

SMITHS FALLS & DISTRICT CHAMBER OF COMMERCE

Minutes of Meeting – March 14, 2018

7:30 a.m.

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

Council: Jay Brennan, Jeff Banks, Dawn Quinn

Staff: Becky Allen, Mercedes Masson

Regrets: Crystal LeVatte

Absent:

Guest: Ingrid Bron, John Maloney

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

Mission Statement read by President, Barbara Black

Motion to Accept Minutes of February 14, 2018 revised

Moved: Sean Lawrence

Second: Cy Wells

Motion Carried.

Disclosure of Pecuniary Interest

Council Report – Town of Smiths Falls

- Dawn Quinn – we have made our decision for the Beckwith street parking. Now they move forward with design.
- Town has agreed on contract with fire fighters.
- Parks Canada dug through a 16-inch water pipe.
 - The water pipe was on of the main pipes that is connected to the water tower. The water tower was drained within half and hour. Still working on fixing and the Department of Health & Safety confirmed water safe, but the south end of the town has been advised to conserve water.

Council Report – Township of Rideau Lakes

- No report

Treasurer Report – Mike Fletcher

Budget

- We are still debating on the budget.
- \$174,000 in revenue (about the same as last year).
- A number of expenses that have stayed flat. Some expenses go up.
- the bottom line is that its at zero and we will break even.

- The cost for the campground software to lease is \$7,000 and a fixed cost not what he quoted in the previous meeting. An automatic cost of \$24,000
- Michael Cimilyan was supposed to propose a price for software. \$1800 as a one-time cost.
- Barbara Black asked Mike Fletcher, are you looking for us to approve the \$1800 or are we still on hold. Mike Fletcher would like to go ahead.
- Sean Lawrence mentioned he would make a quick motion. If Becky Allen and Mike Fletcher can save us money by all means do it.

Motion to Move Forward with Purchasing the \$1800 Campground Software

Moved: Cy Wells

Second: Kristine Fair

Motion Carried.

Better Formatting for Financial Reports

- Financial report going back to September 2017 – we have a bunch of items for gala and golf tournament.
- The way its organized you have to add the accounts together to get a total amount for what we made in the golf tournament.
- What we want for the individual events is something simple, showing how much we made for each individual event.
- The common elements for the gala and golf tournament are highlighted yellow in his report.
- Adding a budget line to get a comparison and from there get a variance.
- It's hard to read with too many numbers.
- Instead of a long income statement the new format will be more organized. You have a single section on revenues and a single section on the expenses. Fits on a single page.
- Having a comparison is good because you can see what didn't work in the previous year – John Maloney.
- When you see the new financial statements, they will be in a new format. The slight challenge for Mike Fletcher is making comparisons. He doesn't know all the specifics in all the events.

Chamber Update – Becky Allen

- First of all, we had CBC in smiths falls for a couple weeks. Becky Allen was in week 2 and had a few meetings with them and familiarized and gave some stories. A lot of her views didn't get aired.
- We had our first breakfast this year with a total of 28 attendees, it was a great event.
 - we had benefits by design come in, they made the topic interesting.
 - Held at the Settlers Ridge Mall. Great food.
 - It was nice to see Natatia Gemmell's new facility.
- Our next breakfast is to rotate the to a different location.
- She would like to have a breakfast every month.
- The March breakfast meeting is at Meraki Collective.
 - Café whim is catering
 - Cathy & Toby James of Cats Cove Communication is presenting.
 - We are off to a good start for this month's breakfast.
- Eileen Crosbie mentioned she was in the hall every Friday night. She thought everything was set up well. Did a great job and heard a lot of nice comments.
- She does have ideas for future events. Would like to book 5 to 6 months in advanced.

- Becky Allen attended the Lanark Conference.
 - She was invited to go for free.
 - Jordan Sinclair from tweed spoke. Had a lot to say about smiths falls.
 - There were other great speakers as well approx.80 to 100 in the hotel for the conference.
- A reminder that the Small Business Advisory Centre has some great seminars. The board would like her to email that information.
- A press release from the town of Smiths Falls was released. Announcement about 3 properties being sold. two on Ferrara Drive to Chris Saumure and one to Robert Rodine.
- Becky Allen assumes that this information can be found on the town website. Becky Allen will also distribute this out to the board.
- Joined membership. We have 3 new additions to the chamber, Mi613 Inc., the Rotatory Club of Smiths Falls and Art & Science Physiotherapy.
- Cy Wells thought, sometime when we get a chance and go through all the members and let them know what these businesses do.
 - Barbara Black mentioned that we use to produce a binder full of our members and what they do. Most of the chambers she has been involved with would do this and we would welcome at grand openings.
- Becky Allen would like to do a grand opening. Cut the ribbon. Stewardship.
- Barbara Black mentions that we need to show our new members we appreciate them.
- Becky Allen was on the Ontario Government website looking at grants. She applied for a workshop for extended breakfast.
 - They are launching this website for support from the Govt.
 - What we get is we run an event, break-even, then bring in stakeholders and get \$1,500. There are 17 events going across the province.
- Barbara Black mentioned that we host a large event usually each year.
- Our membership renewals went out and followed up with an email. The invoices went out and some members were confused because half of the membership was billed June to May. We had to charge them a pro-rated amount. Hopefully everything is okay and smooth afterwards. We can now pay online with Quickbooks online.
- Mike Fletcher mentions based on the billing that we sent out it seems like we have 220 and 230 members.
- We are upstairs at the back near planning. It is hard to find but we have signage.
- Anybody who signed up for a sub-committee we will try to get a meeting booked.

