



**MERRICKVILLE-WOLFORD  
& DISTRICT CHAMBER OF COMMERCE**

**Welcome!**

# Mayor's Message

# Agenda

Motion for approval

# Motion for Approval:

Minutes of the [2022 AGM](#)

# President's Message

**“Growth is never by mere chance; it is the result of forces working together.”**

*James Cash Penney, founder of JC Penney*

# 2023 - The Year in Review

## Marketing, Promotion and Communication:

- Increased social media captures via Facebook and Instagram. Use of standardized branding and creative campaigns to promote businesses and events, including an event calendar added to the website.
- Allocation of a budget for paid social media
- Presented a delegation to the new Council to overview 2023 objectives
- Developed an online Visitor survey to capture valuable data
- Coordinated the Snowflake Festival 2023 on Family Day
- Regular communications to the community via Chamber Chat in the Phoenix, as well as regular Newsletters to the Membership
- Production of annual Business Directory/Map at Merrickville Square
- Struct a sub-working group to Refresh the 4 Entrance signs
- Reactivation of Business Recognition Awards

## Partnership:

With the Municipality and the Lions to achieve the Business Friendly Business Area designation with Ontario by Bike

- With Friends of the Rideau to provide free WiFi at the Depot
- Victorian Style Post Project - ongoing project in partnership with the Municipality
- Created a Welcome package for new residents - available at the Municipal Office
- With Agribusiness sector to create a Farm to Fork map

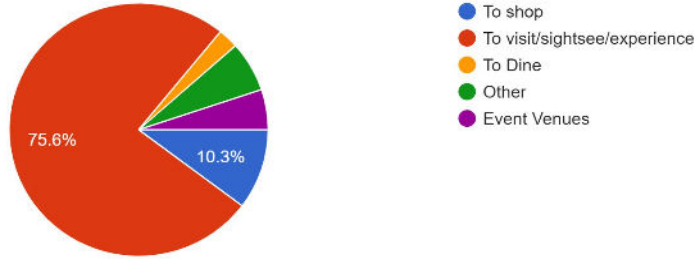
Advocacy activities: letters sent to Mayor and Council outlining concerns regarding:

- Need for a policy regarding road closures during special events
- Consistent Event planning procedures
- Review of Sign By-Law
- Recognition of the diversity of our Community- Flag Policy

## Key Results from the 2023 Visitor Survey

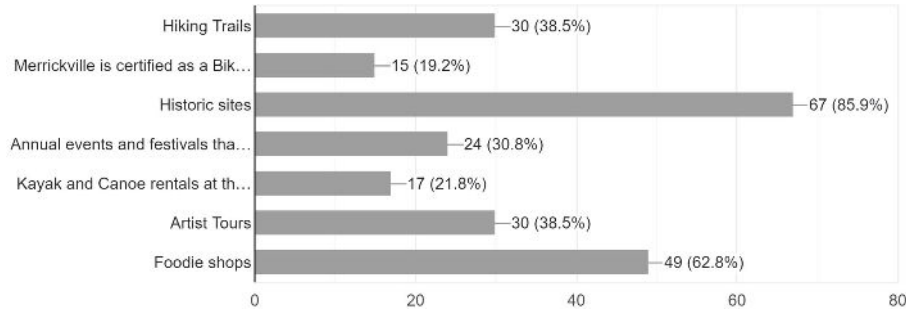
What was the purpose of your visit to Merrickville today:

78 responses



Are you aware of the various attractions in Merrickville? Click all that apply.

78 responses



## How could we improve your experience

More public and accessible washrooms

A number of Positive comments

Longer, consistent hours (staying open later on Sundays)

More food

More advertising/more signs

Benches

Street music

# Merrickville's Makers Market Survey Results



	Where did you Visit from?	Did you check out other Merrickville Businesses?	How did you hear about our Markets?	How much did you spend today in Merrickville?
<b>Spring 994 attendees N=127</b>	Majority from Merrickville, Kemptville	Over 85% said YES	48.8% Facebook 36.2% word of mouth	60.6% spent <\$100 34.6% between \$100 - 250
<b>Fall 1200 attendees N=36</b>	Majority from Merrickville, Smiths Falls and Kanata	80.6% said YES	47.2 % Facebook 25% word of mouth	55.5% <\$100 41.7% between \$100 - 250
<b>Winter 2,600 attendees N=73</b>	Majority from Kemptville, Ottawa, Merrickville and Brockville	94.5% said YES	58.9% Facebook 32.9% word of mouth	45.2% <\$100 50.7% between \$100 and 250



# Treasurer's Report

Motion for approval

# Finances for 2023

## Membership Revenue: \$12,037.50

- 53 Full Members
- 18 Home-based/Service/Contractors
- 12 Not for Profit/Associate

For a total of 83 Members

## Fixed & Discretionary Expenses: \$11,210.61

- Rental of storage unit
- We supported 14 Community Groups/Events providing \$2,900
- Professional & Accounting Fees
- Advertising, Promo & Marketing
- WiFi at Depot for the summer
- Website
- Insurance

## 2023 Campaigns

**Refresh of 4 Entrance  
Signs  
Budget: \$5,000**

## Streetscape Sub-Working Group

We have sold 220 Merrickville  
branded tote bags, bringing in **\$3,051**  
to help beautify our Village  
Bags were sold at the Depot, Mrs.  
McGarrigles, Chaiya Home and Garden  
and the Village Bean

## Map Advertising

This year we brought in  
\$3,255 in Map Ads and  
spent \$2,175 to produce  
5000 maps



# Committee Reports and Working Groups & Projects

## **Committees:**

Map - Yves

Marketing, Promotions & Communications Committee - Kate

Networking & Partnership - Robyn, Yves

Membership - Robyn

## **Working Groups:**

Streetscape Working Group

Refresh of the 4 Entrance signs

## **Projects:**

With the Municipality-

Victorian Lamp Posts

Refresh of the Map holder at the Parkette

Public, Accessible Washroom(s)

Update of photo library with L-G United Counties Economic Development

# Business Recognition Awards

# Q/A Session

# Nominations and Election of Directors

<b>Entering 2nd Year of 2 year term</b>	<b>Nominations</b>
Trevor Johnson Pam Watts Yves Grandmaitre Kate Folk	Haley Lachance Gary Decatur Jan Ditchfield

Nomination from the floor (ask 3 times)

Close of Nominations

Call for Vote if required

# Closing Words

*“Coming together is a beginning;  
keeping together is progress;  
working together is success”*

*- Henry Ford*



Adjournment  
&

Announcement of the 2024 Board of  
Directors