

**BRUCE MINES AND AREA CHAMBER OF COMMERCE**  
**Tuesday, November 03, 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  
John Keast - Artist  
Jean Hershey – Rydal Bank Historical Society & the Library  
Rick Klazinga – Algoma Kitchen & Bath  
Cheryl O'Hara – Royal Canadian Legion  
Larry Peterson – Peterson & Peterson Law Firm  
Merin Smith – Special Projects Co-ordinator  
Bill Gunn – Fine Pine Things  
Carol Gunn – Agricultural Society  
Carol Rickard – Huron Horizons  
Marla McPhee – M & J Hair Boutique  
Rhea McAdam – Town Councillor  
George Cragg - Copper Bay Web Design  
Alison Cragg – Copper Bay Web Design

Guests: Debbie Burns

Regrets: Pat Peterson

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

Debbie Burns – attendance as a concerned citizen and not as a representative of Canada Post

In 1994 the federal government of the day placed a moratorium on any further closure of rural post offices.

In the 8 years previous to that 1496 rural post offices were closed and those municipalities lost forever the heart of their communities.

As a result of a strategic review of Canada Post commissioned by the Minister responsible for Canada Post in April 2008, a Canadian Postal Service Charter ([www.cpcstrategicreview.gc.ca](http://www.cpcstrategicreview.gc.ca)) was released to the public in the spring of 2009.

The Canada Post website states that it will honour the moratorium, however, while reviewing operations, changes to post offices could occur as a result of a variety of circumstances like retirements or destruction of a building by fire.

The new Charter states that “***the change brought by closing an office and opening a franchise is not a change in the level of service.***”

In the brochures presently available at all Canada Post locations, the brochure states that the corporation is committed to ***informing customers and communities at least one month before making any changes to their local delivery or deciding to close or move their corporate post office***”.

The Bruce Mines Post Office is an essential element of our community and the public is encouraged to sign the petition at the post office and write letters of support to :

**The Honourable Rob Merrifield**

**Minister responsible for CPC  
House of Commons,  
Ottawa, Ont.  
K1A 0A6**

**The Right Honourable Stephen  
Harper**

**House of Commons,  
Ottawa, Ont.  
K1A 0A6**

**Tony Martin M.P.  
House of Commons,  
Ottawa, Ont.  
K1A 0A6**

**Sandra Wilson  
Political Action Chair  
57 Pottinger St.,  
Lindsay, Ont.  
K9V 3X9**

By writing letters or signing and mailing the preprinted "Save Our Rural Postal Service" cards at the Post Office you will be taking a proactive approach to saving our local postal service.

In your letters ***please request that the Government of Canada maintain the moratorium on all office closures and to maintain, expand and improve postal services.***

Rural post offices have kept much of the flavour that characterizes rural Canada for over 100 years, they have been the community icons and remain an integral part of the communities they serve today. Postal service is a right and not a privilege.

The concern is with the Federal Government – not Canada Post. Canada Post should expand their services – passport applications, etc. There is a need to submit letters of objection to any closure

**Secretary's Note: The following day, Wed. Nov. 4, 2009 I received a telephone call from Pino Caputo, Local Area Manager for Canada Post, who assured us on the following;**

- 1. Canada Post is not getting any pressure from the Federal Government to cut costs or close down rural post offices.**
- 2. Bruce Mines Post Office is NOT scheduled for closure.**
- 3. Mr. Caputo sent me a copy of the brochure *Canadian Postal Service Charter* which states: "The Government of Canada has introduced the *Canadian Postal Service Charter*, expecting that Canada Post will: \* provide postal services you can count on; \* maintain rural service, and \* protect your mail.**
- 4. Mr. Caputo will be appearing before Town Council on Monday November 16, 2009 to assure Council that there are no plans to close the Bruce Mines Post Office.**

**Mr. Caputo was not able to tell me the plans of the Federal Government after the moratorium is over. As I reviewed the brochure mentioned above, and with the greatest of respect to Mr. Caputo, Canada Post could fulfill its stated objectives by pony express or dog team.**

**Hence, (in the opinion of this Secretary only) it does not hurt to remind the Federal Government the importance of rural post offices...hence sign the petition and send in those letters and cards.**

**Past Minutes :** Motion: Larry Peterson + Cheryl O'Hara - that the minutes of October 06, 2009 – be adopted as presented – carried

**Treasurer's Report:** - Larry Peterson reported that the Chamber is still in the black. Motion Larry Peterson + Marla McPhee that the Treasurer's Report be adopted as presented.

**Insurance:** - no report

**French Fryer:** - no report

**Web Site: Web Marketing Committee: Chamber Website analysis for 6 months from April to October 2009**

Alison Cragg reported that google analytics is being monitored since the end of April . 2000 to the present – 6 months – involve 1917 unique visitors viewed 5205 pages – approx 3 pages per visit, and spent on average, 2.5 minutes per visit.

