategic plan. He feels that there has to be a Victoria Park.
- Originally Victoria Park doesn't have to be at the current location.
 - If we moved to the swing bridge by Heritage House. Parks would be okay with that, but not the town.
- We should hold off, as the campground location affects this decision. Are we renewing the lease with the Town?
- There is value for the community for having the campground.
 - Is there any chance it could go behind the Roosteraunt would be a better spot as retail is closer? – Jay Brennan mentioned
- At this point in time, we will have to hold off for now. It is a big expense not knowing if we will have a campground for next January (2019).
- We have the money in the bank now, Mike Fletcher doesn't want to push it off.

Motion to Purchase New Software for the Campground.

Moved: Mike Fletcher

Second: Eileen Crosbie

Motion Carried.

2018 Planning Committees – Becky Allen

- Have we done any other committees? Golf, gala, AGM.
 - Those three are key
- Victoria Park campground we need.
- A sub committee for breakfast or adding in an after 5 event; Special events committee.
- Having a HR committee which would be a person to go to. Not proposing this now.
- Bringing in events, the ideas of a trade show, maybe for next year
- Sean Lawrence stated that any of those committees are up to Becky Allen, as she would be the chair of the committee and the board would be volunteering.
- Becky is to send an email regarding the committees for the board to give input on what committee they would like to participate with.
- Mike Fletcher mentioned to get a presentation with some ideas for the year as a whole to see Becky Allen's vision.
- Becky Allen would like to add value to our members. Welcomes any suggestions. We will set up the committees. Would like to do something for next meeting.

***Barbara Black leaves at 8:50 a.m.; Sean Lawrence to end meeting.**

New Chamber Networking Initiatives

- We received an email regarding the tender for Town Hall renovations.
- February 26th meeting a contractor will be rewarded.
- Moving will be arranged.
 - Boxes will be delivered today.
- This is a huge undertaking; we have two folks in the office.
 - We will likely need more help to pack up the office.
- Barbara Black thinks we should go through everything.
 - Needs purging. We have a storage at Gifford's storage. We probably need to purge it as well. This is a big job. Which falls on Becky Allen to coordinate.
- Becky Allen mentioned the Chamber office is moving upstairs during renovations. We will be moving back down afterwards.

New Business Added to Agenda

Welcome Becky Allen

- Barbara Black would like to thank the hiring committee for the work they did.
- Welcome Becky, week two into the roll, thinks it was an excellent choice for Becky Allen to bring coffee to meetings. And thanks to Mercedes Masson, she really kept the doors open without any guidelines.
- Barbara had to devote all of her time with her new role, feels like she's neglected the chamber bare with her until march.

Signing Authority Needs to Change

- Becky Allen and Mercedes Masson need to be of signing authority. Mike and Barbara will work with this over next couple weeks.

Crystal LeVatte New Position

- Crystal is no longer with Dominion Lending Centres. She is with TD in Smiths Falls, Perth and Brockville. Same job, but for TD Canada trust. She will send an email.

Meeting Adjourn at 9:00 a.m.

Moved: Pat Wiseman

Second: Eileen Crosbie

Motion Carried.

Next Meeting, Wednesday, March 14th, 2018 at Valley Heartland board room