

**SMITHS FALLS & DISTRICT CHAMBER OF COMMERCE**  
**Minutes of Meeting – November 8<sup>th</sup>, 2017**  
**7:30 a.m.**

**Present:** Barbara Black, Eileen Crosbie, Kristine Fair, Mike Fletcher, Sean Lawrence, Crystal LeVatte, Chris Saumure, Jean Sherman, Cy Wells

**Council:** Jeff Banks

**Staff:** Heather Whiting, Mercedes Masson

**Regrets:**

**Absent:** Jay Brennan, Tracy Gallipeau, Dawn Quinn, Pat Wiseman

**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 October 10<sup>th</sup>, 2017 with corrections**

**Moved:** Sean Lawrence

**Second:** Kristine Fair

**Motion Carried.**

**Disclosure of Pecuniary Interest**

**Council Report – Town of Smiths Falls**

- Portland servicing review of the village sewage & water they've accepted a tender. May be costly.
- Conservation authority – require all parties on call – all members will be illuminated and start with new. Only at first reading.
- Election coming up in June 2018.

### **Treasurer Report – Mike Fletcher**

- Received the \$50,000 cheque from the town.
- Still have money coming in from the campground
- \$30,000 ahead in the bank this year vs. last year. We had a successful year.
- The town gets approx. \$40,000
  - Should be a 60/40 split for Victoria Park revenue between Town Hall and Chamber of Commerce.
- Mike Fletcher is looking at meeting with the town regarding the Victoria park budget
- Regarding accounting in Chamber office
  - training has begun.
  - Wanting to make adjustments to reporting system.
- Jeff Banks proposed to have \$10,000 put away for the park as a reserve.
- Chris Saumure suggested getting an electronic sign for advertising (using money from calendar).
  - Everyone agrees we need better advertising in Smiths Falls.
  - Bring this back up in January, to have a motion. Chris to bring an estimate for cost.

### **Bill 148 Event – Barbara Black**

- Barbara Black says the event was well attended.
  - approximately 80 – 100 showed.
  - Great media presence.
- Speakers were very well received.
- Barbara thinks it's one of the best things we have done.
  - We should do one or two each year.
  - Have to find hot button topic.
  - We need to plan early for these things (for the September timeframe)
- Sean got nothing but good feedback regarding the event.
- Karl Baldauf mentioned at the night of the event to Barbara Black to make courses to help business keep record of things because of the changes to the legislation.
  - Barbara asks if we want to organize something.
- Sean Lawrence mentioned that we should probably do something in September regarding implementation.

## **Marketing Coordinator – Heather Whiting**

### **Business Breakfast Meetings**

- She and Mike Fletcher should meet and determine the schedule.
- Restaurants are interested in working with us to host them.
- Sean Lawrence mentioned a benefits program speaker for January.

### **Santa Claus Parade**

- Touched base with Dave Lawrence. Says we are a co-sponsor of the Santa float.
- Heather has asked to take photos of float to put on social media
- Parade is December 9<sup>th</sup> at 5 p.m.

### **Rideau Waterway Magazine Advertising**

- Last year the town bought all spots.
- The Board decided not to do it this year.

### **Accreditation**

- Heather has been in touch with Anna Koustas from the Ontario Chamber of Commerce.
  - Due in June 2018

### **New Members**

- Abbass HOME Services
- Café Whim
- Portt Electric Ltd.

### **Speed Networking Partnership with Meraki Collective**

- November 29<sup>th</sup> in the evening 5 p.m. – 9 p.m. \$5 entry.
- Starts with a speaker. Then, 30-min mini network session. Lastly, happy hour.
  - Meraki does happy hour every month.
- Going to be hors d'oeuvres from Café Whim.

### **Christmas Bonspiel**

- Heather has talked with the curling club and we are booked for December 20th.
  - she has spoken with a couple of restaurants owners to see if they would be interested in a chili contest. C'est Tout Bakery, Café Whim & Fort Hemlock confirmed.
- Certika Financial Group Ltd. wants to sponsor cheese and wine.
  - May have to get a liquor licence.

### **Victoria Park Campground – Barbara Black**

- Victoria park may be moved. Maybe down to lower reach?
- Le Boat wants top basin
- It was suggested during Town Hall Renovation Meeting that there is a possibility to put gasoline in for boats at Victoria Park Campground.
- Community grants are opened - Heather Whiting was going to apply for the Victoria Park BBQ to get funding for that.
  - Jeff suggests to ask for \$300- 400 for grant.
- Should we do a workshop for tourism? (Le Boat will be bringing more tourists).
- Sean Lawrence mentioned a lunch and learn for tourism businesses.

### **Annual General Meeting – Barbara Black**

- Lots of nominations received.
- Kristine Fair mentioned that we have to get the word out as well as the tickets
  - also have to advise the nominees; hopefully they will all be able to attend.
  - Cost is \$20 for tickets.

### **Gala – Kristine Fair**

- We got a lot of good feedback. It was very well received.
- Next year's price will be raised, this year was a kick start to re-launch the Gala Event.
- Takeaways – kitchen won't be doing dishes. Dress accordingly. May need a bouncer.
- Only people with tickets can attend.
- Cy mentioned that he had some comments about dessert from individuals. The caterers should have had desserts or auctioneer could have auctioned desserts off cheaper to tables that didn't receive dessert.

### **Nominations 2018 – Board of Directors**

- All present directors indicated they're acceptance of nomination for the 2018 Board of Directors.
  - Chris will check with Pat Wiseman and Tracy Gallipeau.

### **Business/ Strategic Plan for 2018 – Barbara Black**

#### **Town Hall Renovations**

- Sean Lawrence, Mike Fletcher and Barbara Black met with Cyril Cooper regarding town renovations meeting.
  - Cyril Cooper was wanting us to sign off.
    - Didn't sign off; Currently at a stand still until a new proposal is offered.
- Will have to figure out somewhere to go as renovations will begin soon.

### **Beckwith Street Re-development**

- Cy Wells attended the committee meetings. It's unclear what will be done RE: Parking.
  - Angle parking vs. parallel parking; 125 spots downtown, we will lose 25 spots.
  - Cy Wells suggested to the town to do a survey regarding this matter. Also, there's parking in behind stores, owners and the town could share the revenue of parking.
- Have business owners /employees parking in a parking lot so, parking on Beckwith Street will be for customers/ visitors.
- Public meeting November 23<sup>rd</sup> – 6-8 p.m.
- The re-development for Beckwith Street will be a minimum 3-year project.

### **New Business Added to Agenda**

- Heather Whiting has been in contact with Biz Biz Share – from Montreal.
  - It is an app that offers a way to share resources.
- Biz Biz Share will be making a presentation to the Ontario Chamber
- Barbara thinks we should wait to hear how things go with the presentation with OCC.
- Cy mentioned that it may take away from chamber members.
- Email was sent last night by Heather Whiting to Board Members.
  - Board members interested can take a look at email
  - This may be brought back.

### **Meeting Adjourn at 8:50 a.m.**

**Moved:** Cy Wells

**Second:** Kristine Fair

**Motion Carried.**

**Next Meeting, Wednesday, December 13<sup>th</sup>, 2017 at Valley Heartland board room**