

SMITHS FALLS AND DISTRICT CHAMBER OF COMMERCE
Minutes of Meeting – October 18th, 2018
Valley Heartland Board Room
7:30 a.m.

Present: Eileen Crosbie, Mike Fletcher, Tracy Gallipeau-Nolan, Sean Lawrence, Crystal LeVatte, Chris Saumure, Jean Sherman

Council: Dawn Quinn

Staff: Becky Allen, Ciara Atkinson

Regrets: Amber Beasley, Jeff Banks, Barbara Black, Jay Brennan, Kristine Fair, Cy Wells

Absent:

Guest: Jordan Hawn

Call to Order by Vice President Sean Lawrence at 7:37 a.m.

Mission Statement Read by Vice President Sean Lawrence.

Disclosure of Pecuniary Interest

- None.

New Business Added to Agenda

- Chamber fundraising ideas alternative to income from Victoria Park Campground.

Motion to Accept Minutes of September 19, 2018.

Moved: Sean Lawrence

Seconded: Eileen Crosbie

All in Favour.

Motion Carried.

Council Report – Town of Smiths Falls

- Tweed put on a phenomenal event on October 17th. Some felt as though the previous mayor of Smiths Falls should have been recognized since he was the first to welcome Canopy Growth Corporation to the town.
- A bylaw has just been passed prohibiting the feeding of wild birds within the town, as there have been issues with them being aggressive and destructive to property. There will be a fine of \$150 for disregarding this.
- There is now a policy around using the Smiths Falls logo on anything. Questions about usage must go to Jennifer Miller.

- The new crossing guard placements have now been finalized.
- The lights for the North Elmsley school are being removed as well as the crossing guard that was stationed there.
- The Club for Youth just celebrated their one-year anniversary of their new location in the upstairs of the youth arena. The new director Bridget has been excellent at engaging young people, and the club now has about 25 youth.
- Tweed is having a mural made that will be visible from Queen Street. They asked for lots of input from the townspeople as to what it would like to see included in the mural.

Council Report – Township of Rideau Lakes

- None.

Treasurer Report – Mike Fletcher

- The campground is closed so the Chamber basically has the financial results from that.
- The campground had a total revenue of \$130,000 in 2016, and \$149,000 in 2017 because of Canada 150. Unfortunately, this figure dropped back down to \$130,000 this year. This is a \$20,000 decrease from what was projected for this year, of which the Chamber would have received \$12,000.
- The cost of payroll for campground staff has changed from year to year. \$23,000 was spent on it in 2016, and \$35,000 in 2017. This year about \$30,000 was spent on staffing the campground. A considerable difference was made this year by hiring one less person.
- Other expenses for the campground cost around \$45,000 for 2016 and \$47,000 for 2017. This year's expenses will be up to \$56,000, including a grounds maintenance charge from the town for over \$10,800 that the Chamber is unsure of what it is for. This does not affect the Chamber's profit sharing with the town since expenses are over \$42,000 before this charge, which is the total expense allowance. Whether the town chooses to deduct the \$10,800 from their campground revenue is up to them, however this could be used as another reason for them to close the campground since it makes it seem as though the town makes no money off of the campground.
- The Chamber's net profit from the campground was \$61,000 in 2016 and \$66,000 in 2017. This year's profit will depend on who pays the \$10,800 charge from the town. Without this charge the net profit will be about \$54,000, with it the net profit will be \$43,000.
- The Chamber's overall revenue, including money from the campground, was \$153,000 in 2016 and \$180,000 in 2017. The increase was due to an extra \$15,000 from the golf tournament due to a famous Irish golfer attending as well as extra sponsorship, with the other \$12,000 resulting from an increase in campground revenue. This year's projected revenue is \$145,000 because the Chamber does not have those advantages this year. These are year-to-date figures that do not account for revenue from the gala or hydro bill expenses from the town.
- The hydro bill was \$19,000 in 2016 and \$14,000 in 2017. The budget for this year is \$19,000, \$7,000 of which has already been spent, however there are some bills that have yet to come in.

