



MERRICKVILLE-WOLFORD  
& DISTRICT CHAMBER OF COMMERCE

## Minutes

Tuesday, February 11, 2022 6pm (via Google Meet)

**Present: (Board) Robyn Eagle, Robyn Frederickson, Jennifer Ritskes,  
Cheri Kemp-Long, Trevor Johnson, Yves Grandmaitre**

**Public: Mary Kate Laphen, Bob Foster (Council liaison), Trevor Algar (Xplornet)  
Shelby McFarlane (County EcDev), Michelle Vallee (Moose FM), Pam Watts (bookkeeper)**

Welcome & Call to Order 6:05pm

Opening Remarks: Welcome to all special guests and delegations

1. Approval of Agenda  
Additions/Deletions

With amendment re moving in camera discussion (6B) re new Board members to end of meeting Moved Trevor, Seconded Jennifer

2. Declaration of Pecuniary Interests None

3. Invited Guest/Presentation:  
Shelby MacFarlane, [Business Development Officer, United Counties of Leeds and Grenville](#): Overview of Digital Service Squad Program and business supports

- Shelby provided an overview of services provided including Digital Mainstreet, connections to grant programs and more. They are happy to assist in any endeavor initiated by the Chamber where possible

Michelle Vallee: Overview of Why Radio? Promotion

- Michelle presented a new radio promotional program with a 3/6/12 month duration. To be shared with members and the Chamber advertising Committee to review and get back to the Board with results. Deadline for this promotion is 31Mar22

Trevor Algar, Regional Marketing Manager Xplornet

- Trevor detailed the Xplornet plans to increase internet coverage and speeds in our area through 5G.
- He also indicated an interest in supporting local events with grants. All applications would be considered.

4. Approval of Minutes of Previous Meeting : [w January 11, 2022 Minutes.docx](#)  
Motion by Robyn F, seconded Trevor approved with no changes

5. Council Liaison: Bob Foster

a. Updates from Council Meeting January 24

- Municipality co-authored the application for the Chamber's solar lamp posts, which was submitted 31Jan22
- Initial results of the impact of sewer repairs show a 20% increase in capacity
- Municipality co-Authored an application to erect a cairn in dedication to Harry McClean at the Merrickville square
- Discussions around the erection of a Rogers Tower on HWY15
- Funding has been received to hire a consultant to analyze and provide recommendations on the delivery of water/waste water services
- Fireworks have been given the go ahead for 6:30 on February 21st.

B. status of Municipal website

- No updates on the new web site

6. Business Arising/Action Items

a. Shop Local Update: Cheri/Yves

- Yves and Cheri provided an update as to the project
- Report to the OCC due mid month although an extension has been requested

b. Board of Director - Expression of Interest

- Moved to in camera at end of meeting

6. Correspondence

a. Friends of the Rideau Collaboration

- Yves had a discussion with Hunter McGill re areas of cooperation. Includes producing brochures available at the Depot, advertising washroom hours and posting the same on the map display. He is looking forward to participating in future cooperative events
- By far the biggest ask from tourists at the Depot is wifi service

7. Treasurer's Report: Jennifer Ritskes and Pam Watts

a. Monthly Expense Report

b. CRA Update

c. Proposed Budget for 2022

- 2020/2021 book done
- Pam is working on changing HST filing to calendar, same as tax filings
- Accountant (Warden) is working closely with Pam on CRA filings
- Proposed budget is a rough draft for discussion purposes. Will be part of the Strategic Planning meeting in March
- Follow ups will be done for members that have not yet paid their 2022 dues.

Report and comments accepted as tabled Moved by Robyn Fredrickson second Jennifer

8. Committee Reports

Review of 2022 Game Plan

☰ Merrickville-Wolford & District Chamber of Commerce - Game Plan for 2022

- Decision made to hold a strategic meeting to discuss Game plan in coming weeks

**ACTION:** Robyn E to set date/time for Strategic Planning Date

- a. Membership:
  - i. New Member Process
    - ongoing
  - ii. Status of membership invoicing: Jennifer
    - Invoices all sent, follow ups being done
  
- b. Marketing and Promotion: Robyn F, Robyn E. and Trevor
  - i. Continuation of Chamber Feature Page in M-W Times: Robyn E
    - ongoing
  - ii. Facebook/Instagram- Robyn F and Mary Kate Laphen
    - Ongoing
  - iii. Other Marketing/Promotion campaigns:
    - Streetscaping Sub-Working Group: Update on Grant Application  
Application for Victorian Solar Posts sent awaiting response (eta March)
      - Refresh of Chamber entrance signs  
Pictures of existing signs will be taken and circulated
    - May Garage Sale (May 7th)
      - deferred discussion
    - Merrickville "Swag" - ask MAG artists to create image/s
      - preliminary discussion with MAG president. Deferred to Game Plan discussion
    - Fundraising: All deferred to Game Plan discussion
      - Chamber Bucks
      - Coupon Book
      - Window Decals: Pride "Love is Love"
  - iv. Snowflake Festival - February 21
    - Preparations coming along well.
    - Robyn F has submitted application for the use of the Community center  
None required for the fairgrounds. Also includes change to ice rink  
schedule to allow for special activities on ice as organized by Katie  
Burnette-Dickie
  
- c. Communications: Robyn F and Robyn E
  - i. Website - Status Update
    - Profiles need to be added/completed
  - ii. Quarterly Newsletter, Merrickville Minute: January, 2022
    - Ongoing
  - iii. Regular Communications to Members
    - Ongoing
  - iv. Chamber Chat - Due March
    - Robyn is drafting for circulation

- v. Star Metroland monthly ad
  - Yves detailed an arrangement with MetroLand where in exchange for sharing their advertising promotions with members, the Chamber gets a free ad in one of their newspapers

d. Partnerships & Networking: Yves and Trevor

- i. Xplornet  
See item #3, Trevor Algar

e. Administration: Cheri

- Cheri has been examining the status of the incorporation including Motions passed and not sent to update the minute book, going back years. There is a lot of work to do to bring everything up to date. She has more review to do before presenting a game plan. There is a cost of around \$80 to obtain a copy of filed articles from the registrar. This expenditure was approved.

f. Map: Jennifer

- No updates at this time

In Camera starting at 7:55pm to discuss candidates for vacant Board seat.

Back to regular meeting at 8:10pm. Decision will be to offer both candidates a seat at the table.

9. Question/Discussion

- a. None

10. Date of Next Meeting: March 8, 2022

Meeting adjourned at 8:15pm