



MERRICKVILLE-WOLFORD  
& DISTRICT CHAMBER OF COMMERCE

**Draft Minutes**

**Tuesday, June 13, 2023, 6pm Library Meeting Room**

Welcome & Call to Order: Present: Trevor (Chair), Robyn, Chantal, Sally, Kate, Anne (on phone and left after liaison topics) Absent: Rob, Pam Guest Tony Shaw, Lisa Card (6:45)

Approval of Agenda || Motion to approve Robyn/Sally Carried

Declaration of Pecuniary Interests None

Approval of Minutes of Previous Meeting : [May 9, 2023](#) Approved as tabled: Motion Chantal/Kate

Council Liaison: Anne Barr

- Letter to Mayor and Council re: [Road Closures](#)  
Trevor provided a synopsis of the letter for board members. After some discussion all parties agreed that better communications between all parties need to occur and that the proposed coming municipal rules and regulations regarding events should address these situations. Anne further indicates that Council approval for a recurring event only needs to occur once. After this coordination is done by staff only. CAO and Council should be on the email list for these issues and Anne agrees that an acknowledgement of receipt of communications should be sent promptly
- Opportunities for collaboration:
  - garbage cans  
Anne indicates that the Municipality needs to budget for new garbage cans to replace the metal ones  
There was mention of the Chamber might consider matching funds provided by the Municipality
  - entrance signs  
Yves will provide a list of repairs if and as needed to be shared with Municipal staff. There are no obvious repairs at this time.  
A sub committee has been formed composed of Trevor, Robyn and Yves to draft Terms of Reference for new signs **ACTION: PLAN MEETING**
  - washrooms - location of 'Community Centre' port a potty  
Questions asked re locations and where was the portapotty for the Community center. Anne will inquire and get back to the Chamber.
  - Yves inquired about the outcome of last years request to have parking lines painted in parking lot across from Mainstreet restaurant. Anne will inquire.
  - Business and Volunteer Recognition  
Chamber would like to recognize volunteers across the Community. Anne indicates that Council wishes the same. Chamber board have agreed to draft Terms of reference to share with Council.  
**ACTION; DRAFT TERMS OF REFERENCE FOR VOLUNTEER RECOGNITION AWARDS**

- Information/Updates from Council
  - Committees are being organized with first meetings in the next month or two. One of the first assigned tasks will be the event checklist. Yves suggested referring to the North Grenville list available on their web site. Anne Weir from County EcDev has also offered assistance.
  - Question asked as to Municipal plans for supporting tourism. Anne indicates that with the departure of the Economic Development staff person there has been no recent work in this area. Anne suggests the Chamber send a letter inquiring as to Municipal plans to address this, including filling the position.

#### Business Arising/Action Items

- Summer Tourism Ambassador - Update/Status: Yves, Pam  
No funding received. Robyn motions to move the budgeted amount of \$4420.00 to general revenue and be re-allocated at a future meeting. Motion Yves/Sally carried
- Constant Contact Mailing Software – Robyn will look into the right timing to cancel as emails can be sent out through a less expensive means.
  - Canva Account: Kate Now in place. Robyn asked Kate to work with her on website updates.
  - Invoicing from Constant Contact: Pam
- Walk about with RTO-9 - June 21 – Yves  
Departure of Digital Marketing person from RTO9 has meant cancelation of this initiative
- Grant Match Update: Yves/Sally  
Yves has a call with Grant Match Thursday to discuss status of updates
- Regional Tourism Strategy - Update from United Counties: Yves  
Report was shared. No new news
- Bike Rack Proposal - Ontario by Bike Business Friendly Area Approved!  
Mention will be done in Phoenix and Yves will update Lions

#### New Business

- Discussion with Friends of the Rideau- Yves/Robyn/Trevor  
A large round sign is being prepared for the Depot with the Tourism question mark, a Wi-Fi symbol and washrooms  
Friends have asked for Chamber to sponsor Wi-Fi\_\_\_33 at Depot at a cost of around \$80/month Motion Robyn/Chantal Carried  
A splash page will be required with a short survey
- Canada Day - selling of totes/Destination Magazine/Maps  
A table will be set up at Blockhouse Park. A Square device will be purchased for the sale of the totes.

#### Correspondence

- Michael Rowland - “how we are promoting Merrickville” - Yves/Robyn  
We met with Michael to detail initiatives taken by the Chamber including social media, applying for grants, supporting our businesses. Michael sent a request asking for support for an ad in Le Droit. Robyn/Yves/Trevor will get together and discuss response to Michael.
- Letter received regarding lack of accessible businesses in the Village. Robyn and Sally will meet to formulate a reply.

#### Committee Reports

- Membership: Rob
  - 2023 Renewal Status  
No updates

- Communications/Marketing & Promotion: Kate
  - Website
    - update with new members Robyn/Kate to get together
  - Social Media Activities
    - stats on Promotions  
We have now reached 1000 followers on social media  
Kate will be restarting her business features
  - Marketing Activities
    - Le Boat and Preferred Partnering Businesses
    - RTO-9 Southeastern Ontario - Tour June 21 Cancelled
- Networking & Partnership: Sally
  - Business Welcome to new Residents  
Sally working with CAO. Is getting excellent cooperation  
Katie Westrade and Claire Sexton did get great results on their form to businesses. About 30 respondents. Still need to finalize program
  - Farm to Fork Map  
Working on list of Farmers  
Was suggested she put out a subscription form, done on Google forms, for farmers to sign on to program  
Sally is working with Janet Campbell on a foodie weekend for 2024, with a small test event autumn 2023. More details to come.
  - Local Food Discovery Booklet  
Booklet was shared around the table. Sally discussing with Mark DaCosta how could be used here.
- Events: Chantal
  - June Social  
Cancelled. Looking at an alternate event.
- Map: Status update: Yves  
About 1500 left. Most businesses now have. Some distribution to be done which will leave about 500.

Streetscaping Working Group - Lisa/Robyn E/Robyn F/Rose Decatur/Audrey Bridge

- Tote Bag Sales
  - currently in Mrs. McGarrigle's, Village Bean and Chaiya Decor.  
Request to purchase Square (see earlier item) MOTION ROBYN/CHANTAL CARRIED
  - Consignment with the Depot (90/10) starting June 12  
MOTION TO APPROVE ROBYN/CHANTAL CARRIED  
Robyn will instruct Pam for invoicing
- Lamp Post Project  
Update  
These will be posts only with hangers for flowers. Project is in Municipal hands to complete.
- Seasonal Decorating Plans
  - Canada Day  
Posts will be wrapped accordingly
  - Pride Week - done
  - other...

Administration/Governance:

- Update to Letters Patent: Yves none

Treasurer Report: Pam

- Finance Report  
Posted in G suite
- CRA Update  
No updates

9. Date of Next Meeting: September 12, 2023

10. Adjournment At 8pm. No meetings in July or August unless necessary. Will use emails for updates.