

Minutes of the Madoc & District Chamber of Commerce

Tuesday, April 19th, 2008

Madoc Public Library And Cultural Centre

1. Call to order by Rob Price, Chair.
2. Introductions: Rob Price, Chair
Robin Carscadden
Ellen Wilson, Secretary
Jim Bakker, Coordinator
Cliff Andrews
Debbie Richardson
Cyndy Winterburn
Jean Rodgers
Jim Murray
3. Approval of Agenda: Moved by Ellen Wilson and seconded by Robin Carscadden that the agenda be approved with changes. Carried.
4. Minutes of the February 15, 2011 meeting. Moved by Ellen Wilson and seconded by Robin Carscadden that the minutes be approved as circulated. Carried.
5. Business arising from minutes. None.
6. Correspondence: None
7. Financial report: Bank Account \$9262.26 in the bank. There are 69 paid members.
8. Old Business:
 - i. Thursday Market Update: The Aboriginal Celebration “Animeeki” has been cancelled for this year. The Market will begin May 19th, (9:00 a.m. to 2:00 p.m.) and will continue every Thursday until early September. There are about 25 registered vendors to date.
 - ii. Madoc Market Vendors (Saturday Market) updates – Robin Carscadden: The organizers have decided to try a market on Sundays as well for the months of July and August. They have also invited more community groups to participate. A list of planned events was handed out with the market opening May 21st and a once a month “Show & Shine” cars show will be featured. There are 14 confirmed vendors to date.
 - iii. RTO Region 11 (OHTO) Updates – Jim Bakker: The new marketing strategy is being put into effect. The initial focus will be directed at tourism operators, to give them information on and encourage them to participate and register with this new organization. Marketing videos for ComfortCountry will soon be shot in Marmora at the “Marmora Inn Bed & Breakfast”, “Bonter Marine” and in Stirling at the “Stirling Festival Theatre”. OHTO is also doing a streamlined version of Premiere Ranked Tourism to catalogue the resources of the region so the product development committee will have fresh data to work with. The website OHTO.ca is up and running with further information and directions on registering as a member of the association. A package has been developed with CHEX TV that will give OHTO members access to TV advertising at extremely competitive rates (more details are available from Jim Bakker.

Other programs initiated by OHTO are Disney and Service Excellence and the “Tourism Starts with You” Campaign. The Disney Service Excellence seminars were well attended, with the four seminars offered throughout the region being sold out. “Tourism Starts with You” campaign was initiated to encourage the public to describe their good tourism experiences in the area. Contest details are available at OHTO.ca/tswy/

Through OTEC (Ontario Tourism Education Centre, <http://www.otec.org/>), Jim Bakker is trying to track down a modular guide to writing a business plan designed for those in the tourism industry. OTEC develops courses for those in the tourism sector.

- iv. “Please Come Again” signs: The new signs have been installed on the backs of the Welcome signs at the north and south entrances to the village.
- v. Service Excellence Celebration: This is a partnership of CFDC Bancroft, EMC Publications and ComfortCountry. It is a contest designed to solicit comments from clients or customers of ComfortCountry businesses describing how they were received. Information packages will be handed out to any business that wishes to participate. The business that receives the most favourable votes will win an advertising package sponsored by CFDC and EMC. There will also be a draw from all submissions: the winner will receive \$50.00.
- vi. Mileage Log Book Initiative: The Small business centre in Belleville is supplying logbooks to help businesses keep track of mileage in an approved fashion. The Chamber of Commerce is a partner in this effort. Jim Bakker to send another email to members, reminding them to pick one up at Wilson’s of Madoc.
- vii. RC Club insurance: As long as the event is held at the Market, The Chamber insurance will cover the club. If events are held outside the market, special event insurance will be needed.
- viii. February AGM: Our annual general meeting was held at the Barley Pub, and after dinner the following officers were elected or acclaimed:

President: Rob Price

Vice Pres. Robin Carscadden

Secretary: Ellen Wilson

Treasurer: Judy Smith

Director: Connie Robinson

Director: Jim Murray

Director: Cyndy Winterburn

Director: Tom Deline

Director: Cliff Andrews

Coordinator: Jim Bakker

9. New Business: i. Breakfast Meeting “Surviving and Thriving in the rural economy” will be held May 10th, 7:00 a.m. at the Sunny Side Up Café. Scott Wallace, the café owner, will tell how his business is growing and changing, Cost is \$5.00 per person. Moved by Jim Bakker and seconded by Jim Murray that the Chamber cover the costs over and above the admission fee. Carried.

ii. Meeting with the Economic Development Committee. Deputy Reeve Tom Simpson has requested a meeting with the Chamber to discuss the Chamber’s Mandate and to see how it fits into the economic development plan for the community. Jim Bakker and Robin Carscadden will attend on the Chamber’s behalf on May 18th. The Chamber’s mandate is: **Chamber of Commerce is a non-profit organization directed by a group of volunteer business members. We represent the business community and provide representation for the issues effecting the business and social climate of our community.**

Your Chamber of Commerce has an operating office to provide a focal point for event and business information. We are also a recognized business entity, able to lobby governments at the Municipal, Provincial and Federal levels on behalf of members. An active membership supplies networking opportunities and enhances the social well being of the community. A vibrant community provides a comfortable environment for local citizens and attracts tourists, visitors, new businesses and customers.

As an active member you are supporting activities promoting and improving trade and commerce, and the economic, civic and social welfare of the district.

- iii. Updated Web Page: The Chamber of Commerce page on the Centre Hastings website has been upgraded. Bob Cloes, CFDC Bancroft, has subscribed to an on-line publication “Small Business Success Newsletter” and a link to this is available on the Chamber’s page.
- iv. Change of meeting date: Moved by Jim Bakker and seconded by Ellen Wilson that the Chamber’s regular meeting night be moved to the second Tuesday of the Month. This change to be reviewed at the August meeting to determine the effect on attendance. Carried.
- v. CHSS Yearbook: Bruce Wilson, staff advisor for the yearbook committee needed to fill an advertising spot in this year’s book. Moved by Ellen Wilson and seconded by Robin Carscadden that the Chamber purchase this space. Carried.

10. Next Meeting – May 10th, 7:30. P.m. at the Madoc Public Library and Cultural Centre, lower level.

11. Meeting Adjoined.