

Chamber Board Meeting

February 12 2021

HB Studios Fieldhouse

Regrets: Bruce Anderson, Brooke Nodding, Josh Healey

Correspondence:

Energize Bridgewater – a presentation to BACC, get info out to business members, the hope is that it can be expanded to surrounding areas too... they are inventing the wheel, so it will be an ongoing process. Can we include this in the next newsletter? Will it be relevant for the AGM? Would be helpful to explain how money from the program is being spent. Engagement opportunity.

Minutes from January board meeting – approved.

Educational report:

Blair – been in discussions around a Lunch and Learn presenter. Mark Powell. He has just accepted a position with Town of Bridgewater so this may affect his ability to participate. Still getting new people looking for lunch and learn sessions. Video business cards, some other offerings. Royce from NSBI is next month. First Onsite this month. Board members should get a bit more involved – aim to attend a few per year – gives members a chance to meet board members.

Shawn - Meeting Feb 25th – meeting with Jamie and Shawn re: municipal involvement. No reaching out re: budget.

Community Engagement:

Rae – Chamber attraction – possibly doing some ads, flyers, in the paper? What would the messaging be? Might even be a series of messages to attract different segments of the business community. We need to make some decisions on where this would go... feel a more digital approach would be good, but perhaps also a flyer to businesses in the mall. Bruce suggested it would be good to know the breakdown of the businesses in the area, what types, and breakdown of our membership. As a team we need to delegate people to find data for us. We had also considered a newspaper ad stating our privileges. Lisa Flemming at the mall would help distribute that. Just need a consistent message. Shawn could get the editor of the paper to highlight one of our members each week – feature an ad above the article. This gets us a bigger space without costing a lot of money. Run it digitally – then share online. Could do targeted ads as well with Saltwire's digital pages. Highlight sectors that are underrepresented by the Board. Shawn can target those sectors. We start invoicing in April so it would be good to start generating opportunities to increase membership. Shawn requested a list of members with contact info – Rae will send the spreadsheet. JIM SHOULD SUBMIT AN ARTICLE EVERY MONTH! Hint hint. We should probably not highlight businesses that haven't paid.

Re: membership - 3-4 lapsed members have paid. You can pay online! Discussion of deadlines for payment, please consider businesses that use Group Insurance, as it could affect their insurance coverage.

Key Speakers - we discussed Dr Strang – we thought we could find speakers who could speak to business challenges re: Covid. However, Strang would be a huge draw, and you get information direct from the source. But maybe two prong – next event should feature the Minister of Business or someone

who can speak to specific challenges and benefits to business. Dan will reach out to Dr. Strang's Office. (as an aside – Cindy Day could be a guest speaker?) We could compile questions in advance.

Mayor's Meeting - good response, lots of views, shares, etc. Having councilors speaking helped create a discussion.

Website - making progress! Some issues around renewing domain name, but everything should transfer over, there should be no interruption of email, etc. We are closing the account with our previous web designer. From now on there should be no other costs except WIX. Should be up in a few days. We all need to work with it, add stuff, update – it will keep people engaged.

Facebook online interviews - Josh is still working on this, Josh's schedule has gone haywire. He's done final editing, Robbie was very happy, just writing up a blurb to go with it. Will Josh continue to be available to do this? It seems unlikely... so we need to find a tech to work with us. There could be some funds available to invest in this... we are hoping for once a month. This could be something to hire out – get a tender/quote for a monthly service. Dan will reach out to Jennifer to give her some info about what we're looking for. There may be someone else we could use? We would just hate to set it up as monthly and then not follow up. We need to keep the ball rolling.

Secretary's position – let's hold off on any decisions for the moment.

Next Newsletter – MARCH 21st. Report from TOB and MODL would be great – could include the Energize Bridgewater thing – include any relevant info, and also do a story on businesses. Cutoff date is March 1st. Cheryl will check with Patrick, Leitha will check with Sarah. Photos would be great too.

Blair left at 9:18.

Nomination Committee – no report. 😊

Financial Update – *Lee Wallet*. Report submitted. There was some talk of investing and this is something that can be revisited. Perhaps high interest savings with TD is a good place to start. Funds are easy to move things around, but we do need to have online capability. We do need two signatures which creates headaches. We need to discuss our bank services. Is BMO able to offer some of these services? Can we do online deposits even though we have a two-signature system.

Executive/Governance – no report.

Executive Report – Submitted by Dan. An additional course starting March 25th. Website WordPress course – we are doing a lot of these courses, it's great revenue.

Cheryl – TOB – Economic Development officer starting later this month. Council has been busy with budget discussions. Waste water is the biggest expenditure at the moment. Tender for Exit 12A is going out in the Spring. It's generating inquiries about the land unlocked on the other side of the 103.

Leitha MODL – send Dan contact for Darren to come speak to BACC. March meeting.

Strategic Planning – we do need to move on this, Dan to check in with Judy – ideally it should be in person but we may have to go virtual because it needs to happen.

Saltwire Business Excellence Awards – Shawn is ready to meet with Community Engagement – March 5th to discuss.

New Business – Mayor Mitchell would like to do more informal coffee chats online. Quarterly would be good, Cheryl will touch base with the Mayor to feel him out. Leitha to approach the Mayor again to participate. Questions in advance, informal is a lot more approachable. People appreciate the unrehearsed atmosphere.

Chamber Promotion plan – already discussed under Community Engagement.

“WE DID IT” campaign – maybe a little premature. We will know when the time is right and we could prepare for this so it’s ready to launch when restrictions lift? When State of Emergency lifts? First family event where there’s no restrictions? Have it ready to go at a time when everyone is celebrating. Once restrictions are lifted the Chamber should host a gathering/celebration of some kind.

Next Meeting: March 12th. Ask MODL if we can meet there.

Meeting adjourned at 9:45.

Submitted with mistakes and omissions by Leitha Haysom.