

**Bridgewater Area Chamber of Commerce**  
**March 11, 2022, 8:30am.**  
**HB Studios Field House**

**Attending:** Jim (left at 9:30), Dan, Blair, Rae, Jayme, Shawn, Stacy, Debra, Brooke, Cheryl, Leitha, Liam.

**Minutes:** approved.

**Correspondence:** EHS sent out a letter regarding registration of AEDs. Requested that we share this with membership. Also thanked us for the donation to South Shore Regional during the Radiothon. Was sent out. No comments.

**Chamber Chat** has been postponed to May - discussion below.

**Education:** only two spots left for the 2022 Lunch and Learn schedule. Uptake on Helping Nature Heal has been slow, but will see what happens. More applications for funding for LAE... wonder about listing some of the programs they offer and seeing what our members would be interested in.

**Government Involvement:** meeting scheduled for March 24th at Rhyno's working on the in person event for May, feedback, etc. 9am.

**Nomination Committee:** - will be arranging a meeting. Dan checked in about any changes in the board. Michelin Board member - no answer yet. Perhaps the nomination committee should look at that spot - if Michelin isn't engaged we could approach another large employer. Was decided we will give them a deadline of our AGM to confirm.

**Financial:** As submitted. Some discussion around waiving bank fees - bank plan fee comes into effect if you dip below \$35k per month, then the fee is \$80/month. If we invested \$25k would leave us with approx \$57k so should have enough room. Lee investigated some non-cashable GIC rates. We do expect rates to increase as time goes on, so might do a one year investment at this point. All our banking is now with BMO, we closed the other account officially yesterday. Discussion re: short term investments, let's wait and see what rates do over the next few months - bring forward in May.

**Motion to invest \$25k as per Lee's recommendation, for one year. Moved by Stacey, seconded by Cheryl. Passed unanimously.**

**Executive:** nothing to report.

**Executive Director's Report:** as submitted.

**Community Engagement Membership:** Idea for in-person event for our Chamber Chat around Survey Results. Like a real event! A nice location, wine and cheese - do something REAL. Yes, do the overview of the results of the survey and engage people and invite the MLAs and engage them as well. BUT also have a nice networking event. Northwood Jewelry indicated they would love to have an event - a beautiful location. They can hold about 40 people for a wine and cheese. There is space for a presentation, and the chamber has screens etc for use. The original 20 people who signed up get first chance at the tickets. Creates a buzz, makes it exclusive. Maybe create a sidewalk stand for outside - so people know what's

going on. The Curd Girl - does cheese. Contact Petite Riviere Winery for wine? Invite them as well. Maybe King Street Brewery?

We also need to be really clear about what we want to discuss and cover, how we want to engage with the MLAs. We will lay this out during the March 24th meeting. **EVENT May 5th.**

**NAME TAGS.** Much chortling.

Feedback about the survey - why was there low turn out for the survey? The results don't represent the majority of the membership. How do we engage our members and get them to respond? The feeling is that March 21st is the date that everything will open up and people will engage again.

**Maybe we could send the survey around again - link it to the event so there's incentive to get involved?** Maybe a direct **phone call** to members encouraging them to get engaged and involved? Could direct people to the May event or the AGM. **Could be done by our student?** It's focused on data, engagement, strategic priorities, etc. We may not reach everyone but it would be a good approach.

**Town of Bridgewater:** Monday they start in person again! It's been quiet on social events but look forward to things increasing. Development of Jubilee is the new big thing. 886 units over 3 phases. 2021 census data is coming out - growth is clearly evident. Focus is on housing. Budget, strategic planning with the Police especially round rolling out their new Tesla.

**MODL:** Budget deliberations, budget released on May 10th. A lot of focus on housing and the developments around Osprey Village and the services associated with it. More programming coming up as things opening up. Looking forward to getting back to in person meetings.

**Student:** Everything is going well, hoping to meet after March Break to check in and see what's getting accomplished.

**Website:** Blog to be added to the website- two articles up there now. Adding previous articles from previous newsletters to generate content. Chamber Voice newsletter - more of a resource guide this time - The Bridge is a great source of information. Rae reaching out to Patrick and Sarah.

**Liam:** Unfortunately has decided to leave the board. Has personal commitments that need his full attention. Feels it's really important to have an engaged board member and so has decided to step back. Has very much enjoyed his time on this board. Will continue on the nomination committee until the AGM. Also sits on the Community Engagement committee - might need to fill that spot. Liam was involved with the mentorship of the NSCC student, but maybe someone wants to step into that role? Finally- the timing- basically Liam will continue on the nomination committee with Shawn, and then will be done by AGM. Lots of support for Liam around the table. In fact he got a round of applause. Thank you for everything Liam!

**Jim left the meeting, Blair took over as Chair.**

**Student Board Member:** - 4 applications, 3 from French school, one from PVEC. IT was decided we should give them a somewhat formal process with an interview (likely with the nominating committee), however that for the inaugural year we would offer the position to all students who indicated an interest. Basically each student can have a two month term during the school year to gain that experience. We may take a different approach for next year. Dan will reach out to all applicants after March Break to make arrangements.

**Premier's Event:** we just aren't sure if it's going to happen given the timing of everything else going on. Have asked if the Premier would be our keynote speaker at the AGM.

**Bursaries:** set up, direction to all the schools to let us know who they choose. From Stacey - It's on the list of bursaries - but you can't apply! It's just part of a list. The awards committee at PVEC - they decide who gets put in what box. Students are a part of making that decision. So our vision of what's happening may not line up with what's actually happening. Students do ONE general form for intake. We had decided to allow the school to select the student... but it looks we should be a bit more involved with this process. Dan will follow up with PVEC about this. PVEC has kept it as "business focused" because it was submitted that way - we will change that for next year. It's open to any student for NGRH and French School. **We need a Bursary committee for next year.** So we will strike that committee in the next few months.

**AGM:** Happening. At Best Western. Breakfast event. June 17th. Premier as keynote, fingers crossed.

**Marketing Guidelines:** Discussion arising from the BNI event - they took our logo off their event. If we are promoting an event - we use our logo. THEY are putting on an event and we are helping to promote it - it looks like we're a part of it, as opposed to promoting it because they are a member. Essentially a group should make a request to use our logo. We don't know if it was a successful event.

**Sponsorship Requests:** - U13AAA hockey team for NS - 8 teams -25 pp plus approx 2500 people - April 14th 17th — reaching out to community businesses/chambers for sponsorship. Would we want to sponsor? Bronze sponsorship - business card ad, logo placement, 15 crowd recognitions, to game tickets. \$300. \$500 - 1/8 page - vinyl ad on glass, logo placement, product placement, 30 crowd mentions, 4 game tickets, etc. Could the chamber put together a flyer and say - check out our local businesses, promote. **Motion- to do \$500 sponsorship. Liam moves, Rae seconds. Shawn and Brooke declared a conflict. Passed unanimously. Dan will write a check, Rae will put together some kind of flyer.**

**Dan's birthday is three days before our next meeting, which is April 8th.  
Location TBC, likely Town of Bridgewater.**

Submitted with errors and omission by Leitha Haysom.