

BACC Friday May 13th, MODL

Attending: Leitha, Cheryl, Jayme, Lee, Dan, Rae, Debra, Stacey

Students: Jada Davis, Emme Smeltzer, Luc Keevil, Lorelei Saunders-Smith

Regrets: Jim, Blair, Shawn, Brooke

Agenda: approved, no additions

Correspondence: Canada Day Bus Sponsorship. Dan, Debra and Jada sit on the Canada Day Committee – have requested the sponsorship for the bus that day – runs all day – they are looking for \$500. We have done this many years, well received. **Moved by Leitha, seconded by Debra. Motion passed.** There is also a sponsorship opportunity for Canada Day – asking the BACC to reach out to members to let them know there are sponsorship opportunities. We will share that.

Electoral Boundaries – there is a change coming. Contacted by a supporter of Rick Perkins. Want us to oppose the change to electoral boundaries. SSSM with proposed changes will lose Shelburne, gain more of Hfx. Discussion about implications of boundaries, what's the mandate of the chamber in terms of wading into a political issue? What is the impact on our area? What is the impact on business? Our response is that our chamber is non-partisan. There is an upcoming meeting on the issue on June 8th but our feeling is that the MPs office is not a chamber member and they have their own avenues for promoting that event.

Bursaries – PVEC has selected their bursary recipient. There will not be a formal event anymore, but they will follow up with a name and photo of recipient so we can promote. Still waiting from Ecole De La Riv Sud – our student board members will follow up and Dan will follow up with NGRH.

NCCC – They are removing the business program, or they are making some changes so that BA will be rolled into other programs? So there is a revamped program – the response from Craig qualified and clarified some of the changes. We have concerns about the impact of these changes – **specifically Stacey, she will follow up with some questions and report back.**

Minutes: approved. Appreciate getting them quickly and having action items highlighted. Park around back! \$15 is the cost of serving on the board, har de har har. **Moved by Cheryl, seconded by Rae.** There are parking passes available FYI. (update during the meeting – we can get parking passes!)

Chamber Chat – introduction of student board members. Welcome! Luc – (his father is Rob Keevil Chamber member), Jada, Emme all from Ecole De La Riv Sud, Lorelei from PVEC. We look forward to having you attend our AGM. The Board introduced ourselves to welcome the students.

Reports: Nominations – two new people have put their names forward for board positions- Dave Hadley and Leona Lee Harrison from Royal LePage. Jim leaving is now past president, Shawn will stay on if Jim doesn't want to, otherwise will remain as a director. Jayme has put his name in for Vice, Rae for Pres. We may get some nominations from the floor.

Education – nothing to report. Lunch and Learn Schedule is pretty full. Down the road we need to discuss them – how appropriate they are, how they are serving our members. We need to qualify those sessions and the content. Sometimes they are not well attended – and the board doesn't show up. It is an opportunity to create your pitch, even if you're an amateur. We could provide some support for

presenters – like a template check list? Ensures they also get the right audience for their presentation. What will the time commitment be? Could be the responsibility of the Education Committee. That is a big focus for Education – and a big service for members. Maybe quarterly networking events with “speed dating” so that there could be five minute pitches. Emme asked – who is the target audience? Just members or prospective members? Is lunch the best time? Are mornings better? Definitely options and ideas – this needs more discussion. **Bring forward at the next meeting for further discussion**, we do need to monitor registration numbers, do we need to pause during the summer, etc. **Emme Suggestion – Bridgewater Farmer’s Market starts at the end of May – could be a good audience to contact and encourage membership or attend lunch and learns etc. Education pieces.**

Membership Engagement – Canada Day meeting – the date changed, so some people missed it. There was discussion about the event, King Street from Empire to Dufferin for merchants to get engaged, they also approached everyone at the East Side Plaza. We want to promote if they are doing something specific for Canada Day – they can’t just be open, or putting up a flag, etc. The program is rolling out and it sounds like there will be 8-10k people. Fireworks at 10:15. Multicultural Event behind the Desbrisay in the morning – then moves down to King Street. You have to register to be a vendor. There’s a lot of excitement around this event.

