

Bridgewater and Area Chamber of Commerce

BOARD MEETING MINUTES

December 11 2020

Online via Microsoft Teams

REGRETS

Regrets from Jim Brown

CALL TO ORDER

Meeting started at 8:35 a.m.

ADDITIONS TO AGENDA

- 1) None.

CORRESPONDENCE

- 1) PVEC Bursary Request. The Park View Education Centre (PVEC) wrote in inquire about the annual bursary of \$400 for graduating students going to post-secondary for business. It was decided to renew the bursary but there was discussion about opening up the field so that more students would be eligible.

APPROVAL OF MINUTES

November 13 2020 Board Meeting minutes approved.

CHAMBER CHAT PRESENTATION

Mark Strickland, MODL's business development officer, joined the meeting to introduce himself and his role within the municipality. Although he only joined MODL recently, Mark said he has worked several years as a development officer with another municipality. His current role sees him deal with inquiries from businesses within the area, front end referrals and business attraction. For example, Mark deals directly with business owners trying to expand or find a new location within the municipality and helps them navigate bylaws etc. He said he's always happy to work with business leaders and encouraged anyone with questions to get in contact or to let him know businesses that may need help.

COMMITTEE REPORTS

Educational

-Nothing new to report; the updated Lunch and Learn series schedule had been sent to Dan. The Chamber currently has sessions scheduled until March. Brooke mentioned that Paul Pickering of ISANS has delivered his Diversity in the Workplace session and that the Chamber should follow up with him.

Government Involvement

-Jayme and Shawn have put together a number of questions together to start a conversation with the municipal units around their budgets. They intended to ask membership what they felt could have been addressed last year and what was their top priority for 2021's budget.

Community Involvement

-The committee met in November at the Michelin Social Club and addressed a number of initiatives. Due to the increased number of COVID cases, it was decided to hold off the Facebook video series until the New Year. However, the committee did decide to move forward on some promotional materials for the Chamber including stickers and discussed other networking opportunities. It was also decided that materials from the Chamber's Voice newsletter should be re-used for social media to help bolster the Chamber's presence.

Nominations

-None.

Financial

-Lee said that the Chamber remains to be in a strong financial position. Six months in, the total revenue is \$47,772 and expenses have hit \$30,226. The net income is \$17,545. The five government of Nova Scotia training programs have already met what was budgeted for the full year. Lee did note that the newspaper ad and bus sponsorship had yet to be added but overall, things are in great shape as we head into the slower months.

Town of Bridgewater and MODL updates

-Cheryl said that TOB council has been bringing new members up to speed and that it was a great opportunity for a refresher. Highlights from the town included a new Anti-Racism Taskforce Committee, two new buses and a new focus on the town's rec program.

-Leitha said MODL was also working hard to bring its new councilors up to date. The rural internet projects had been a major area of focus and that 95 – 95 per cent of the municipality was expected to be connected to high speed service by 2022. She also said there had been discussion around a transit link to expand the bus route to Osprey Village.

OLD BUSINESS

- 1) Online programs update. As mentioned in Lee's financial update, the online programs have already earned the budgeted revenue for this year. Dan said that there are two digital and social media programs going on now; the financial management workshop was scheduled for February. Overall, the workshops continue to add value to membership while earning a profit for the Chamber.

- 2) Newspaper ad and photos. Rae and Josh helped put together the materials for the Chamber's Dec. 23 ad in the South Shore Breaker. The full page ad was scheduled to be inserted into roughly 26,000 editions of the paper.
- 3) New website. As per Rae, the new website was progressing well and things were on track for a January launch. There were a number of items that Dan and Rae needed to address to finalize the project.
- 4) Nova Scotia Department of Labour and Advanced Education session debrief. The session was focused on diversity in the workplace and highlighted an opportunity for the Chamber to be a part of that conversation going forward.
- 5) Town of Bridgewater request for bus sponsorship. As per email discussion earlier, decision was made to go forward with the sponsorship. Motion made by Jayme, seconded by Shawn and passed by Board.
- 6) Meet the Mayor event. It was decided to postpone the event due to the rising number of COVID cases. Will revisit in the New Year.
- 7) Strategic Planning session with the AVCC. Although the board was eager to discuss rebranding and learning from the AVCC, Dan stressed the need for patience. Discussion revolved around the importance of doing things the right way and making sure we don't infringe on other chambers in the area.
- 8) Holiday Storefront Contest. Bucks was crowned the winner for a second year in a row.
- 9) SaltWire Network / Chamber Business Excellence Awards.

NEW BUSINESS

- 1) Chamber Membership Welcome Package.

FUTURE MEETINGS

January 08 2021
February 12 2021
March 12 2021
April 09 2021
May 14 2021
June 11 2021
June 18 2021 AGM
July 09 2021
August 13 2021
September 10 2021
October 08 2021
November 12 2021
December 10 2021

ADJOURNMENT

Adjourned at 10: 00 a.m.