- Payroll has been fairly consistent from year to year, however this expense was slightly higher this year due to staff changes.
- General expenses cost \$30,000 in 2016 and \$52,000 in 2017. This cost will be \$45,000 this year.
- The Chamber should aim to break even this year, however there are still some uncertainties. There is a projected net loss of \$5,000 for the Chamber for the year.
- The campground's total revenue for the year as well as the Chamber's percentage of it have both gone down from last year.
- Chris Saumure asked that the Chamber board see the final figures before the final invoice for the year is sent to the town.

Chamber Update – Becky Allen

- A pedestrian crossing will be put in by town hall during the downtown construction.
- Stage 1 of the construction will take place next summer, Stage 2 will take place the year after that.
- Getting rid of the downtown angled parking will not be brought up again since the town cannot receive a grant to reconstruct something that the community is not in agreement over changing.
- The new downtown will have black hardware throughout. Irrigation will not be put in, although the town is trying to figure out how to have trees without having them ruin plumbing several years from now.
- There will be a project liaison for the downtown construction who will be available to speak with anyone who has problems or concerns.
- There were 68 attendees at the September Business Breakfast held at The Gallipeau Centre. This was a great turnout which included a lot of people who do not normally attend.
- There was lots of positive feedback from the All Candidates Debate. Paul Howard was an excellent moderator. Becky Allen thanked Chris Saumure and staff for handling the event's setup and takedown.
- This week is Small Business Week. In the past this has been tied in with the gala, however nothing is planned for it this year other than some social media posts.
- The October Business Breakfast took place yesterday. It was held at 4 Degrees Brewery, which was basically filled with only 38 attendees. Sherry Crummy did a great presentation. Everyone agreed that in the future there should be more emphasis on the caterer using breakfasts as an opportunity to showcase their business.
- The curling club is hosting an After 5 on November 15 with Sweet Scoops catering. The Chamber's role will be advertising and getting people to the event.
- Headshots will be taken after the AGM once the new board is established. There will be a board picture taken as well.

Chamber Gala & AGM

- The Chamber gala will take place next Friday at Hanley Hall. Currently tickets are slightly over half sold, so there needs to be some effort put into sales.
- The caterer is bringing their own glassware, silverware, and plates. The total catering cost per person, tax included, is \$26. The Chamber has hired Leather Works Catering, which is a Chamber member.
- 4 Degrees Brewing Company will be running a beer tasting during the gala's cocktail hour.
- Redeemer Dance Academy will put on a performance, and Jordan Hawn will be playing guitar as guests arrive.

- Becky Allen said the AGM and November Business Breakfast should be moved to the end of November to the 27th. This would allow business award nominations to be opened after the gala and enough time for the gala and AGM to both be executed well.
- The Tweed cafeteria area is currently the most ideal place for the AGM to be held.
- Becky Allen is currently working on accreditation with the Ontario Chamber of Commerce.
- A budget for must be made for the AGM so that there is time for it to be approved.

The Great Excavate – Downtown Shuttle

- There needs to be a discussion around the Chamber's involvement in the shuttle. It was agreed that we would support its funding, but not be liable for it in any way.

Victoria Park Campground

- No discussion.

New Business Added to Agenda

- Barbara Black is going to resign from her position as Chamber board president at the end of this term. It is not yet officially decided whether or not she will stay on as a board director.
- The Chamber needs nominees for its new board by next month. Jordan Hawn is already a candidate but there is still at least one other spot available. Perhaps a Tweed employee would be a good fit.
- Something should be given to Barbara Black for her service to the Chamber.
- There should be a discussion around other sources of income in case the Chamber loses the campground. All are in agreement that this should happen in January with the new board.

In Camera.

Motion to Adjourn at 8:52 a.m.

Moved: Eileen Crosbie

Seconded: Jean Sherman

All in Favour.

Motion Carried.