

Bridgewater and Area Chamber of Commerce

BOARD MEETING MINUTES

January 8, 2021

Online via Microsoft Teams

REGRETS

No regrets recorded.

CALL TO ORDER

Meeting started at 8:30 a.m.

ADDITIONS TO AGENDA

- 1) None.

CORRESPONDENCE

- 1) None.

APPROVAL OF MINUTES

December 11, 2020 Board Meeting minutes approved.

CHAMBER CHAT PRESENTATION

No Chamber presentation.

COMMITTEE REPORTS

Educational (Brooke Nodding & Blair Lipsett)

-No update.

Government Involvement (Jayme Rhyno)

-No update.

Community Involvement (Debra Porter)

-No new report following the holiday but committee still planning on Facebook video series, Meet the Mayors event and more.

Nominations

-No update.

Financial (Lee Wallet)

-Lee said that the Chamber member dues ended up balancing out between members dropping out and new businesses joining. There were still 16 businesses with outstanding dues. Total revenue finished at \$52,405 versus \$37,960. Total remaining cash was \$76,000. Overall, Lee said the Chamber was in a good

position financially and the only expense not yet on the report was the Town of Bridgewater bus sponsorship costs.

Town of Bridgewater and MODL updates

-Chery said the ToB held the Best Decorated House contest and a few other winter festivities in lieu of the Christmas on the LaHave parade. Prices for the contest included \$500 to Gows, \$250 to Superstore and \$100 to the South Shore Centre. Chery also noted that the town had a strategic planning session planned in January and that the new Anti-Racism Task Force also had a meeting early in the month.

-Leitha said MODL had met once since the holiday break and were working on their strategic priorities. MODL had a request out for citizens to join their planning committee as only 12 per cent of the municipality had adequate planning and zoning. Leitha said the Chamber, if interested in having a hand in the process, should apply.

OLD BUSINESS

- 1) Online programs update. The Chamber continued to have new programs lined up until March.
- 2) Newspaper ad and photos. Chamber ad was published in South Shore Breaker on December 23. Discussion revolved around taking a new approach for next year to spice things up as the board was underwhelmed by response.
- 3) Town of Bridgewater request for bus sponsorship. Completed bus sponsorship for a second year in a row. The invoice was \$512.90, a significant drop from 2019's numbers.
- 4) Strategic Planning session with AVCC. Event postponed due to spike in cases. Next move is to plan for an online meeting.
- 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. Dan said he would send an email to re-schedule MODL and ToB mayors. Questions to be submitted from Josh. Decided to do FB Live streams individually at each municipal building.
- 7) SaltWire Network / Chamber Business Excellence Awards. Shawn said he is working with SaltWire to see about the logistics and needs of completing the partnership. Will be reviewed in February.
- 8) Chamber Membership Welcome Package. Stickers and other elements of the package have been prepared but it may be premature until we've decided on a rebranding direction (logos etc).

NEW BUSINESS

- 1) New website. Discussion over Rae's work on the new site; overall, board was impressed by the design and execution of the website. Lots of positive feedback.

FUTURE MEETINGS

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 9:53 a.m.