

Bridgewater and Area Chamber of Commerce

BOARD MEETING MINUTES

October 16 2020

HB Studios Sports Centre

CALL TO ORDER

Meeting started at 8:35 a.m.

ADDITIONS TO AGENDA

- 1) None.

CORRESPONDENCE

- 1) None.

APPROVAL OF MINUTES

September 11 2020 Board Meeting Minutes approved.

COMMITTEE REPORTS

Educational

-The committee met in person and had a fantastic session with ISANS. This chat led to a scheduled Lunch and Learn in November discussing workplace culture with Paul Pickering. Furthermore, there are online Lunch and Learn sessions booked until February. The decision has also been made to advertise the Lunch and Learns to get higher attendance.

Government Involvement

-With the election in full swing, Jayme and Shawn said the Chamber was very pleased by the mayoral debate, which was released in podcast form. They recognized Rae Ann and Stonecourt Studios for their fantastic work to make the debate possible. There was also discussion about a meet the mayor's event once the election has been decided.

Community Involvement

-Rae Ann said that the committee had met twice since the last meeting and had come up with a number of initiatives. The first was to collect a list of business and community events to put onto the new web calendar. She said the committee should explore three to five events which the Chamber could sponsor or promote. Furthermore, they had discussed a Facebook Live series in which the Chamber would go and interview member businesses to help promote them. Idea would be to start with some of the board's business and move from there. Lastly, Rae Ann mentioned the idea of more breakfast network events.

Nominations

-Search for representatives from Town of Bridgewater and MODL.

Financial

- Lee said that the membership revenue had not been finalized but that he expected a 15 per cent contingency due to COVID-19. He said that 15 per cent is his best guess given the Chamber had lost five members but there were also some new members who had joined. Generally speaking, people have been late paying their dues this year. The sponsorship revenue column is also a best guess. Concerning the Chamber's investments, Lee explained that interest rates are super low (0.3 per cent) and aren't doing much for the \$35,000 invested. He suggested waiting to see what happens with rates. Overall, Lee said that the Chamber is in good financial shape and that it had a very good year last year.

OLD BUSINESS

- 1) Mayoral debate. As previously discussed, the end result was fantastic and added a lot of value to the Chamber's membership.
- 2) Online programs update. Customer service program is up and running; clocked in at five participants. Dan said he was talking to Judy Purcell and is hoping to do another social media for business. Furthermore, Shawn mentioned that the SaltWire Network has been offering a market update through an online workshop. Shawn to get more details.
- 3) Town of Bridgewater Anti-Racism Taskforce. The Town of Bridgewater has established a new committee to eliminate racism and prejudice in all its forms. Blair to reach out to learn more.

NEW BUSINESS

- 1) Membership engagement. Given that COVID-19 is at low levels in Nova Scotia, there was a lengthy discussion about the Chamber's role in communications and how it can better serve its members moving forward. It was noted that the Chamber has been providing updates throughout the pandemic through its email and social media channels. However, if cases should rise in Nova Scotia again, it was put forward that the board should ask members if there's anything else it could do to help. Jim suggested putting out a survey to membership about the Chamber's response.
- 2) New Chamber website. Brooke moves to award the contract to Stonecourt Studios. Seconded by Shawn. Motion passed unanimously. Launch date tentatively scheduled for January.

FUTURE MEETINGS

Board Meeting November 13th.

Board Meeting December 11th.

ADJOURNMENT

Adjourned at 10:13 a.m.

Next meeting is November 13, 2020.