Financials – Lee. As submitted. One month left in our fiscal. Our membership dues are up. We’ve had a good year. Assets of \$95k, equity \$65k, liabilities \$27k I think. Refer to the report. All invoices from the networking event are paid in full.

Executive – Jim, not here, nothing to report

Executive Director’s Report – as submitted. Group Insurance – we have a really good relationship with our reps, the example here is NAPA choosing to register with BACC. **Let’s send a thank you note to Jenny and Joe, they will be invited to the AGM.** One of them will give a report, a good time to thank them.

AGM – note from Tina with a quote from the Best Western \$2620 – all included. Asked NSAR to sponsor for \$1500 – they said yes. We will also approach Jenny and Joe from Group Insurance, both sponsored historically, so hopefully they will donate \$500. Susan Corkum Greek is the keynote speaker. We think there will be 100 people, already have 25 registered. There is a plated breakfast, tables for non-profits – 5 tables. Big Brothers Big Sister, CPT, a few others. **Should we ask Brian to do some photography and video of the AGM as a paid service.** We would like to have members take registration at the door, **Stacey will confirm if she’s able to, Cheryl as well.** We will have our sign out, our gavel, etc. It’s going to be great.

Strategic Planning with NSCC – report from the student. We need to set aside additional time to go over this report in more detail. We didn’t feel like there was much engagement from the student. We’re sure there is still value in the exercise and we will find useful information.

Cheryl TOB – Food Truck Event Sunday on King Street. 4pm-8pm. Vendors in downtown for Canada Day – staff is looking at amending places where vendors can be in the Town. Shipyards Landing is out of commission at the moment so they are looking at other locations. **Question – when will the boat launch be back in use? Will the floating dock be back?** Council approved to lease the vacant lots on King Street to use that space – nothing permanent – but looking at options for using that space. Just signed a five

year lease for those empty lots. Looking at shade canopies, more seating, etc. Busy – permits, application, hiring staff, **Smart Cities challenge – would be great to have an update made to the Chamber about that in the near future.** A lot of data collection happening at the moment.

Leitha MODL – budget updates, recreation programs coming up for the summer, Bill 149 and power of municipal government.

Questions about the VIC – the Town doesn't feel it's good bang for the buck – Mobile VIC to highlight businesses and events – what a great idea! **Leitha will get an update** – we do know the lease is up and everyone wondering what the next steps are going to be.

Event – Excellent work by Brian – photography and video. About 35 people, many last minute cancellations due to Covid, but an excellent event, well attended, great discussion, a good number of people. The event cost \$2188 approx, but the cost of the sign \$331 is capital and reusable for many events going forward. Maybe Kira Curtis would be interested in doing something on our Communications Committee. We got some volunteers, new committee events, new members. Stickers were mostly networking ideas – like morning walk and talk, some other great ideas that were low cost and low effort, “speed pitches” – we need to look at some of these ideas over the summer with a focus on education and networking – we know changes to the board are coming. Rae once again is asking for engagement on facebook and website. Like a post! Welcome a new member! Share videos and posts when you can! This I going to drive the engagement. We do it, others will do it. But the most important thing is the face to face meetings, evening events, etc. We should be planning our July event now. Maybe don't do drinks tickets again – it's relatively new that we've been in a financial position to just hold a \$2000 event without worrying. Also have a fee for members vs non members. **Rae will contact Osprey's next for a Thursday evening event.** Maybe a theme? Maybe a guest speaker? Just no clowns.

Premier Event – still in the works, hopefully a late summer event, still working on it.

Board Member for Michelin – still working on it – Rae hopes to have an answer by June 16th. If we don't get a rep we will just put it out again.

Student Board Members Questions: what are roles on sub committees, how is time delegated, they are looking for follow up on expectations. Each student will get two months to sit on the board, contribute, etc, but we also want to get their ideas by encouraging students to sit on Committees for the duration of the year. We want their input for the full year. And we want them to be ambassadors for this role to future students, and promote to schools for upcoming students. So if students have a specific interest, they should join that committee!

Dan away May 24 – June 2. Leitha away June 10-13. Debra away June 17.

Meeting adjourned at 10am.

June 10th – next meeting at ToB Chambers. . Jada has volunteered to take minutes!

Long winded minutes submitted with too much detail (but we cover a lot of ground!) by Leitha Haysom.

