

SMITHS FALLS AND DISTRICT CHAMBER OF COMMERCE
Minutes of Meeting – June 13, 2018
Valley Heartland Board Room
7:30 a.m.

Present: Barbara Black, Sean Lawrence, Chris Saumure, Mike Fletcher, Cy Wells, Crystal LeVatte, Pat Wiseman, Jean Sherman, Kristine Fair

Council: Dawn Quinn

Staff: Becky Allen, Ciara Atkinson

Regrets: Amber Beasley, Tracy Gallipeau-Nolan

Absent: Jeff Banks, Jay Brennan, Eileen Crosbie

Guest:

Call to Order by President Barbara Black at 7:35 a.m.

Mission Statement Read by President, Barbara Black

- Mercedes Masson has chosen to leave us a bit unexpectedly. She officially left on Monday, June 11th. Executives will have to consider what next steps must be taken in replacing her.
- Everyone should review the board's policies of missing meetings. Sean Lawrence recalled that missing three consecutive meetings results in the president contacting the absentee. Barbara Black reminded everyone that there is a responsibility in being a board member. There must be legitimate justification for missing a meeting, otherwise action must be taken.

Motion to Accept Minutes of May 9, 2018

Moved: Sean Lawrence

Second: Pat Wiseman

Motion Carried.

Disclosure of Pecuniary Interest

Council Report – Town of Smiths Falls

- Last night's council meeting held a discussion over the new water tower and where it should go, with three possible locations:
 - On Air Care Drive, beside the public works buildings
 - In the same park it is now located
 - On Second Street in Montague

- Cy Wells asked if the elevations of the sites are a factor, Dawn Quinn replied they shouldn't be a concern.
- Sean Lawrence suggested it may be cheapest to rebuild on the site the current tower occupies (since the other sites are farther from the water treatment plant). Dawn Quinn replied that that property is beside Parks Canada property where the dam originally was. They are unsure as to what was used to fill it in, therefore potential water contamination is a concern for this site.
- The new tower will have the same height and base width, but its bowl will be much larger.
- Jean Sherman pointed out that the existing tower is a focal point of the town. A discussion followed over potentially keeping it there for that reason, especially if the new one is to be in a different location.
- The discussion over the new tower is on the town website, everyone is welcome to post their comments there.
- The town's most favoured location of the three is on Air Care Drive, however there is also a hope of rebuilding at the current tower's location.

- The Cataraqui Trail Board is looking to extend the trail to the Lombardy golf course (Lombard Glen), however there is also a push to extend it to the Railway Museum (which is not on the trail now but was on the original trail).
- The Cataraqui Trail Board hopes any changes will promote awareness of the trail's existence.

- Dawn Quinn attended a conference for Canadian federated municipalities in Nova Scotia. There was a discussion over whether marijuana should be legalized. Another workshop held was on crime prevention in small communities.

- Jennifer Miller is the new Economic Development and Tourism manager, starting next week.
- A new fire chief from South Frontenac has also just been hired – he is not full time, and therefore will save the town \$70,000 a year.
- The town would like to move towards partnering with other close-by municipalities' fire departments in order to save money.

Council Report – Township of Rideau Lakes

- No report.

Treasurer Report – Mike Fletcher

- Hopefully everyone had the chance to review the financial statements sent out.
- We are in fairly good shape financially, with some practical elements on the balance sheet to address.

- We are more profitable – \$5,000 profit this year compared to \$18,000 deficit at the same time last year – however take into consideration sometimes expenses are delayed getting into accounts.
- Keep in mind when looking at comparisons:
 - Two billings last year for memberships, one wasn't sent out until June.
- Payroll is essentially flat – again maybe a timing issue – but this is the biggest expense so this is still a good result.
- QuickBooks issues to be resolved:
 - Income statement may show some accounts showing up in lower case.
 - Some system accounts need to be changed to administrator accounts.
- We are looking good for the remainder of the year, however there is some uncertainty around the campground since it has lost several seasonal campers this year. Hopefully the weather will permit more day campers to make up for this lost revenue (which is doable since they are not heavily discounted like seasonal campers).
 - Becky Allen and Mike Fletcher will continue to come up with ways to offset this lost revenue.

- The golf tournament was very successful both financially and socially – there was an expected net profit of \$14,500, however it is closer to \$17,000.

- While we are technically at a profit, there is currently almost \$40,000 in accounts receivable that should be in our account. Time must be spent on attaining this money.
- Payroll has jumped up significantly this month last year were about 6500, this year are up to around 13,000 – can't explain because payroll hasn't gone up
- Looking at the budget, we are still on track for spending on payroll, despite the confusion around the time of Mercedes Masson leaving.

- Barbara Black said part of the \$40,000 in accounts receivable is \$900 from All Ways Moving Delivery & Storage (which has been there for around two years). Cy Wells said it was supposed to be used for unexpected costs such as moving furniture.
- Barbara Black again stressed the importance of solving the accounts receivable issue.
- Becky Allen said that around 75% of the golf tournament attendees paid in advance, and that all invoicing has already been sent out.

- There is a noncurrent liability of money set aside for charitable donations of \$10,324. \$1,000 was paid out last year, but it should be continually spent in support of local agencies.
- Sean Lawrence points out it is not our money and therefore cannot be spent at the Chamber's direct benefit.
- Cy Wells suggested a goal of removing the entire sum over the next twelve months.
- Barbara Black asked that everyone come to next month's meeting with ideas of agencies they think are suitable recipients for a donation.
- The \$10,324 came from selling calendars several years ago.

