



MERRICKVILLE-WOLFORD
& DISTRICT CHAMBER OF COMMERCE

MEETING MINUTES

Tuesday, October 12, 2021 7 - 9pm (via Google Meet)

**Attendees: Robyn Eagle, Robin Frederickson, Cheri Kemp-Long, Jennifer Ritskes,
Yves Grandmaitre, Councilor Foster**

Absent: Nick Previsich

Welcome & Call to Order
Opening Remarks:

1. Approval of Agenda
Additions/Deletions
 - a. Remembrance Day Moved Robyn F, Second Cheri Approved
2. Declaration of Pecuniary Interests None
3. Approval of [Minutes of Previous Meeting August 10](#)
- ___ Moved Yves Second Cheri Approved
And Sep 12, 2021
- ___ Amend #8A to add date Dec 14th, 2021 Moved Yves Second Jennifer Approved
4. Business Arising/Action Items
 - a. **Strategy to Recruit New Board Members - [Letter of Introduction](#) : Robyn E.**
- ___ Robyn has a potential candidate, whom she will have further discussions with.
- ___ All are encouraged to continue to seek out new Board members
- ___
 - b. **[Shop Local Grant Application](#) - Update Cheri/Yves/Nick**
- ___ A brief update on the project:
- ___
- ___ - the Creative Brief with comments was sent back to Domino a few days ago. A conversation ensued to make sure feedback was well understood.
- ___
- ___ - I also received a brief set of questions from Dan at STIFF Sentences (one of the project partners) who are working on the messaging. Response sent.
- ___
- ___ - Nick is working on ad prices from local papers and radio.
- ___
- ___ - Request for pricing for setting up the various social media channels sent out to local providers. Should have response by mid week.
- ___

- the initial deposit from the Ontario Chamber (OCC) has been received.
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- Cheri is waiting on response from the OCC approving press release. Should have any day now.
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- Tentative date for the video shoot set for this coming Sunday. Have had a few conversations with Nicole re timing, locations, etc. The plan is to ask specific stores for access prior to normal opening hours. Around 8:30-9. There will also be shooting throughout the day including possible drone videos. Intend on approaching stores mid week.
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- Working on list of items for photo shoot. Will need to have collected by Sunday so that photographer can take with him. Nicole has indicated needing around 100 pieces.
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- Press release is now approved (with amendments). Cheri will provide a clean version for publication. To be disseminated via social media and print (Phoenix and NGTimes)
- Jennifer and Cheri will look into creating a separate set of accounts for Shop Local
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- c. Planning for AGM – Survey**
- To take place on main floor at Legion December 14th- which has been booked
- Survey sent out to businesses has 38 responses thus far. Results can be seen on shared drive.
- **ACTION:** Robyn E and Robyn F to draft up agenda and program
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- d. Eco Champs Project Update: Yves**
- Progressing along well. Has received funding from a few sources (Lions and Merrickville goes Green). No need for Chamber involvement at this time.

5. Council Liaison: Bob Foster

a. Signage By-Law - Education and Enforcement

- Looking for a “Coles notes” version to be sent out
- **ACTION:** Robyn F and Cheri has offered to produce for review by Municipality
-

b. Collaboration: Welcome package for businesses

- Suggestion to add to the draft Member Package the following:
- Door decal
- County Ec Dev contact details
- In text encourage store owners to park off main streets
- Communicate events
- Note that the new Municipal web site is still planned for end of year
- **ACTION:** Robyn E to liaise with CAO with target of having the package ready for Nov 1st and also handed out at AGM
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c. Chamber Post – ownership

- Chamber confirms ownership of posts
- Conversation ensued re concerns around use by other parties and liability if incident occurs. Status quo on use by others.
- posts need to be painted

- minor damage mainly from winter plow but examination by Brad Cole indicates no structural issue or concerns with condition.
- Councilor Foster will inquire about getting maintenance done by Public Works.
- Councilor Foster further suggests maybe looking at surrounding posts with steel plate of some type to eliminate/reduce damage

6. Correspondence

- a. Sponsorship request from the Makers' Market for Nov 13, 2021
- Request is for \$200 to cover washroom costs Moved Robyn E Seconded Yves Carried
 - **ACTION:** Robyn E to liaise with the Makers' Markets to confirm request

7. Treasurer's Report: Jennifer Ritskes

- a. Monthly Expense Report
- Update available on shared drive
 - NG Times banner advert costs will be covered by the Shop Local funding
- b. Update on CRA
- All information has now been sent to CRA by accountant

8. New Business

- a. Wreath for Remembrance Day
- ACTION:** Yves to order
- b. Yves mentions that Lions are looking for ideas for Community projects

9. Committee Reports

- a. Membership: Yves
- i. **Review of on-boarding procedure for new members**
- **ACTION:**
 - Once Welcome packages available Jennifer will mail to new members
 - Yves/Jennifer to discuss further
 - Jennifer will review process to mail out invoices for 2022
- ii. **Pro-ration of membership fee**
- Fees will remain same for 2022
 - Pro-rating will be calculated based on bi yearly schedule. i.e., those joining after July 1st will be half regular price.
 - Renewal invoices will be sent out after AGM
 - Members will be advised that they can renew at AGM
- b. Marketing and Promotion: Robyn F. and Robyn E.
- i. **Merrickville-Wolford Times - Chamber Feature Page**
- 15-20 members expressed interest in participating
 - Targeting October 20th for first ad run
 - Will trial Feature page for 3 months (October - December, 2021) and make a decision whether to continue or not in January, 2022
- c. Communications: Robyn F and Robyn E
- i. Website - Status Update
- Robyn F and Robyn E continue working on adding feature pages
- ii. **Quarterly:** Merrickville Minute via MailChimp - to be sent in October
- Done

- iii. **Monthly** to Members - early October
 - Done and good click through
- iv. **Monthly** Chamber Chat - October Phoenix submitted
 - Done
- v. Post Office Sign Holder - Event Listing/Map/Other Info?
 - Continues to be update with COBA providing posters
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d. Partnerships & Networking: Nick & Yves

- i. Chamber-Chamber Chat: TBA, Fall, 2021
- ii.
- iii. **Chamber Event Planning - Christmas in Merrickville - December 4th, 2021**
 - Councilor Foster indicates that Brad Cole is awaiting direction from Health re new regulations regarding parades prior to deciding if Santa parade would proceed
 - Concerns raised re timeline to get approval to close St Lawrence if interest in doing so
 - Robyn E chatted with Dave E and Heather D. Silent Auction will proceed on Dec 4th
 - **ACTION:** Fireworks are TBD. Councilor Foster will bring to Council
 - **ACTION:** Robyn E will put out a call to businesses seeking help will go out via FB
 - Suggestion is to have a separate meeting solely for CiM
 - Present issue is finding storage space for CiM inventory
 - Yves mentions regular emails coming through Chamber site asking if there will be a CiM this year.

10. Question Period

11. Date of Next Meeting: November 9, 2021