Beckwith Re-Construction – Cy Wells

- First of all, it was the most difficult decision and not a decision he want to make.
- Concerned now, what we would like to see done when the shovel goes in the ground.
 - Sat down with staff.
- During the construction phase there won't be any parking down Beckwith.
 - Free parking on the side streets. Side streets then will become the premium for parking.
 - Lost revenue for merchants parking. Alternative parking. The DBA use to put flyers on cars.
- Gibbs Creek parking for merchants.
- the grant has been approved for the plumbing.
- The old water treatment plant could probably be used for merchant parking. Most people can walk a block or two.
- In Kitchener, they set-up a shuttle service for in or out of town customers to get downtown.

- We need to create some pick-up spots. The settlers ridge, Dan Andress' parking lot, the Memorial Centre or 91 Cornelia Street.
- Process works slow. 6 months from now is too late to bring this up.
- Sean Lawrence asks, what is the timeline on this? How long?
- John Maloney adds that they are doing a parking study before the construction. They have a lot of good ideas, and they are looking for alternate ideas.
- He also states that we should be shuttling merchants instead of customers. As far as timeline, we are all concerned that there will be no parking on Beckwith Street.
- Two phases from Russell street down to Russell street up. 2 years. It will be all ripped out and thrown back into place for summer. Then they will start the second year; there will be parking at the bottom half.
- Grant money has to be used by 2020. Starts next spring (2019).
- Part of the leasing agreement – security in the mall has the staff licence number.
- 24 full months of disrupted business. What we are looking for is tax breaks.
- John Maloney mentions to Cy Wells to form a sub-committee and address the Mayor, council and staff with his concerns.

Economic development – Ingrid Bron

- Welcomed Becky Allen into her new role and is looking forward to work closely.
- New folder with new brand and new visitor guides. Metroland media will be handing them around.
- The chamber usually works with the town on this. Metroland did it this year.
- They will be in the paper next Thursday.
- Events listings – don't forget to add your events on the town website or Facebook.
- In Lanark County Festivals and Events Guide, the town is on the back cover. A map and event listing.
- We are also on the back cover of Maple Route Map.
- We are in the Rideau Waterways. They were previous Chamber responsibilities.
- We are in the Summer Fun Guide as well as Horizon magazine.
- With Le Boat sharing in the Epoch newspaper.
- Working with Le Boat to give the boating experience and get our presence out there.
- Ottawa travel vacation show. Sharing with Le Boat, councillors, the Mayor, and Heritage House staff. Looking for more. At the Shaw Centre. Passed tickets around table.
- We are going with a branded look.
- Last year (2017) was quite a successful year. The pow wow brought in 300 people into Smiths Falls.
 - Won an award and shared with SFDCI (the high school).
- On the roll music series was very successful. 28 events. 160 different performers. Doing again this year.
 - Becky Allen mentioned the Chamber has some events that we need music for.
- Family tour May 7 to May 28 Amy Hogue.
 - Sean Lawrence mentioned that it is a very successful event.
- Ingrid Bron spoke with CBC about tourism at Tweed.
 - You can take a tour at the facility. Opening this summer.
 - Legalization is coming.

New Business Added to Agenda

- Are we going to be ready for the campground? Not sure what the reactions we will get from campers with renovations at Victoria park. We might have people not want to stay. John Maloney was told that the campground will be ready for when it opens.
- We need to involve council. Barbara Black would like Sean Lawrence to give a brief update for Queens park. Barbara Black leaves.
- Sean Lawrence mentioned they did have everyone together and broke into groups. He was with the climate change Minister. They had a number of different committees. It was good. Next year Becky Allen should go, as other chambers usually send their Executive Director. Overall, it was worth going.

Adjourn at 9:15 a.m.

Moved: Cy Wells

Second: Kristine Fair

Motion Carried.

Next Meeting, Wednesday, April 11th, 2018 at Valley Heartland board room