1917 visitors came from 24 countries. Top 5 countries: Canada, US, UK, Ireland and Germany.

Top 5 pages visited – in ranking order: Home, Business Directory, Calendar of Events, Accommodation and Tourism.

We will use the Google Analytics to further improve the website to maximize those favourite pages visited, and to help improve interest in those less popular.

The Chamber truly appreciates all the hard work Alison and George are doing to promote the town and the area.

Bill Gunn tried to email to Alison the map which is shown on the brochure to add to the website and the transmission was not successful. Bill will look into what has to be done for electronic transmission.

**Algoma Sno-Plan**

Larry Peterson reported that the Chamber has paid \$105.00 The advertisement is done. The Town and the Chamber are sharing the cost of the Banner Heading for Bruce Mines which has been slightly redesigned using keywords i.e. *Explore Bruce Mines* and *"Come as a Tourist, Leave as a Friend"*.

**Chamber Photo Contest:**

Marla McPhee reported that there was a good response – excellent response from the kids.

**Winners:** Under Age of 19 years

\* Best Scenery - Destiny Kerr

• Best Building - Caray Ford

• Best Event - Amanda Haner

Over Age of 19 years

\* Best Scenery - Rose McMullen

• Best Building - Jean Hershey

• Best Event - Carol Gunn

• Judges Choice - Jeff, Kathy & Tanner Boyle

### **Library Photo Contest:**

#### ***Winners***

\* Spring - Caray Ford

• Summer - Diana Stenlund

• Autumn - Rose McMullen

• Winter - August Klotz

A special thank you for everyone who sent in photos, they were all great !

**Membership:** no report

#### **Chamber Brochure: -**

Brian Torrance , Bill Gunn, Cheryl O'Hara (Township) and Sara Swain (Town) – review brochure for 2010.

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

Brian reported that the financial report is now finalized.

	2009	2008	2007
Art works sold	43	47	48
Total Sales	\$15,095.00	\$22,352.25	\$24,682.00
Scholarship			
Donations:	\$1,171.79	\$941.48	\$910.63

The Chamber and 4 & Friends Committee get a small commission from the sale of the art work which helps the Committee maintain and replace equipment and materials.

**Rydal Bank Historical Society:**

Jean Hershey reported that:

The Thanksgiving Dinner was a success. Thanks go to Larry Peterson for publicizing the event on the Bruce Bay Cottage Highway Sign November 28<sup>th</sup> – Hunters Ball organized for the Rydal Bank Hall.

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

The Bruce Mines and Plummer Additional Union Public Library offers a “Community Events” bulletin board. It is free advertising and we would like to remind you that it is here to spread the word about any upcoming events in our Community and surrounding areas.

The Library is encouraging all businesses and organizations to please forward their event information to the library. You may submit your information by fax, mail, hand delivery, or email at [bmpa@ontera.net](mailto:bmpa@ontera.net). Let's stay connected!

The Halloween Party had a great turnout - between 50 and 60 children. Thank you to all who helped organize and run it as well as to the participants and donators.

To protect our patrons and our network, our wireless internet access is now password protected. The password will be changed every four months. The current password is valid until Jan 1, 2010. Please see library staff for the password.

Three children's books illustrated by former Four & friends Scholarship Winner, Amanda Badgero, have been donated to the Bruce Mines and Plummer Additional Union Public Library. It is so nice to see that Amanda has continued with her artistic endeavours.

**Town Master Plan:** - no report

**Town Improvements** – no report

**Algoma Kinnewabi Tourist Association:**

**[old report]** Pat Peterson reported that everything is complete – waiting for the publication to take place

**Sault Ste Marie Welcome Magazine. –**

**Trade Fair:** - no report

- Elaine Switzman is to put together her final report. Brian will check with Elaine on this project.

**Bruce Mines and District Historical Society :**

Larry Peterson reported that Joshia Bauman's cost estimate to install steel roofing on the museum was approved. As soon as harvesting is done, Mr. Bauman and crew expect to replace the roof sometime in November.

The Historical Society is applying for Trillium Grant for repairs to the interior of the museum. There is a tremendous amount of hours that has to go into this application and very few projects are awarded.

**Lions Club:**

Carol Rickard reported Ham and Scallop Potato Dinner was a success.

Dec. 7, 2009 – Seniors Dinner

Dec. 12 – skating party with the Legion at the arena.

**New Businesses:**

Huron Horizon – Carol Rickard reported the new business sells gifts and keepsakes. Spring will bring back the ice cream. Rhea McAdam is running gift works, using gift baskets out of Huron Horizon

**Royal Canadian Legion:**

Cheryl O'Hara reported that it is poppy season for Remembrance Day on November 11, 2009.

Sgt Wilson Army Show

**SnoGlyders** – no report

**Community In Action [old report]**

Brian Torrance, Merin Smith and Carol Rickard are representing the Chamber. Brian reported that the round committee has completed its work.

