



MERRICKVILLE-WOLFORD
& DISTRICT CHAMBER OF COMMERCE

Final Minutes

Tuesday, September 13 2023

6pm Library Meeting Room

Welcome & Call to Order 6:00pm

Present: Robyn Eagle, Trevor Johnson, Sally McRae, Yves Grandmaitre, Kate Folk

Public: Julie and Kevin (All the Things), Lisa and Carlos (Chaiya)

Approval of Agenda As amended Moved Yves/ Second Sally Carried

Declaration of Pecuniary Interests None

Approval of Minutes of Previous Meeting : [June 13](#) No changes Moved Robyn/Second Sally Carried

Council Liaison: Anne Barr

- Opportunities for collaboration:
 - replacement of Map holder at Parkette
ACTION Anne to follow up with Council/Public works re condition of unit
Streetscaping committee should provide recommendations
ACTION Yves mentions an email dated back to the Downtown Revitalization Committee he can share
 - Posting of Ontario by Bike Sign Municipality Entrance
CAO looking to Ontario by Bike for larger sign
Also looking for window stickers
 - Storage space (re TNIM request to Council)
Request not approved by Council. TNIM will be seeking funding
Some discussion re other Community members also looking for funding
- Information/Updates from Council
 - Robyn inquired re economic development specific plans. Anne indicates that best opportunities lie in Wolford. Currently no dedicated Municipal staff for EcDev
 - Municipality now undergoing organisational review
 - Community Advisory groups now undergoing last training session this week. They should be in operation within weeks
 - Discussion around process for events. Anne suggests Chamber undertake the work and propose a set of procedures to the Municipality, through Anne.
 - Yves inquired re review of billing for water. Anne mentions a report regarding the operational costs for the facility, a review of which is a first step towards reviewing the billing structure. No time frame.
 - Anne tabled a motion at Council on Monday night to declare June Pride month. Motion was defeated.

Business Arising/Action Items

- Constant Contact Mailing Software -
 - Canva Account: Kate
 - Setup is all done. Robyn and Kate will work together to optimize use of

- Invoicing from Constant Contact: Pam
- *Deferred*
- Grant Match Update:
 - Accessibility ramps
 - *An identified Senior support grant from the Federal Government was not applied for.*
 - *Yves suggest we ask Pam about registering the Chamber with GCOS for when future Federal opportunities arise.*
 - **ACTION** *Sally asked about learning more re using Grantmatch. Yves offered to assist.*
- United Counties Economic Development Photo Shoot: Yves
 - *Cyndy Bolton is available after month end for business photo shots Businesses can contact her directly. This was shared in the newsletter*
- Refresh of Entrance Signs
 - *Robyn/Trevor/Yves/Hope Gray met at an entrance sign*
 - *Discussed standard parameters for signs including community signs, to reduce overlap. Establish an application form for those who wish to put up a sign.*
 - **ACTION** *Yves can draft.*
 - *Next step is to seek out artists that wish to contribute to the graphic representing the Village.*
 - **ACTION** *call will be put out.*
- Business Recognition Awards - Establish a Working Group
 - **ACTION** *notice to go out*
- Visitor Survey [Results](#) to date
 - *Chamber survey results will be shared by Robyn* **ACTION**
 - *Kate will post questions on social media to gather more data*
 - *Visitor stats for this summer 7500 at museum, 14K at Depot*

New Business

- Disco Bus – LaVerne
 - *Organized trip to the Village*
 - *1 bus about 45 visitors*
 - *The ask is for businesses to provide some swag/gifts*
 - *Chamber cost is \$700 to cover bus*
 - *Julie (All the Things) Lavergne (Lavergne’s Fantastic Finds) have offered to contact businesses*
 - *Consensus that proceeding would generate strong social media interest for the businesses*
 - *Yves suggests that passengers disembark at one end and embark at the other end of the Village.*
 - *Robyn will inquire about arriving earlier than 2pm.*
 - *Motion: To support and pay for a bus at a budget cost of \$700 and \$50 for printing of post cards to give to businesses.*
- AGM Planning
 - *Will take place in January*
 - **ACTION** *Subworking group to prepare (Yves/Kate/Robyn)*

Correspondence

- Michael Rowland - Update on Print Media Ad
 - *No news*
- Festival of the Arts and Car Show - last weekend of July
 - *Both organisers provide thanks to Chamber for support*
- Request by Christmas in Merrickville for an ad in the brochure at a cost of \$125

Moved Yves/ Secoded Robyn Carried

Committee Reports

- Membership: Rob
 - *No update*
 - *Robyn indicates 9 businesses have not paid their dues.*
ACTION *Trevor and Yves will visit and follow up*
- Communications/Marketing & Promotion: Kate
 - Website
 - *Looking for someone to take care of social media posts. Kate would provide content.*
 - *update with new members*
 - *No updates yet. Will be spending more time in coming weeks.*
 - Social Media Activities
 - *stats on Promotions*
 - *1039 followers*
 - Marketing Activities
- Networking & Partnership: Sally
 - Farm to Fork Map
ACTION *Sally and Robyn to get together, log on and review results of online request through social media*
 - Local Food Discovery Booklet
 - *New resident sheet drafted to be distributed by Municipality. Contains list of businesses and links to web sites*
- Events: Chantal
 - *deferred*
- *Fall For Merrickville request of \$700. Chamber maximum \$200 Moved Robyn/Secoded Kate Carried*
- Dine Ontario
 - *OMAFRA initiative*
 - *Promote Ontario based food for a week*
 - **ACTION** *Sally/Kate/Robyn to pursue*

Streetscaping Working Group - Lisa

- Tote Bag Sales
 - *currently in Mrs. McGarrigles, Village Bean, Depot and Chaiya Decor.*
 - *Approximately half the bags are sold*
 - *other merchandise*
- Lamp Post Project Update
 - *Walkabout done earlier today to identify locations. Next step is verification by engineers. Possible RFP to be issued for installation. Timeline for installation around June 2024*
- Seasonal Decorating Plans
 - *Deferred*
 -

Treasurer Report : Pam

- Finance Report

- *Circulated. Balance is healthy*
- CRA Update
 - *None*

9. Date of Next Meeting: October 10, 2023

10. Adjournment *AT 8:00PM*