

BACC July 8th 8:30am

Attending: Rae, Jayme, Dan, Leitha, Brooke, Shelly, Cheryl, Luc, Jada, Debra, Dave. Shawn attending via phone.

Regrets: Rita, Brian, Jim – Shelly left at 9am and Brooke at 9:30.

Call to Order 8:31

Additions to Agenda – none

Approval of Minutes – moved by Leitha, seconded by Brooke.

Introduction of the new Board. Full board of 13 members. Four main committees of the board - Marketing and Communications, Community and Member Engagement, Advocacy, and Education. Our aims are better and more effective communication, an increase of events for members and wider community, advocacy and a "business think tank" brainstorming ideas for advocacy ideas, revamping lunch and learns to create more engagement.

Code of Ethics – as a Board Member you are representing the community. Be aware of social media presence. Also – please engage with our own social media presence and be generous and welcoming online.

Correspondence – Pool Sponsorship – we are sponsoring July 22 and August 19th, Fresh Air Films will be the same nights! Excellent sponsorship opportunity.

UPDATES

AGM Debrief – the timeline was good, felt the turn out was good and went well. 55 people attended, approx. 15 no shows. Disappointing to not have Non Profits not show up or not take advantage of the space, but this is a new thing so perhaps we need to promote it further. Perhaps open it up to the wider business community. Perhaps a specific vendor location for the next AGM, also have logos/signage to promote our sponsors.

Summer newsletter – a bit delayed! Creating a resource page on our site to find different grants, program, education pieces that people can access for their business – this will be included in the newsletter. Also suggest a book/podcast/youtube series they follow – something to promote and engage the membership. Also a new member incentive – if you want to host an event, do a tour, etc it's a great way to expose a new business/member.

Networking Event in August after the long weekend in August– King Street Beer outside, Ask La Cassetta to provide some appetizers, also ask Justin LeBlanc from MCT BrokerLink – so it's a lunch and learn as well – it's a slightly different event.

Another business event – Tikvah. She wants to put together a survey for new businesses in the area. She did an event in NG and got 90 people, she wants to do a similar thing for new businesses through the Chamber. We would ask our members to complete and share the survey. Follow it up with the event. Osprey's Nest would like to host – sometime in September or October.

Get in touch with Shawn Allen re: the Lunenburg Queens Business Excellence Awards and try to get that happening again. There used to be a large reserve of \$10-15k that was used for the event, used to held in conjunction with all the chambers and boards of trade. Support kind of fell away, would be great to have it happen again... Dave Hatley will help us take the lead on this to reach out and get this moving again.

REPORTS:

Executive Committee: met and has big goals and places, schedules, to do lists, etc. Get the students to decide where they want to work and contribute. The biggest goal is to collaborate with the other Chambers and Boards of Trade – engage, make the awards happen, we want to forge relationships. Also create a regional voice for business. **DOUBLE OUR MEMBERSHIP BY NEXT YEAR!** Do we know much about other groups? Not really! Perhaps the advocacy group should do some research.

Executive Director's Report –As submitted. Invoicing has gone out, Dan working with Sherry Spidle at Belliveau Veinotte to iron out some details. Dan has stepped back from the Halifax International Tattoo Festival. We've lost a few members – businesses closing or moving, but also Acadia Centre for Entrepreneurship which we collectively feel is a big loss.

Education – Lunch and Learns – we have a full calendar but need higher attendance. Looking at different times of the day – eg MCT Broker Link is hosting one in the late afternoon. We are also getting back to the “lunch” segment, eg Pizza Delight on July 28th for the Terri Lynn Dempsey session. \$20 for members, \$25 for non members. We do need to figure out payment options. Rae can set up a PayPal option for events on the website so people can pre-pay for the lunch. We get the invoice from Pizza Delight and cut a cheque Should perhaps be a format – 15 minute networking/ordering, 15 minute presentation, 15 minute question period, 15 minute networking. We should also look at LCLC and Fancy Pants, King Street Brewery and bring in food, etc.. We should investigate a Square for payments at events, it also provides a number of financial services. Ongoing Education courses: Two new education programs available in September – Social Media for Business, Microsoft 365 (cloud computing). Two time slots available.

Brooke has noted that if there's a big shift in the approach to lunch and learn, she may need to relinquish some responsibility as she has limited time. We do need to schedule in an additional session for either September or October for the Legal Information Services of NS – we had to cancel June so we need to schedule them in. Perhaps a 4pm t the LCLC, we could ask Fancy Pants to cater.

Communications – as per above.

CME – Rae and Debra will meet this month hopefully. Also as per discussion above.

Treasurers Report – Shawn – as submitted. AGM payment was made yesterday so it will be on the next report. The AGM cost about \$1000. In future we should plan budgets for events and sponsorships and bursaries. Create a budget over the summer – we will get Lee to send through the previous budget so that Shawn can work with parameters.

TOB – Canada Day was amazing – great positive feedback – activities for everyone – excellent weather. Thank you to Dan and Jada for all the volunteer efforts. Council takes a break from meetings over the summer, but the Recreation Department is very busy, weekly pop ups and events. Music on the

Riverbank every Tuesday. Cheryl did a doctor tour with a new physician to the area. Staff is revamping municipal planning strategy – land use, zoning, and stakeholder engagement.

MODL – Very active summer planned with lots of recreational programs. Excellent Canada Day events throughout MODL but especially in New Germany. Just approved operating grants and capital grants for recreational organizations. Follow up on the housing question – approx. 200 units in Stonemont 1, 200 units in Stonemont 2, and an additional affordable housing unit is planned.

Request to have a face-to-face conversation with the Mayors to discuss how we can work together to promote and support each other. Public Mayor's event, something in Bridgewater, and maybe something in New Germany.

BRAINSTORMING SESSION: IDEAS FOR EVENTS

More high-end events? Breakfast ideas? Golf Tournaments? Xmas party – Christmas Parade!!!! Build a float!!! Dan is the grinch. Beach Party!!! BBQ at Risser's – beach party. Polar Dip – New Year's Levy and Polar Dip. Sponsor people to do the polar dip! Fundraiser with a non profit – like Big Brother's Big Sisters? Rotary Club? Bridgewater Fire Department Band for Chamber members at the Best Western – private event! Intermission – offer refreshments – December 7th??? NO BRAINER. "Chamber Music!" haha. Dan will do some arranging. It's a Wednesday evening. Sponsor a family skate and provide hot chocolate at the LCLC. Work with the Rotary Club and find ways to work together.

Adjourned at 10:04AM.

Next meeting August 12th at TOB Council.

Submitted by Leitha Haysom.