

BACC September 9th, MODL Chambers

Attending: Rae, Jayme, Shawn, Shelley, Debra, Leitha, Jada, Dan, Dave, Rita Casey – Plant Manager at Michelin. Guests Patrick Hirtle, Tammy Crowder. Member - Madeline

Regrets: Brian, Jim, Cheryl, Brooke, Luc, Emma.

Call to Order at 8:32, moment of silence for the passing of Queen Elizabeth II

Presentation: Could BACC sponsor a banner program launching in 2023, with support of membership? Opportunity to refresh things – there are regulations about off site advertising, size limitations. \$125 business gets their logo on the banner, the other 2/3 of the banner BACC gets to promote its brand – “shop local” etc. Springtime launch. April – September. (Canada Day banners go up around July 1st). Other banner programs run in September. You need a permit, TOB would help with that process. \$25 per banner charge. Could also use it as a fundraising opp for BACC. Could sell up to 50 banners. TOB installs, we would be responsible for printing. 2x4’ banner. Shawn moves that we move ahead, Shelly seconds, all in favour, motion passed. Patrick is happy to help, Shawn is spearheading.

September 21st event: anticipate a really positive event, evening event this time around, TOB hopes for it to be an ongoing event. BACC will have a presence there. We need volunteers 5:30-7:30, developing a hand out as well to drive people to the website. Please note there is also going to be a Truth and Reconciliation event on September 30th.

Minutes: approved as submitted.

UPDATES

Business Mixer – positive event. This was a bigger draw for the membership – 32 people attended, including approximately 10 board members. Good catering, great location. We noticed we need a PA system for events. Should develop a little hand out with some information about upcoming events, website, memberships, etc. Justin LeBlanc sponsored the event – **Dan to follow up with Justin.**

Name Tags: we have them, Rae will hold onto them for us and bring to events.

Name: Bridgewater Area Chamber of Commerce, South Shore Chamber of Commerce... something we can discuss at a later time.

Rates: Executive has decided to increase the rates. Single or two person is \$50 – might be time to increase by 20%, there hasn’t been an increase in at least 10+ years. Always a risk that you will lose some small businesses. Perhaps we need to pro-rate membership, or each business has an anniversary date and their membership renews on their date. Can set up automatic payments on the website.

Atlantic Vision Conference: Rae is attending October 13 and 14th and was invited. Jada will volunteer (I don’t know what for! I missed this part) , Rae as well, and Rita will attend.

Next Business Mixer – October 6th as a new date, we want to reschedule from October 27th as the Scottish Trade Mission is October 26th. Office interiors “Work from Anywhere”. Lunch at Pizza Delight, or a different time – breakfast or afternoon. Scotia Bank has indicated they are willing to sponsor events. We will ask the presenter what they prefer – **Dan will book the room, we can always cancel if necessary.** \$20 for members, \$25 for non members, that covers lunch and gratuity.

Lumberjacks: Brian was going to raise this, we will **BF to the next meeting**.

Scottish Trade Mission: refer to letter sent by Rae in August. Scottish Delegation is coming to Halifax, we are hosting as well. 7 delegates coming, representing companies like small batch distilleries, dumplings, etc. We have sent letters to all business groups to South Shore and the Valley, to Mayors, MLAs, MP and have asked for some funding. MP has already indicated they can't provide funding. Ask key people to buy sponsorship (banks, accountants, real estate Royal LePage, lawyers, etc) \$500 to support the event, they get a table, one to one meetings, logos on the screen and a banner. We are following up on letters with two volunteers Laurie Slauenwhite and Jenn Naugler. Transportation cost – approached Seaweed tours but unfortunately, they only have room for 8. We are looking for \$1300 for transit costs – could approach TOB and MODL to do joint sponsorship. Another possibility is Molega Lake Tours. Would be great to put together a gift bag for delegates as well with South Shore goodies. We have to spread the work around – everyone takes on a small piece.

Christmas Parade – should we do a float? Dave has been really involved with parades in the past. Can be a truck and trailer, CANNOT just be a decorated vehicle. The parade is recorded from a high level, you get your name, and a voice over. Rita says we could join on their parade with our banner for Michelin! Which is amazing! We can ask Patrick for more info, there is still an RFP for sponsors for the parade. So we need a bit more info and a new flashy banner 😊 Rita says we can work with the Michelin Communications Manager to figure out where the banners go.

South Shore Business Awards – Dave reached out, they are planning to do something next Spring, but there isn't further info at this point. **Dave could offer to sit on the committee to provide info on behalf of BACC.**

Executive Report: We have met about resources, funding for businesses, recruiting volunteers that are engaged. Job Descriptions and expectations, met with CME checking out the golf course, worked together on the event for the business mixer.

Exec Director: Report as submitted. Bursary winner from PVEC sent a thank you letter. On the website. Maybe reach out to further high schools. Membership renewals coming in. Reminders sent. Some cheques still going to 373 King Street etc, another reason why digital renewals could be good! Renewals are going better than last year. Congratulations to Dan on the Platinum Jubilee medal.

Education: programs delayed by a week. Hard to get that commitment from participants. Pre program interviews – people start disappearing. Need 8 people to complete all required documentation – bumped it by a week, now scheduled to start September 15th. Many reminders, just hard to get that commitment.

Communications: Rae working on online platforms. Jenn Naugler is helping with facebook and social media platforms. Thanks to everyone for sending headshots and bios. Quarterly newsletter coming out end of September. Generic BACC cards that everyone can use are now available.

CME: Family Skate – something we can come back to. Fundraiser for the big Brothers Big Sisters – partner with them to do some fundraising. Sponsor a skate and invite BBBS participants. Polar Dip! Scottish Mission is definitely the focus at the moment. Meeting next Thursday 8am Sept 15th on Zoom, Rita will join CME as well. Brian, Shelly, Rae, Debra, Rita. Corn Boil. Maybe Corn Boil October 6th for our

business mixer/presentation? Or with the rotary as a fundraiser? Maybe a casino night fundraiser as well.

Financial: Report as submitted by treasurer. We should work on a budget for what we want to spend on sponsorships and budgets.

TOB: Cheryl sent regrets

MODL: Nothing to report, Council does not sit in August.

Students: Would like to have organizations going into the schools, hoping the students can be our ambassadors. Perhaps a job panel. Would give a few different members a chance to present, and also give a cross section of opportunities to students. Could do two events at PVEC and NGRHS and invite French School to attend. Could ask membership if there's interest, and then decide on a panel, provide some information from other businesses so that there's a bit of a job fair portion as well. NSCC? Try to offer it more than once – November and February. Or make it a bigger event and open it up to all the high schools? Students will discuss and decide how they want to move forward with the project.

Adjournment: 10am.

Next Meeting October 14th.