



MERRICKVILLE-WOLFORD
& DISTRICT CHAMBER OF COMMERCE

MEETING MINUTES

Tuesday, July 13, 2021

7 - 9pm (via Google Meet)

Welcome & Call to Order

Opening Remarks:

Present: Robyn Eagle, Robyn Fredrickson, Nick Previsich, Yves Grandmaitre, Jennifer Ritskes

Regrets: Bob Foster

1. Approval of Agenda

Additions/Deletions Approved as presented Motion Nick, seconded Yves

2. Declaration of Pecuniary Interests

Yes re MAG/MOCA involvement in Festival of the Arts

3. Approval of Minutes of Previous Meeting (June 8, 2021) Approved Motion Yves, Second Nick

4. Council Liaison: Bob Foster

As Councillor Foster was not present these items are deferred:

- a. Discussion -Council Resolution Sign Holder - Post Office
- b. Painting of Parking lines in Parks' Parking Lot
- c. Status of Parkette Map Holder installation
- d. Signage By-law: Enforcement/Education/Updating
- e. Storage space for Christmas in Merrickville Inventory : update

5. Business Action Items

a. Tiny Doors Initiative

- Angie Wrona initiated the project. She has requested \$125 to cover printing costs and design of a map.
- Nick inquired about the purpose of the initiative
- Jennifer inquired about other sources of funding and which businesses would be listed
- There was to be a tentative meeting between Robyn F and Angie to discuss further, meeting was postponed
- Generally speaking the board is in favor of supporting but would like more details

b. Strategy to recruit new Board members

- List of prospects done
- Intro letter to be done (**Yves**)
- AGM planning should be started in Sept-Oct latest
- **Robyn E** will reach to Community development Committee see if any of their members might be interested in joining as they already have an

interest in joining the Chamber as a Board member

6. Correspondence Received

Letter from MAG

- Nick and Yves left meeting due to pecuniary
- After discussion, the balance of board agreed to inquire re providing insurance for the Festival (**Update**: since the Chamber is not a main organizer of the Festival of the Arts, the insurer cannot offer coverage. Nick will pursue insurance through PAL)

7. Treasurer's Report: Jennifer Ritskes

a. Monthly Expense Report

- \$1586 insurance premium due
- Motion** to pay: Robyn seconds carried

b. Update on CRA

- Jennifer spoke with accountants. Some of the information will need to be resubmitted
- Yves went back on previous minutes and reminded all of the quote to bring all accounts up to date of approx \$4500.00
- HST return is filed with a small credit

8. New Business

a. Planning for post Lockdown #3 and "Shop Local" program - Yves

- This in regards to the grant monies available
- Meeting scheduled for the following day (update took place on 07-19)
- Time is of the essence
- Nick has started filling out a draft application
- OCC has a Q/A on the 20th on this topic

b. Director Insurance - Jennifer

- Approved as discussed (email discussions with the board members decided to keep the liability insurance the same and reduce the D & O insurance to \$1M rather than \$5M, which will reduce the annual premium to \$550.00)

c. Chamber focus - promotion as a 'destination' - Robyn E

- In the works

d. Volunteering in lieu of membership fee- all

- **Robyn E** will draft a proposed policy

9. Committee Reports

a. Membership: Yves

- All applications and forms are up to date
- Is an ongoing process

b. Marketing and Promotion: Robyn F. and Robyn E.

i. Strategies for 2021 Tourism Season -

1. Buskers

- Yves shared contact list for buskers
- General feeling is that things are already busy and getting busier
- Work is being done on website updates
- Visitors have expressed disappointment with stores that are closed early in the week, reduces shopping opportunity

2. Chamber Dollars - giveaways & potential purchases at discount

- Not discussed

3. Photo Shoot with JAC Photographic

- Moving along well

- c. Communications: Robyn F and Robyn E
 - i. Website - Status Update
 - See above
 - Robyn F now has credit card and will work with Mary Kate on Facebook paid ads
 - ii. Quarterly Newsletter, Merrickville Minute via MailChimp - sent 1st week May
 - iii. Monthly Newsletter to Members - sent May 2021
 - iv. Chamber Chat - June/July Phoenix submitted
- d. Partnerships & Networking: Nick & Yves
 - i. Chamber-Chamber Chat:
 - Losing momentum/ next one early fall probably looking at quarterly
 - ii. Chamber - Event Coordinators session July 12
 - See minutes for this event for details (in Partnership and Networking shared drive)
 - Excellent exchange of ideas
 - Suggested to produce a checklist for event organizers to streamline the process
 - Mary Kate looking for pics to post for upcoming events
 - Next meeting August 9th

10. Question Period None

11. Date of Next Meeting: August 10, 2021 Adjourned 8:30pm