

BRUCE MINES AND AREA CHAMBER OF COMMERCE
Tuesday, April 6, 2010 – UNION PUBLIC LIBRARY – 8:00 A.M.
WEBSITE: www.brucemineschamber.com
Email: info@brucemineschamber.com

Present:

- *Brian Torrance – Torrance Custom Interiors
- *Jean Hershey – Rydal Bank Historical Society & the Library
- *Rick Klazinga – Algoma Kitchen & Bath
- *Marla McPhee – M & J Hair Boutique
- *Merin Smith – Special Projects Co-Ordinator
- *Michael Peever – Mae-Ger Treasures
- *Phil Rouleau – Royal Bank of Canada
- *Bill Gunn – Fine Pine Things
- *Carol Gunn – Bruce Mines Agricultural Society
- * Pat Peterson – Bruce Bay Cottages & Lighthouse
- Carol Rickard – Huron Horizons

Guests: n/a

Regrets: *Larry Peterson – Peterson & Peterson Law Firm

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

Past Minutes :

It was noted that Marla McPhee, not Carol Gunn, will work on the Trade Fair Committee.

Motion: Carol Gunn + Phil Rouleau - that the minutes of March 02, 2010 as corrected – be adopted as presented– carried

Treasurer's Report: - no report

It was noted that the following 'reports' can be removed from the minutes and added again in the future if need arises: –

Marketing, (this committee was set up for marketing and to properly address the streets in Bruce Mines on the Google Maps. The maps have been corrected and Alison does the on going marketing.) Algoma Sno-Plan (until winter months), New Businesses (becomes part of Membership Committee Report), and Community In Action.

Insurance: - Brian Torrance reported that he and Larry Peterson had reviewed the policy and consulted with Bruce Mines Insurance and will meet with Jeff Morehouse to clarify some areas of coverage.

French Fryer: - no report

Web Site:

Pat Peterson reported that Alison has sent the following Google Analytics for the Chamber Site:

BMCOC Website statistics - 1 March 2010 - 31 March 2010

- 325 visits in month. 72% new visitors
- Visitors came from 11 countries. Top 3 = 1) Canada - 235 visitors (from 55 cities across most provinces); 2) USA 54 visitors from 24 states and 3) UK with 27 visitors
- Each spent on average 2 minutes and 30 seconds browsing the Chamber site, viewing a total of 852 pages
- Top 3 pages visited (other than the home page) = 1) Business Directory ; 2) Latest news and 3) Accommodation followed closely by Calendar of Events and the Gallery

If you wish to have any changes to your pop up window or directory for your Business in the Business Directory please let Pat know.

Businesses who have not renewed their membership by end of May will have their web exposure reduced to a non chamber member. This information will be noted in the follow-up letter concerning memberships.

Membership:

Phil Rouleau reported that there has been a good response to date with 33 members at present. A reminder letter will be sent out including a note about the deadline for having name included with membership features on the Chamber Website.

Four & Friends Art Show & Sale: - Brian Torrance reported that Peggy Wallace is preparing the mailing to be sent to the artists and things are going according to the plan.

Rydal Bank Historical Society:

Jean Hershey reported that the Society's Annual Meeting will be held on May 16. The Historical Topic: The 'Challenges of Preserving Heritage Buildings' will be presented by Will Samis and the church service will be conducted by Gordon Shaw with Loreen MacLeod Knight playing the organ. The business meeting will begin at 4:00 followed by Potluck Supper at 5:30 and Church service at 7:00. All are welcome to attend.

Library : Jean Hershey reported that Wii is available for young people to play on Saturday morning and has proven to be popular. She noted that the volunteer support of the Library continues to be wonderful. She also noted that Service Ontario and Job Connect have programs through the Library including "Career Cruising" which is a useful tool for Job preparation.

The Chamber of Commerce Minutes are kept on file in a binder in the Meeting Room at the Library and are available to the Public.

