

## **BACC Monthly Meeting, October 14, 2022 8:30am**

**Present:** Rae, Jayme, Jennifer, Dave, Cheryl, Brian, Jada, Luc, Leitha, Emma, Debra

**Regrets:** Shawn, Rita

**Additions:** Cheryl Christmas Storefront Decorations

**Minutes:** Clarify that Rita and Jada were attending the September 21<sup>st</sup> not Atlantic Vision conference (which was canceled due to Hurricane Fiona) new arrivals event. Approved with corrections, moved by Dave seconded by Jada.

**Bus sponsorship:** we do it each year. Christmas event, generates a lot of visibility. Usually \$550-\$750. What are the measurables for advertising/sponsorship? **We do need a sponsorship budget.** Will bring the budget piece to Executive meeting. Maybe have a goal for the sponsorship- a message? AGM financials state "Promotion" at \$2500. Sponsorship was \$1200. We sponsor a lot of town events – what about some events outside of town? Moved by Leitha, sponsored by Debra and motion passed.

### **KEY UPDATES**

**Resignations:** Dan Hennessey, long time Executive Director. Brooke Nodding, long time director. Shelley Skinner, new member. Jim Brown is stepping down from the Past President role as well. We acknowledge and thank all members for their contributions to the Chamber.

**New Executive Director:** Welcome to Jennifer Naugler, acting ED. 3 month contract for the transition period.

**New Facebook Page:** some technical difficulties and now we have a new page, this is challenging! **Please like and share the NEW page.** Also a new brochure that was used at the Sept 21<sup>st</sup> event, can be shared and used widely.

**Newcomer's Event on Sept 21<sup>st</sup>:** Was moved to the LCLC and it was excellent. Booth, banner, brochures, flyers for Scottish Trade Mission. Spoke to some new people business owners, etc. A lot of fun, a bit of a competition with the firefighters at the table next to us.

**Small Business Week:** We are booked in for 11-1 on Tuesday October 18<sup>th</sup> at the LCLC for coffee and treats, tables and chairs, a chance for us to celebrate small businesses in our area, encourage membership, etc. Rae and Jenn attending.

### **REPORTS**

**Correspondence:** South Shore Tourism Coop – workshop on LGBTQ+ in tourism. Held at White Point – no cost. Will be shared on fb and possibly through mailchimp as well. October 19<sup>th</sup>. Basic Pay from CEO's for Basic Pay. Jennifer will check in with Atlantic Chamber to see if they have received this letter and if they have written something in support. **Resources listed at the end of these minutes.** CityWide Communications re support for Internet Access and CRTC ruling. Does this represent Chamber values? We could send a response saying that the Chamber supports initiatives that allow for affordable choice and options that further community internet access. **Brian and Mark will work on wording of this letter for response.**

**ED Report:** Started September 26<sup>th</sup>, excited about the role. Promotion and growth. Last month has been focused on getting up to date with the processes, systems, minutes, access, etc. Focus on upcoming events, workplace education and different community groups. Scottish Trade Mission – promotion and sponsorship. New Facebook page and a new Instagram account. Newsletters with a focus on updates and the Scottish event. Also connecting with Atlantic Chamber of Commerce. Full Report at the end of the minutes.

**Executive Report:** unable to meet. Rae has been meeting with and collaborating with other Chambers and Boards, Mayor of Bridgewater, etc. Also talking with Judith at LAE around the Education pieces. Poll membership about which courses have the most interest. Dave mentioned Halifax chamber as an excellent resource. Discussion about ongoing education pieces.

**Communications:** Rae is stepping back from the newsletter. Instead we will have mini newsletters on a regular basis.

**CME:** Meeting regularly. November 3<sup>rd</sup> is the next business mixer at Pizza Delight 11:30-1pm. Rita is going to get a tour through Michelin and a catered lunch as an event. Possibly a Christmas Mixer on December 1<sup>st</sup> at the Winery in Petite. Michelin will cover half the catering. Evening event. Members only. Rae will speak to Tikvah to shift to January – November 24<sup>th</sup> date is too tight. Another combination event with the Rotary in January as well. We did decide to purchase a 4H tree.

**Scottish Trade Mission:** 3 sponsors of \$500. Transportation sponsored by TOB and MODL. Bagpiper booked, organizing events. Working on agenda over a 4 hour period. Mayors have been asked to do a welcome to the delegation. NSBI will be there to help us with the one to ones. South Shore Tourism is attending. Hopefully Economic Development Canada has been invited. Please share on this event. We need to have 50 reservations at the least. All Chambers invited. Leitha will invite MODL Council. Great volunteer support. Mark suggested the Business Improvement Areas – he will make the introduction.

**Treasurer's Report:** Meeting with Sherry. Will bring next meeting.

**Business Excellence Awards:** Dave has been in communication with Shawn Allen – March 2023 at the Best Western, inquired about sitting on the board, said all chambers/boards have to be involved or there are problems, and too many members makes for long and arduous meetings. Would appreciate the support from BACC and encouraging members to make nominations. We need to discuss this further – BF at a future meeting.

**TOB Update:** Municipal Planning Review Strategy, housing stock, etc. Amendment to zoning to allow for more housing such as accessory structures to allow for more options. Having serious conversations about the growing population of homeless people and ways to prepare and assist families. November 26<sup>th</sup> is the Christmas on the LaHave Parade – parade applications are online tomorrow. Talking to sponsors. Best Decorated home contest. Also Best Decorated Business that the Chamber has facilitated in past years. Hard to draw boundaries ie TOB vs MODL, bigger obligations for the Chamber this season, so that isn't moving ahead this year.

**MODL:** Planning project and flood risk consultation.

**Student Update:** Jada has spoken to VP and Guidance Councillor – Nov 15<sup>th</sup> going to Forest Heights for a University Open House – thinking they should schedule for February. Tilia Builders, Rhyno's and

Michelin. Offer one slot to all membership to see what other members want to participate. Request to members will come out in January.

**Remembrance Day Events:** We have placed wreaths in the past – Jayme will reach out to the Bridgewater Legion. Jada and Emma will do it together on behalf of the Chamber.

**Board Participation:** LIKE. SHARE. COMMENT. DO IT!

Next meeting November 18<sup>th</sup> MODL Council.

Adjournment: 10:05

Submitted by Leitha Haysom

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