



MERRICKVILLE-WOLFORD
& DISTRICT CHAMBER OF COMMERCE

Merrickville-Wolford and District Chamber of Commerce
Board of Directors Meeting Minutes June 8th, 2021

In Attendance: Robyn Eagle, Yves Grandmaitre, Jennifer Ritskes, Nick Previsich, Robyn Fredrickson, Bob Foster, Mary-Kate Laphen

Meeting called to order at 7:04 pm

1. Approval of Agenda:
 - a. Yves motions to approve, Robyn F seconds.
2. No pecuniary interests declared.
3. Approval of Minutes of May 11, 2021 meeting:
 - a. Nick motions to approve, Yves seconds.
4. Business Actions Items:
 - a. Distribution of printed maps
 - i. Robyn E is in possession of the maps and also posted in the Chamber FB group that they were available.
 - ii. Suggested 1000 copies for the Depot and also to distribute to Lions Club Campground, LCBO, Pharmacy and Bank.
 - b. Strategy to Recruit New Board Members
 - i. List has been created by Robyn E. Yves reminded of the need for Board Members to be Chamber Members. Nick recommends that a letter of invitations be worded properly to demonstrate value and acknowledge them for their contribution and value.

Action: Yves to draft a letter.

****Note to defer In Camera Session to the end of the meeting****

5. Council Liaison:
 - a. Bob shared there have been staffing challenges and therefore no summer programs will be offered.
 - b. Photos are available of the newly refurbished sign for the parkette. No date for installation.
 - c. Bob to set up a meeting with Doug Robertson to discuss the outcome of the May 25th council resolution to allow the chamber use of $\frac{2}{3}$ of the sign outside the post office if space available. All posting would have to go through the office. Bob acknowledges that the resolution gives the chamber nothing.
ACTION: Bob
 - d. Chamber is deferring making a decision to agree with the terms of the resolution regarding signs. Concerns re. Using the post office in lieu of any other signs.
 - e. Bob updates there is no space in the railcar for Christmas in Merrickville storage.
 - f. Ec Dev Budget
 - i. Nothing planned for village reopening

- ii. Fireworks - no fireworks for July 1st. Will look at rescheduling for later in the year and perhaps to coincide with the upcoming Merrickville Festival of the Arts.
 - iii. Extension on EcDev Grant as it has been challenging finding candidates to hire.
 - iv. Bob to look into Ed Dev budget for advertising.
 - g. Community Grant
 - i. Rejected because it would be supporting retail businesses. Consider working through another group such as environment committee for bags.
6. No Correspondence
7. Treasurer's Report:
- a. Jennifer reports a current bank balance of \$13,912.08.
 - i. Still looking for someone to fill the Treasurer position.
 - b. No information from the Accountant.
 - i. Nick asks if we are under contact with the accountant? Jennifer indicated the Accountant does not have any of our documentation and communication has been done via email.
 - ii. re. CRA. Note: Official Treasurer's report not available at this time due to time constraints however it is noted that there are still anticipated expenses for CRA submissions (accountant and bank) and insurance of approx. \$10 000.
 - c. Yves asked about HST remittance. Jennifer will complete this week.
8. New Business:
- a. Lion's Club is considering doing something for Canada Day, perhaps a movie in the park. Lions are also looking at a youth program possibly with Mary Kate.
 - b. Nick reports on the Festival of the Arts scheduled for the end of August. Perhaps bringing in the Peptides (band) and music on the street corners.
 - c. Ec Dev County survey indicated that 18% of businesses feel more optimistic and 60% access grants. Some grants were underused. There is a new Shop Local program coming.
 - d. Robyn E has been requesting a meeting with Doug Roberston since January 2021. Although Stacie Lloyd has been responsible for Ed Dev projects in the past, she is currently working on special projects and is too busy with residential projects and new builds.
9. Committee Reports:
- a. Membership: Robyn E went through MailChimp and updated with the current membership listing.

ACTION: RObyn E to send to Mary Kate.

Scallywags - new business in town.
 - b. Marketing & Promotion:
 - i. Promotion via social media can be paid for with a visa and Jennifer R has the details. Message received from Nana B's requesting no online promotion of her business. In future, no business info updates to be shared on social media, only promotion.
 - ii. Potential to run 'like and share' promotions with a \$50 Chamber gift certificate in July, August and September. Robyn E, Robyn F and Mary Kate to coordinate.
 - iii. Possibility of attracting Buskers to Merrickville. Yves G has a list and will share.
 - c. Communication:
 - i. Waiting on reply from Steph re. Making the website active and being able to duplicate the new business pages in order to populate with info.
 - ii. \$179 due to Janet Watson for her work on the map.
 - iii. Merrickville Minute quarterly newsletter created to send to website subscribers and posted on FB Page. Other communications to FB Group

(businesses) and Merrickville Phoenix (no May edition) and FB Page and Instagram (public).

- d. Partnerships:
 - i. Shop Local Grant details coming. Other Chambers are also having challenges. Collaborating with other chambers provides opportunities for distribution of materials and to help promote our region. Chamber to Chamber meetings to resume in September.
 - ii. Event Meeting Updates: MG club and Eurocar shows planned. No antique show, no Jazzfest. Jun 10-13th Virtual Makers Market. People are generally receptive and there is a willingness to collaborate. Grey Art Glass has a Grand Opening planned. Knox is busy but willing to do what they can. There is nothing planned for Christmas in Merrickville at this time.
ACTION: Robyn E to chat with Dave Ellis re any plans. Suggestion to have a 'strength in numbers' approach with council from event planners.
10. Question Period
11. Yves G motioned to move to In Camera Session at 8:49 pm.
12. Next meeting scheduled for July 13th, 2021 at 7:00 pm. Robyn E motion to adjourn meeting at 9:38 pm.