Dec. 7<sup>th</sup> presentation to the Town and Dec. 9<sup>th</sup> to the Township

If the report is accepted then there could be an application for further funding.

**Cruisin Car Show:** - no report

**Sylvan Circle:** - no report

**Chamber Link with Elliot Lake –**

Alison Cragg reported that we have added as a link Elliot Lake to the Bruce Mines site. Elliot Lake has not yet linked us to their website.

**Agricultural Society:**

Carol Gunn reported that the Fall Fair event was very successful notwithstanding the Sylvan Circle Tour. There was a request that Sylvan Circle use a different weekend 2010 will be 130 years of the Fall Fair.

Agricultural Society is looking at grants to replace the buildings.

Special Award for Laureen Knight for her 25 years of dedicated service.

**Cancer Walk**

Marla McPhee reported that the Cancer Walk from the museum to the Lighthouse Lounge was a success. The walk raised \$1300.00 – special thanks to the Historical Society for opening the museum and thanks to Larry & Pat Peterson for use of the Lighthouse Lounge.

**Craft Sale – Nov. 21, 2009:**

Marla McPhee and Cheryl Harvey are organizing a craft sale November 21, 2009 from 10:00 – 4:00 p.m. The Museum will be selling poinsettia and red chili plants.

### **Christmas Mix & Mingle – Dec. 01, 2009**

Tuesday, December 01 - mix and mingle at Lighthouse Lounge. Information tables will be set up. Refreshments will be offered Time 6:30 p.m. to 9:00 p.m. Door Prize of one year membership.

Motion: Larry + Bill that the door prize be a 1 year membership.

### **New Businesses:**

Merin Smith reported that she is trying to get new businesses in town to join the chamber and welcome them to the community.

New Businesses include:

Cel's Tires – Ed & Lisa Deschenes

Global Garage – Mike Kern

Esso Quik Mart – Tany Osahan

S & S Creations – Stephanie Mitchell and Steve Haaksman

Craig MacWilliam – Real estate sales with Sutton Group

Mariola Morin – Real estate sales with Exit Realty.

Huron Horizons – Carol Rickard & Rhea McAdam

### **Thessalon Rod and Gun Club**

Bill Gunn reported that Thessalon Rod and Gun Club – wild game member on November 28<sup>th</sup> at the Bruce Station Community Hall. Club is looking for prizes for the bag draw.

### **Sault Ste. Marie Chamber of Commerce:**

Larry Peterson reported that Pat contacted the Soo Chamber about joining them and the Board of Directors is to review this mid November

### **New Business:**

- correspondence from the local agricultural marketing group.
- East Algoma CDC is sending out summaries of their activities

### **Royal Canadian Legion:**

Motion: Jean Hershey + Marla McPhee that the Chamber donate \$25.00 for the poppy fund - carried.

**Copper Country Christmas** – to be discussed

### **Special Notes:**

Bill Gunn reported that thanks goes to Larry Peterson for sending out Upcoming Events.

Birthday Greetings to George Cragg as today is the special day.

**Special Presentation:**

Due to time restraints at the meeting, George & Alison Cragg – Copper Bay Web Design were unable to make their own presentation. In light of their Chamber Web Report of over 6 months – involve 1917 unique visitors viewed 5205 pages – approx 3 pages per visit, and spent on average, 2.5 minutes per visit is amazing. The business directory was in the top 5 hits.....***you don't have to be a rocket scientist to appreciate the power of the internet in promoting your business, organization or activity !!***

The following is the Cragg Presentation:

**Why have a website?**

In today's business environment, it's becoming more and more important that your business or association is represented on the web. **Why?**

Because in this electronic age that we all live in, more and more people use the web as their way to find what they are looking for. Most homes have at least one computer. And – not only computers, we now have iPhones and Blackberrys, plus other hand held internet devices.

Most libraries in Canada provide free internet access, including our own here in town, and, the number of internet cafes are increasing. Free WI-FI is now expected as normal, in accommodation requirements, catering for the travelling customer.

To support this claim, the second most clicked page (following on from the main home page) on the Bruce Mines and District Chamber of Commerce site, is the **Business Directory**.

Of course people can still pick up a phone book or yellow pages but that just gives them a name and phone number. But - with a professionally designed website – including a direct link to YOUR site from the Chamber - you can do so much more. You can not only give them your contact details but you can also show them what you do:

- you can provide pictures of your work
- you can include references from other customers
- you can show them why they should come to you and not go to someone else

Copper Bay Web Design can help you build the best website to suit your needs and to help launch your business into the world wide web of e-commerce. Visit us at [www.copperbaywebdesign.com](http://www.copperbaywebdesign.com).



Prices will vary depending on your needs – however, in all cases you will need to budget for around \$120 per year for your own personal domain name (your www. Address) and for hosting your site on the world wide web.

Chamber members will receive a \$50 discount (the equivalent of one year Chamber membership fee).

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

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