

**BRUCE MINES AND AREA CHAMBER OF COMMERCE**  
**Tuesday, August 04, 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  
Pat Peterson – Bruce Bay Cottages & Lighthouse  
Jean Hershey – Rydal Bank Historical Society & the Library  
Larry Peterson – Peterson & Peterson Law Firm  
Lorne Barlow – Barlow Chimney Sweeps  
Rhea McAdam – Town of Bruce Mines  
Don Robert – Caribou Log Cabin Resort  
Kim Dube – Caribou Log Cabin Resort

Regrets: Marla McPhee  
Merin Smith  
Jeff Morehouse

**Call to Order:** Brian Torrance called the meeting to order at 8:00 a.m.

**Past Minutes :** Motion: Larry Peterson + Jean Hershey - that the minutes of July 7, 2009 – be adopted as presented – carried

**Treasurer’s Report:** - no report

**Insurance:** - no report

**French Fryer:**

Lorne Barlow reported that the booth ran for 18 hours at the Northern Opry - \$800.00 was profit + inventory for the fall fair. Lorne Barlow & Merin Smith will continue to manage the French Fry Committee with Larry & Pat Peterson + Bill Gunn assisting.

**Chamber Website:**

Pat Peterson reported on the following:

**Web Site:**

Alison is doing a great job of continuing to update the web site, checks the google analytics, and there is nothing new to report except that s new business has been added to the web site “Caribou Log Cabin Resort”

**Algoma Sno-Plan**

- 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.

- Pat contacted Bruce McNeely and found out that we are to deal directly with the Sno-Plan
- The advertisement was to consist of a banner with individual businesses advertising below.
- There appears to be some confusion what organization paid for the banner.
- Pat is waiting to hear from Mark McKinnon

**Web Marketing Committee:** - Pat Peterson reported that there is nothing new to report

**Web Maps :** - no report

**Local News Website:** - no report

**Chamber Photo Contest:**

In the last meeting 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

Categories 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.

**Membership:** - David Paterson, organizer of the Northern Country Opry has indicated his interest in joining the Chamber. Caribou Log Cabin Resort have also joined the Chamber

**Chamber Brochure:** -

Pat Peterson reported that we have a friend at the Information Center in the Soo. Someone is promoting the Bruce Mines strongly and they are going through a lot of brochures.

The Brochure committee need to put together a financial plan for the continuation of the brochure for tourists while they are in the area.

The Chamber to send the Town and the Township a letter for a joint committee for the 2010 version of the brochure. Tourists are being encouraged to do the circle tour of Hwy 638 which benefits the businesses in the Township. A committee of 3 – Chamber, Town & Township - could be an effective committee.

**Four & Friends Art Show & Sale:**

Brian Torrance reported a successful event. \$1,142.00 collected in donations

Sold 42 paintings with another 2 in the works. A full report will be given in September.  
The Directors will be meeting in September to plan the 2010  
Dates July 9, 10, 11, 2010 for the 20<sup>th</sup> anniversary of this event.  
Jean Hershey gave a note of appreciation to the army of volunteers who help make this event very  
successful.

**Rydal Bank Historical Society:**

-Jean Hershey reported that:  
The scrapping and painting of the church starts today.  
The Society will be serving soup and biscuits during the Sylvan Tour

**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. Attendance is up this year.

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. This event is geared for young children

The Library has hired 2 students for the summer

**Town Master Plan:** - Rhea McAdam reported the refuses to concede that the project is dead. The  
Minister said they would revisit the application and get back to the build.

**Town Improvements** – Rhea McAdam reported that Robinson Drive will be done in Spring 2010 along  
with other local projects to make the tendering process a little more effective.

**Tourism** – The Welcome Magazine and Algoma Country attract tourist to this area....the brochure is for  
the visitors after they arrive in the area and are looking for things to do. Hence there is a need for both  
the Welcome Magazines and the brochure.

**Algoma Kinnewabi Tourist Association:**

Pat Peterson reported The Town of Bruce Mines is going to match the Chamber of Commerce donation of up to \$ 550 for an ad in Algoma Country magazine. We are now going for a full page advertisement and there is few advertising spots left at a cost of \$ 75.00 plus 5 % gst for a total of \$ 78.75

Pat is meeting tomorrow morning with John Chambers of Algoma Kinnawabi to discuss the page design. If any business wishes to advertise in Algoma Country they are to contact Pat Peterson at 254-9454 as the total package has to be ready for Aug 14<sup>th</sup>.

The Chamber will have an ad placed in the back section with our website, and contact information.

The Town will have an ad under Municipalities, Boating, and a condensed ad in the back section. These articles are in the process of being written and proof read.

**Sault Ste Marie Welcome Magazine.** – no report

**Algoma Outdoors** – see above

**Trade Fair:** - no report – Elaine Switzman is to put together her final report.

**Bruce Mines and District Historical Society :** Larry Peterson reported that the deed to the Museum is now registered to the Historical Society. The charitable tax number is still being processed by Revenue Canada.

**Lions Club:** - no report

**Royal Canadian Legion: Canada Day** – no report

**Snow Glyders** – no report

**Community In Action**

Brian Torrance and Merin Smith are representing the Chamber. The Committee to have a report to the 2 councils in October.

**Cruisin Car Show:** - no report

**New Business:**

**New Comers;**

Merin is part of a committee to welcome people to the area. Judith Foulds is heading up this group.

Larry Peterson reported that he and Lorne Barlow felt that the dock office needed a window facing out which would enable the Harbour Master to see tourists wandering down to the dock.

Motion: Larry Peterson + Rhea McAdam that we pay for the purchase of the window of approximately \$47.00 for the dock office.

**Sylvan Circle:**

Motion: Larry Peterson + Jean Hershey that we pay the sum of \$35.00 for the Sylvan Circle advertising.

**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

Lorne has joined the Elliot Lake Chamber of Commerce.....Elliot Lake would like to link with the Bruce Mines Chamber. – done says Pat Peterson.

Outdoor Show in Sault Ste. Marie

\$150.00 fee for a booth set for September. This event is being supported by Caribou Log Cabin Resort and all tourist establishments in the area are encouraged to participate in this Outdoor Show set for the weekend of Sat. Sept. 12 and Sun. Sept. 13

**Next Meeting:** Tuesday Sept. 01, 2009 at 8:00 a.m. at the Library.

**Adjournment:** at 9:00 a.m.