

**BRUCE MINES AND AREA CHAMBER OF COMMERCE**  
**Tuesday, July 7, 2009 – UNION PUBLIC LIBRARY – 8:00 A.M.**  
**WEBSITE:** [www.brucemineschamber.com](http://www.brucemineschamber.com)  
**Email:** [info@brucemineschamber.com](mailto:info@brucemineschamber.com)

**Present:**

Brian Torrance – Torrance Custom Interiors  
Merin Smith - Special Projects Co-Ordinator  
Pat Peterson – Bruce Bay Cottages & Lighthouse  
Jean Hershey – Rydal Bank Historical Society & the Library  
Rick Klazinga - Algoma Kitchen & Bath  
Larry Peterson – Peterson & Peterson Law Firm  
Jeff Morehouse – Bruce Mines Insurance  
Marla McPhee – M & J Hair Boutique  
Carol Richard – The Pizza Lady  
Rhea McAdam – Town of Bruce Mines  
Mike Peaver – Mae-Ger Treasures

**Call to Order:** Brian Torrance called the meeting to order at 8:04 a.m.

**Past Minutes :** Motion: Larry Peterson + Rick Klazinga - that the minutes of June 2, 2009 – be adopted as presented – carried

**Treasurer’s Report:** - no report

**Insurance:** - no report

**French Fryer:**

- Merin Smith reported that Canada Day was very successful – gross sales \$1,749.50 over a 12 hour sale.

Next project is Northern Opry – planning for 18 hour sale – Merin circulated a volunteer list. Fries will be sold off the trailer and hopefully by the main entrance door. Shifts are 3 hours with 4 volunteers per shift.

Larry Peterson reported that Art Bennett has been observing the French fry operations and on his own went out and purchased the special French fry scoop for the Chamber. Art also donated his Yancy’s cooler to help keep beverages cool. Special Thanks to Art Bennett for his thoughtfulness and participation.

**Chamber Website:**

Pat Peterson reported on the following:

**Web Site:**

Web Site:

- New email address has been set up by Alison through the web site. She will check the emails for us and has forwarded the codes to Larry and myself

- The Bruce Mines & District Chamber of Commerce now have a web link to Sault Ste Marie Art Council Web Page <http://ssmarts.org/index.php?page=links>
- As you may recall from our last meeting we linked with Algoma Snow Trails and they requested that the Chamber advertise on their map along with the Town and local businesses so that Bruce Mines has a presence on the map. A donation of \$ 100.00 would be sufficient. I sent him an email to confirm the above but have not heard back from him. We should probably check with the SnowGlyders to see what their plans are?
- Pat will contact Bruce McNeely and find out what involvement the SnoGylders will have in the Algoma Snow Plan before the Chamber proceeds directly with the Organization.

Alison Cragg reports as follows:

Some quick stats for the month just gone by being from June 05, 2009 to July 05, 2009

So, from June 5, 2009 to July 5, 2009 - we have had:

342 visits to the website - of which 260 are unique visitors, i.e, have never visited before (that's 72% of all visits are potentially new customers/visitors!)

- those 342 visitors, viewed 958 pages in total - so an average of about 3 pages a visit
- most popular pages, over and above the index/welcome landing page are:
  - Calendar of Events - viewed 141 times over month with 40 visits on 30 June/1 July
  - Business Directory - 99 visits
  - Accommodation - 59 visits
  - Four and Friends - 38 visits
  - with the Tourism, Gallery and Links pages running close behind.

Most visitors are from Canada - two thirds across most provinces, most popular still being Ontario. The US is second, people from 14 states visited, with the midwestern states being the most popular, but coast to coast representation. Then the UK (your webmaster may be causing this!) but also, Ireland, Netherlands, Azerbaijan, Finland and Ukraine!

#### **Web Marketing Committee:**

Pat Peterson reported that:

- Web marketing is ongoing –Alison is going to put a proper feedback form on the website some time soon - instead of just the email option (although it will send it to the Chamber mailbox). She had received by email feedback about what a great Canada Day Celebration Bruce Mines had
- Larry Peterson read the email from Jerry & Ruth Bogart commending the organizers of the Canada Day Festivities on their very successful event.

