

Minutes of the Merrickville & District Chamber of Commerce
December 30, 2019
Location: Main Street Restaurant, 5:30 pm

Present: Yves Grandmaitre, Anne Barr, Nick Previsich, Robyn Griff, Bruce Perron, Lisa Card

Regrets: Alessandro Giuliani

1. Schedule of Executive Committee Meetings

- The Executive discussed the best dates and times of the week for regular Chamber meetings. Consensus was that we would meet once a month on the second Tuesday of each month at 5:30 PM. The next two meetings will take place on January 14th and February 11th. Each meeting will have a report by the Treasurer on finances and a report on Marketing. Members of the Committee were encouraged to bring forth key items for inclusion in the agenda in advance of the meetings. The location of the meetings will be announced when the agenda is sent out but will likely continue to be the Health Centre depending on its availability.

2. Sub groups / working groups

- There is a need to have clarity on what sub groups or working groups need to be created going into 2020. For example, there is an immediate need for a group to look at “memberships” and how to demonstrate the value-added in joining the Chamber. Likewise, working groups on the Website, social media platforms, and marketing need to be created to update the materials and make the sites more user - friendly. The working group could also begin to examine the websites of other Chambers of Commerce as examples that we could emulate - functionality and look & feel will be important. Bruce will lead the group on social media & marketing.

3. Internal Communications

- There was a suggestion that we use “Gsuite” as the primary form of internal communications - e-mails, etc.: “G **Suite** comprises Gmail, Hangouts, Calendar, and Currents for communication; Drive for storage; Docs, Sheets, Slides, Keep, Forms, and Sites for productivity and collaboration; and, depending on the plan, an Admin panel and Vault for managing users and the services.”

4. Membership Fees and Solicitation

- Clarity is needed on the fee structure for membership - different levels of membership have different fees (full member, associate member, non-profit groups, etc.). Benefits of membership have to be clearly articulated to merchants with store fronts as well as to contractors and owners of home-based businesses. There is a need to assign someone to lead on the membership drive and a "cheat-sheet" explaining benefits is needed. This topic will be a priority for the next meeting on January 14th.

5. Passwords

- A strategy to collect PIN numbers, passwords and other access codes for key documents needs to be developed for secure storage and accessibility. Yves to work on this initiative.

6. Revenue Generation

- While current resource levels are adequate for the time being, there is a need to identify new sources of revenues. Some suggestions were: "Chase the Ace"; local fundraisers; grants from provincial and federal governments and private sector foundations.

The meeting concluded at app. 6:45 pm.