Chamber Update – Becky Allen

- The golf tournament was last Friday, which again raised a little over \$17,000.
- 87 golfers were present by the end of the day.
- Round of applause to Jean Sherman and Lombard Glen for the excellent hosting. The dinner was a great success, as was the entertainment.
- Golf tournament thoughts for next year:
 - Barbara Black said Pat Wiseman suggested some months ago to create a binder with all of this year's tournament information to make planning for next year easier.
 - Becky Allen says she will work on creating a compilation shortly.

- Construction on the campground is complete, while remediation is 90% complete.
- Sites 1-7 (which are the first several on the canal side of the park) have a random "triangle" area of uncovered dirt.
- This along with the new sod on Sites 1-7 have caused them to not be useable yet, but this issue should be resolved soon.
- The docks have hydro as of yesterday, but do not yet have water, which will hopefully be resolved today; meanwhile very few boats have moored at the park so far.
- Chris Saumure suggested it is not prime boating season yet anyway so we are not losing too much money yet.

- The upcoming children's event/barbeque at the campground will take place sometime in August – a date will soon be placed, and any suggestions for the event are welcome.
- Hopefully this event will bring members of the community into the campground.
- Gail Moore-Barrie is looking into live music options for the event.

- Barbara Black inquired whether or not the occupancy rate for Canada Day weekend is as high as it was last year. Becky Allen replied it is slightly lowered since the campers normally on Sites 1-7 have been moved, displacing campers normally on other sites, and the sites by the Abbott Street bridge are less favoured due to the traffic.
- The town is not currently solving the issue of the uncovered "triangle".
- Barbara Black asked if we are at a point where the campground has to be promoted to make up for lost revenue. Chris Saumure replied we should not bother marketing the campground yet, since its future is still undecided.
- Everyone agreed the remaining work to be done on the campground (the "triangle") should be done with our own resources. The funds for this will be charged out of profits.
- Barbara says and Sean then everyone agrees to pay for fixing sites ourselves.
- Sean Lawrence requested that Becky Allen asks Gail Moore-Barrie present for the next council meeting.

- A reminder that the Healthy Living Festival will take place this Saturday, June 16th.
- The triathlon will soon take place as well, which will be its 40th year anniversary, making it the oldest in Canada.

- The Le Boat grand opening will also take place this evening. We supported them by lending out giant scissors, a microphone, and an amplifier for their use. The ceremony will take place at the Lockmaster's House at 4:30 p.m.
- The grand opening of Functional Performance Fitness is also coming up on June 24th from 12 to 4 p.m. She will also be using our giant scissors as well as a new chamber-branded ribbon.
- Hopefully everyone will make an effort to support these businesses.
- Becky Allen, Cy Wells, and others are thinking about what strategies can be put in place for dealing with downtown construction.
- A symposium will be held, chiefly by the DBA but with support from the chamber, with guest speakers from Napanee, Kingston, and more. This will host a discussion of strategies for businesses in areas under construction.

New Business Added to Agenda

- Cy Wells talked about the shuttle service he hopes to open. There are already drop-off/pick-up locations in chosen:
 - Settler's Ridge
 - Garden Market
 - Andress' Independent Grocer
- The shuttle will run every day except for Monday and Tuesday from 10 a.m. to 3p.m. on a half hour cycle.
- The service must be well advertised by all, including the town, in order for it to be successful.
- We don't currently have the funds for it to be a disabled service. For now, the shuttle will be for tourists and locals so they do not have to find transportation or parking.
- The service will cost \$226 per day to run, 4 days a week.
- Hopefully the shuttle will be running starting next April.
- Cy Wells suggested asking the town for tax break on the service. If they cannot give it a tax break, the town should pay part of the cost of running the service, since it is supporting local business. This support should be equivalent to the amount the service would have received from a tax break.
- The DBA could also help fund the shuttle service, since it will directly benefit downtown businesses. Also, they have the funds, as they announced a profit of \$27,000 at last year's AGM. Potentially they could see this as an opportunity to give back to the businesses that support them.
- Dawn Quinn suggested going to council with presentation of the entire service plan. She did not think the service qualifies for a tax break, but marketing it as supporting local business may result in the town helping fund the shuttle.
- A downtown pick-up/drop-off location must still be chosen. This will probably end up being somewhere around the intersection of William Street and Beckwith Street.

- Sean Lawrence suggested making the service a part of the debate in the next municipal election, as it is important for local business, but also will be free publicity for the shuttle.
- Chris Saumure asked if the noncurrent liability sum of \$10,324 could possibly be donated to the shuttle, since it is a community service.
- The total cost of running the shuttle for two years will be \$60,000.
- Cy Wells asked everyone to think about who else can support funding.

- Dawn Quinn talked about how businesses need to put more effort into advertising when there is construction. Although it is unfortunate how the construction may impact businesses, it is necessary.

- Becky Allen brought up the breakfast at Rob Roy's, with James and Cara from MI613 Inc. as guest speakers. The breakfast was a great success.
- Becky Allen announced that the June breakfast will be postponed to September since the last week of June is too busy for many to attend, therefore it would be a waste of time and resources.
- Membership recruitment for the chamber will be a main focus this summer.
- Local business coupon books are now available to anyone that wishes to distribute them via their business.

Motion to Adjourn at 9:05 a.m.

Moved:

Second:

Motion Carried.

Next meeting is on Wednesday, July 11th, 7:30 a.m. at Valley Heartland Board Room.