**Web Maps :**

Pat reported that a request for updates with Navtec be completed – no report to date

**Local Business Website; - no report****Local News Website: - no report****Chamber Photo Contest:**

Marla McPhee reported that Photo Contest includes Bruce Mines, Plummer Additional and Johnson Townships. Photos can be of buildings, events, scenery, flora or fauna, anything that shows the beauty of our area.

All entries must be submitted by October 21, 2009 at the library and must be entered digitally can be sent to the library website. Enter as often as you like

Categoris include for photographers under the age of 19 years + over the age of 19 years.

Judges choice – all ages.

Prizes for first place of each category and all photos will be published on the Chamber of Commerce website.

Motion – Jean Hershey + Merin Smith that the Chamber donate the sum of \$50.00 toward the prizes – carried.

**Membership: - no report****Chamber Brochure: - no report****Four & Friends Art Show & Sale:**

- Brian Torrance reported the July 10, 11, 12, 2009. Zachery Lefebvre is the CASS student artist for 2009.
- Set up is arranged for Thursday morning at 9:00 a.m.
- the Sault Star did a full page report on the event in the newspaper of Mon. July 6, 2009.

**Rydal Bank Historical Society:**

-Jean Hershey reported that:

There is now an alternate source of heat for the Rydal Bank Hall.

Yard Sale was very successful.

There will be another reprint of the Rydal Bank United Church History Book with sales through Marla McPhee.

**Library :** Jean Hershey reported on the following;

Cool Kids Camp - Starts July 9<sup>th</sup> - Aug 27<sup>th</sup> - every Tues & Thurs - 10am to 2pm - ages 5 to 12  
- \$3/day or \$45 for the summer  
Indoor & outdoor activities, games, crafts & stories

Kids Cyber Camp - Starts July 8<sup>th</sup> - Aug 5<sup>th</sup> - every Wed - 1-3pm - ages 7 to 12 - Free  
Learn what's inside a computer, how to build a webpage and fun things using the internet and programs.

Library Fundraiser - Flower Photo Contest - photos must be submitted by August 28<sup>th</sup> - \$2  
submission fee per photo - submit as many photos as you wish - prizes will be given to the  
winners in the following categories: Best Photo by a child under 12 years old, Best Wildflower,  
Best Flower Garden, Open Class

We are also partnering with the Chamber on another Photo Contest to obtain photos for both the  
Chamber and library websites

Annual Teddy Bear Picnic - Thursday, August 13<sup>th</sup> - 1 to 3pm - bring in your favourite Teddy  
Bear for the picnic and participate in a number of fun-filled events - We need volunteers for this  
event.

The Library has hired 2 students for the summer

**Town Master Plan:** - Rhea McAdam reported the Town is still waiting for stimulus funding. Town got  
the Canada Builds money for street and sidewalk improvements. The Consultants have extended their  
time until August 2009 at no additional cost to the Town.

**Algoma Kinnewabi Tourist Association:**

Pat Peterson reported that AKTA has shipped out 100 brochures to the Chamber for  
distribution

The Bruce Mines & District Chamber of Commerce has been paying for the Town of Bruce Mines  
membership in Algoma Kinniwabi since 2007. However, according to the Town Council minutes they  
have also joined on their own in June 2009. Thus the Town of Bruce Mines has 2 Algoma Kinniwabi  
memberships. I am waiting for Sara Swain to return my call to consider the options of using their  
membership fees for either enhancing the level of membership or to advertise the Town in the Algoma  
Kinniwabi Algoma Outdoors magazine or leave as is for 2010 year. Presently Alison Cragg ( the  
Chamber's webmaster) has the codes for the Algoma Kinniwabi site to access the Town's ad if changes  
had to be made.. No one at the Town office responded to Algoma Kinniwabi's emails so they contacted  
me to see what to do with the codes. They were given to Alison. This will have to be discussed with Carol  
or John at AKTA. I am waiting for Sara to contact me so we can discuss the present options and perhaps  
the future of marketing Bruce Mines & Area with Algoma Kinniwabi and what to do about the codes.

