



MERRICKVILLE-WOLFORD
& DISTRICT CHAMBER OF COMMERCE

Minutes

Tuesday, March 8, 2022 6pm Library Meeting Room

Welcome & Call to Order Started 6pm

Opening Remarks:

1. Approval of Agenda

Additions/Deletions Addition: Ukraine initiative

Motion to approve as amended: Robyn F, Seconded Chantal, passed

2. Declaration of Pecuniary Interests None

3. Approval of Minutes of Previous Meeting : [February 8 Minutes](#)

Motion to approve as tabled: Trevor Seconded; Cheri Approved

4. Council Liaison: Bob Foster

A. Updates from Council Meeting February 28

- Thanks for the Snowflake Festival

- When asked, Bob indicated that Stacie Lloyd is responsible for Community development

- The Level1 Planner position is not yet filled

- The Deputy Clerk position is not yet filled

B. status of Municipal website

- No funds available to have web site completed

C. Other Updates:

-Water/waste water service delivery study to be done:

Feedback to Council: *Chamber is requesting that Businesses be included and a detailed review of their use be done*

- No specific budget line for tourism:

Feedback to Council: *Bob to inquire about specific funding under other line items*

- No updates on natural gas expansion

- Bell fiber is progressing

- New Rogers tower going up on HWY15, pending environmental study

-Questions asked re garage sale:

Feedback to Council: *the Chamber is promoting the May 7th Garage sale*

- Canada Day:

ACTION: Bob will inquire with Brad regarding plans for Canada Day activities

-Map Directory holder at Parkette:

ACTION: Bob to collaborate with Jennifer Ritskes regarding functionality of the holder re: inability to easily open the holder

5. Business Arising/Action Items

a. Shop Local Update: Cheri/Yves

- Final report progressing. Emails going back and forth with the OCC.

b. Snowflake Festival - summary - Robyn F

- Was a great success. Now have seed money for next year (\$1158.00) Discussion ensued re: plans 2023.

Motion tabled by Robin F to repeat the festival. Seconded by Jennifer. Motion passed

c. Strategic Planning Meeting - Overview - Robyn E

-intention is to discuss and plan objectives and activities for the 2022

- Cheri circulated a draft business plan, which will form the basis for the discussion

- Strategic Planning will be an ongoing discussion item for Board meetings

6. Correspondence

a. Merrickville Ladies Club-promotion of their 2023 Calendar

- Noted

7. Treasurer's Report: Jennifer Ritskes

a. Monthly Expense Report

- Excellent report, well detailed. Motion to accept as tabled by Jennifer, seconded by Yves, passed

b. CRA Update

- Work continues. Jennifer indicates it should be completed by June

8. Committee Reports

a. Membership: Yves, Jennifer

- New Member Process
- Status of membership invoicing: Jennifer

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

- Continuation of Chamber Feature Page in M-W Times: Robyn E
- Facebook/Instagram- Robyn F
- Other Marketing/Promotion campaigns:
 - Victorian Lamp Post Project: Grant recipients to be notified mid-March (news shared after the meeting, funding application not successful)
 - May Garage Sale (May 7th) YES!
 - Merrickville "Swag"

The streetscape sub committee is working on Merrickville branded reusable bags to be sold to stores which can then be resold to customers. Prior to committing to the endeavor the sub Committee will report back on this and any other initiatives they are considering

- Fundraising ideas:

- Chamber Bucks
- Coupon Book
- Window Decals: Pride "Love is Love"

c. Communications: Robyn F and Robyn E

- Website
- Quarterly Newsletter, Merrickville Minute: March, 2022
- Regular email Communications to Members
- Phoenix Chamber Chat - Due March (submitted)
- Star Metroland monthly ad

- d. Partnerships & Networking: Yves and Trevor
 - No updates
- e. Administration: Cheri
 - Moving forward. Draft Business Planning document shared with Board
- f. Map: Jennifer
 - Progressing. Mike brought in an example of a larger maps done a few years ago for reference purposes

- g. Streetscaping Sub-working Group: Meeting March 10th
 - **Motion** to approve \$76.06 from Chamber funds to purchase blue and yellow wrapping for posts. Robyn F tabled motion, Trevor seconds. Passed

Merrickville-Wolford Stands with Ukraine initiative

- Update Board on discussions thus far pursuant to meeting held on the 7th at Mainstreet
- Lions have donated \$1000 to the effort through Lions International
- Mainstreet meeting observations:
 - dozen participants/several businesses
 - discussion as to how best to organize
 - Chamber will adopt a supporting role. This to be a business driven initiative - member fees will not be used for donations
 - a list of recipients from the Canadian Chamber of Commerce will be circulated to chose from (Update: The Ukrainian World Congress has been chosen for Chamber funds. Each business can donate where they wish but we ask if they could share their total)
- Motion** tabled: - no member fees are used for donations
- Chamber will provide a coordinating role between Businesses and media in support of the event
- Chamber will encourage other Chambers to do similar (note since this meeting Yves participated in the weekly OCC Town Hall call with 106 participants and shared the initiative.
- Social media will be used to encourage participation
- Motion** tabled by Jennifer/Seconded Robyn F, Passed

9. Question/Discussion None noted

10. Date of Next Meeting: April 12, 2022

Meeting adjourned at 9:00pm