Town Master Plan: - no report**Town Improvements – no report****Algoma Kinnewabi Tourist Association:** Pat Peterson reported:

- Brochures can be placed at the Canada Information Booth in St Ignace for a fee of \$100 a month and it can be for a 3 month or 6 month contract if the Chamber wishes to use this it can be considered for the future.
- This committee was set up to inquire and to join AKTA for its advertising for the Community. We are now members and all is going smoothly and the only ongoing issue would be to advertise in the Algoma Outdoors book and this should fall under the Brochure Committee as they will be in charge of the marketing and this will come due in July so this report and the updating of the ad for the Algoma Outdoors Magazine should be transferred to Bill Gunn's Brochure Committee. The businesses will only need to be canvassed for their participations for 2011 and George will edit the page accordingly.

Bruce Mines and District Historical Society :

Marla McPhee reported that a Cookbook is being prepared and they are particularly interested in heritage recipes from local families. Recipes can be dropped off at Marla's Hair Boutique or emailed to Larry Peterson.

Lions Club: - Carol Rickard reported that the Bake Sale was a success and the next venture will be the Chinese Dinner on Mary 9.

Royal Canadian Legion: – no report

SnoGlyders – no report

Cruisin Car Show: no report**Sylvan Circle: - no report**

Agricultural Society: - Carol Gunn reported the Pumpkin Theme will include inviting students from four local schools to grow the largest pumpkin. Seeds will be provided along with growing instructions.

Sault Ste. Marie Chamber of Commerce:

Pat Peterson reported that information is available on their website.

Correspondence: none

Citizen of the Year – Brian Torrance reported that letters of thanks had been received from this year's honorees, Bud and Margaret Black. They thanked the Chamber for their memorable special evening. They also wrote to Larry Peterson to thank him for all of the work that he put into preparing for the evening and noted that they were pleased to see that the Chamber had recognized Larry by presenting him with a plaque.

Community Hall

Brian Torrance reported that a letter had been sent to the Town expressing the Chamber's concern about the condition of some of the Town Hall facilities. No response has been received to date.

Great Northern Country Opry:

A link to this event is available on the Chamber Website.

Hwy Sign,

Brian Torrance reported that a letter had been sent to the Town concerning the MTO request about the highway sign. No response has been received to date.

Community Future Development Corporation –

Marla McPhee reported that a Poster has been sent out to the schools concerning this program.

Trade Fair,

Merin Smith reported that letters have been sent out and information will be available through the Chamber Website. Lisa Tessier will coordinate this year's Trade Fair with assistance from Merin Smith and Marla McPhee. Those interested in participating should contact Lisa as soon as possible. Entry fees can be dropped off at Peterson and Peterson Law Offices.

Bill Gunn will represent the Chamber at the Trade Fair.

Chamber Brochure & Advertising: -

Bill Gunn reported that he has been phoning businesses and will be setting up a meeting with the Committee soon.

New Business

Pat Peterson reported that she had attended an Electrical Retrofit Seminar put on by Algoma Power. There is 50% incentive for retrofitting existing lighting for small businesses. A NEDCO assessment officer will inspect the existing lighting and then it will be decided which of two programs is best suited for the business needs: ERIP or Power Savings. The deadline to apply is Dec. 2010. As of April 2010, Magnetic ballasts will no longer be available. For further information and to book your electrical retrofit assessment with NEDCO, call 1-866-423-0258 and have your Algoma Power bill handy.

The Welcome Book representative has been in the area soliciting businesses to advertise. The Chamber should budget next year to advertise in this book for \$ 131.00 to promote the Chamber web site.

The possibility of forming a Downtown Business Association was discussed. Mike Peever will investigate to see if there is interest in forming this association and having it as a sub-committee of the Chamber.

Next Meeting: Tuesday May 4, 2010 at 8:00 a.m. at the Library.

Adjournment: at 8:55 a.m.