The second thing to mention is:

The article in this years Algoma Outdoors on Boating in our area has a small writeup for all the Marinas except Bruce Mines. I have spoken with John Chambers of AKTA as to why and what can we do to be included in the future. If Algoma Kinniwabi receives an article about the Bruce Mines Marina with similar number of words and similar style to the others they will be included in next years magazine. This information has been passed onto the Marina Committee.

The third thing to mention is:

Algoma Kinniwabi have sent out their ads for their Algoma Outdoors magazine for 2010 and the first deadline is Aug 14th.

It was mentioned when we decided not to do the brochures this year that the Chamber might consider increasing its Advertising exposure in Tourism magazines. There are 2, the Welcome book from Sault Ste Marie and the Algoma Outdoors.

### **Sault Ste Marie Welcome Magazine.**

They print 65,000 copies

Town of Bruce Mines already has a full page advertisement

### **Algoma Outdoors**

- –AKTA has sent their notices out for their Four Season Travel Guide for 2010
  - Algoma Outdoors is the number 1 requested publication
  - It is distributed at all key sport/ travel/ hunting/ and fishing shows plus all OTPM, The Canada Store Mackinaw City, Chamber of Commerce outlets in the mid west US and Ontario
  - They print 50,000 a year and there is a downloadable version on their website and thousands of copies are downloaded annually
  - Deadline is Friday Aug 14/09 – if paid in full by that date there is 10% discount Presently with our membership we have written text in the magazine however these coloured advertisements make the communities stand out.

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Since Bruce Mines is already in the Sault Ste Marie Welcome Magazine that perhaps we should try to get exposure in Algoma Outdoors as **AKTA has the best distribution , and exposure locations for guests planning a vacation in our area.**

Do we want this exposure for the Town of Bruce Mines?

Examples of other communities:

4 full pages: Elliot Lake

Full Pages: Wawa, Chapleau,

Half Page: St Joseph Island, Richards Landing,

¼ page: Hilton Beach, Blind River, Hornepayne

If we do – what size do we want and do we do this on our own or contact the Town and do a joint effort

RATES: include full colour, layout and proof

1/8 page      \$ 550.00

1/4 page      \$ 900.0

1/2 page      \$1600.00

Full page     \$2500.00

Motion: Jean Hershey + Rick Klazinga that the Chamber approves a minimum 1/8 page advertisement for AKTA and approach the Town for their co-operation in this advertisement. - carried

Pat Peterson has agreed to contact with the Town.

**Trade Fair:** - no report

**Bruce Mines and District Historical Society** Larry Peterson reported that the deed has been prepared and signed. A couple of formalities have to be attended to before the deed is registered.

Revenue Canada has not yet acknowledge our application nor have they given a file number or a person to contact.

**Lions Club:** -

Carol Richard reported that Canada Day sales went very well

**Royal Canadian Legion: Canada Day** – no report but well done on Canada Day

**Snow Glyders – no report**

**Community In Action**

Brian Torrance and Merin Smith are representing the Chamber

**Cruisin Car Show.**

Brian Torrance reported a request for funds after the event.

In reading the letter of request for funds – it is apparent that the public do not realize how much the Chamber is involved in local events.

The 2009 Cruisin Car show was a smashing success and the organizers are to be commended for their hard work.

***Coming Events:***

Larry Peterson reported that he is starting to send out a current list of upcoming events within the Chamber catchment area of Bruce Mines, Plummer Additional and Johnson to remind and encourage the general public to attend and support this local events which take a lot of volunteer hours to put together.

**New Business:**

**Chamber of Commerce Storage Shed** – Brian Torrance reported that some animal got into the shed and chewed a 6 inch hole in the building. The roof is in need of inspection and repair. Perhaps

**Town Appearances & Signage:**

Mike Peever reported that he met with Rhea McAdam last week about town facade government programs. There are numerous government programs along this line. The Chamber is very much in favour of improving the appearance of the Town along Highway 17

**Next Meeting:** Tuesday August 4, 2009 at 8:00 a.m. at the Library.

**Adjournment:** at 9:10 a.m.