

BRUCE MINES AND AREA CHAMBER OF COMMERCE
Tuesday, April 02, 2013 – UNION PUBLIC LIBRARY – 8:00 A.M.
WEBSITE: www.brucemineschamber.com
Email: info@brucemineschamber.com

Present:

Brian Torrance – Torrance Custom Interiors
Larry Peterson – Peterson & Peterson Law Firm
Michael Peever – Mae-Ger Treasures
Lory Patteri - Town Councillor
Rick O'Hara – Town Councillor
Arlene Romberg – The Chip Wagon
Jacqui Patterson - Royal Bank

Guests: None

Regrets: Pat Peterson – Bruce Bay Cottages & Lighthouse
Laurie Mortimore – ADSAB
Sandy Ubohy – ADSAB
Marla McPhee – M & J Hair Boutique

Call to Order:

Michael Peever called the meeting to order at 8:00 a.m.

Past Minutes :

Motion: Larry Peterson + Mike Peever moved that the minutes of Tues. March 05, 2013 be approved – carried

Treasurer's Report: -

Motion Larry Peterson + Mike Peever moved that the Treasurers report be approved as presented – carried

Geothermal Energy - no report

French Fryer: - no report – still looking for someone to head up the committee. We need to explain what is involved and that worker volunteers are plentiful – we just need a coordinator

Web Site: - no report

Membership – Michael Peever reported that there are a couple of new members. A new membership sign up sheet with information needed for the website.

Four & Friends Art Show & Sale: - no report

Ungated Tourist Attraction: (Copper Miner Statue) – (old report) Larry Peterson reported that the Claims Investigator for the Historical Society has been asking for witness statements from the individuals to paper their file.

Simpson Mine Shaft: (old report)

Lory Patteri reported that Donna Brunke received an email from Ted Leahy's daughter – it is taking longer to complete Ted's book and the summer deadline is questionable.

Bruce Mines Historical Society: - no report

Rydal Bank Historical Society: - no report

Library

Royal Canadian Legion – no report

Lions Club: - no report

SnoGlyders – no report

Sylvan Circle: - no report

Agricultural Society: - no report

Sault Ste. Marie Chamber of Commerce: - no report report but they are having breakfast with David Oraziotti, Minister of Natural Resources and another breakfast with the Mayor of Sault Ste Marie if anyone is interested in attending any of their functions check them out on the Soo Chamber web site

Trade Fair – has been cancelled for 2012. The project will be reviewed later in 2013.

Joint Advertising Committee - Michael Peever reported that the new brochure is being finalized for publication in the Spring. Arlene Romberg is now working with Pat Peterson. Cliff Printing has given the Committee a quote. There are more businesses which need to be noted on the brochure.

Algoma Kinnewabi Tourist Association: - (old report)

Pat Peterson reported that **Algoma Kinniwabi** has adapted a new logo **Algoma That Real** which was developed by Chris Hughes of Hughes Marketing. Changes are coming with the price of membership as well. They are changing from 3 levels of memberships to one price of \$350.00 which will be a great benefit to the businesses and Towns as all will now have links to Algoma Country web site.

This will represent an increase for the Chamber of Commerce as previously our rate was \$254.25. The Chamber will be receiving the invoice this month .

Both the Chamber and the Town should continue to share the Welcome Banner in the Algoma Outdoors Book. A full page ad in the Algoma Outdoors book cost is \$2825.00. Total cost for the shared welcome banner in Algoma Outdoors would be \$ 600.00 if 20 ads are sold at \$ 111.25. to cover the remainder of the cost of the page. The Chamber should include this in their budget for the spring. The shared banner would cost the Chamber and the Town \$300.00 each.

Healthy Communities:- no report

North Channel Geocache Event

Pat Peterson sent in a report that a meeting is being planned for later this month.

Mine Trail Development.

Pat Peterson sent in a report that the designing of the Mine signs still in development and is almost done. Healthy Communities has ordered 500 printed maps of the Mine Trail and is in the process of having a map sign designed for the entrance.

Correspondence: none

Community Hall – Lory Patteri reported that the final plans were just received from the engineer. A copy of the revised plans was given to the Chamber

Citizen of the Year:-

Mix and Mingle – (old Report) Larry Peterson reported that he had received a couple of inquiries from Chamber members who are not able to attend meetings but who looked forward to the Mix and Mingle event to reacquaint themselves with other Chamber members and supporters.

Morning meetings (old report)

Morning meetings are difficult for some people to attend and interest has been expressed in holding an occasional evening meeting along the line of “After 5”. Brian asked Mike Peever to look into this and report back to the January meeting to see if there is interest and if it would be viable.

Tourist Information Centre

Larry Peterson read the email from Glen Ansell’s agreeing to head up the project in cooperation with the Chamber and the Historical Society.

New Business:

1. Chamber Support for Ontario Sport & Recreation Fund

I received an email from Vicki Cooke Goertzen stating that PA and BM were applying for the Ontario Sport & Recreation Communities Fund. She asked if the Chamber of Commerce would consider partnering with them to support this endeavour with a letter of support to partner with

them. It had to state what we could provide and put a value on it. The email was received late Mon Mar 11th. I felt that the Chamber of Commerce should support both Councils with a letter of support to partner in kind. A letter was drafted and sent to Michael Peever, Arlene Romberg, Larry Peterson, Brian Torrance for them to read and edit and for approval or disapproval. The letter had to be received by Vicki by Friday March 13th so it could not wait until the April meeting.

It was approved by all. A The letter was submitted to Plummer Additional to submit with their request for the funding for the Ontario Sports and Recreation. The Town of Bruce Mines, Plummer Additional all working together for the betterment of the Community.

2. Report on webinar put on by RT0 13 or Northern Ontario Tourism. Webinar was presented by Karen Jones and gave the general break down of the Tourism structure in Ontario. A monkey survey followed and I met with Donna Brunke as she had attended the webinar as well as our responses to the questions should be similar . I feel it was a questionnaire to gain knowledge as to what strengths and weakness communities have in relation to developing tourism in their area. Hopefully they will gather this information and come to a conclusion as how to assist small communities in Northern Ontario. Our strengths are our location as we are located right on Highway 17 and our volunteers. Our weaknesses are lack of government funding for development and the small size of our Town as we have to compete against the larger Towns and cities.

3, North Channel Marina Association

The invoice for membership has been paid. I will be attending the General Meeting April 5 6 in Spanish Ontario. The fee to attend is \$75.00 and the Town has generously agreed to pay that fee.

The North Channel Marina Package workshop was attended by Larry on Fri. March 22, 2013 in Spanish, Ont. and this is the report

On Friday March 22, 2013 Larry attended a "Product Development Workshop" of the North Channel Marine Tourism Council which had as guest speakers – Patricia Forrest, Ian McMillan and John Foster of LaCloche and Manitoulin Business Assistance Association.

The goal is to attract and keep boaters in the North Channel from St. Joseph Island to Manitoulin Island. Communities along the North Channel are very similar to the Caribbean Islands where their only renewable resource is tourism and as each Caribbean Island caters to the tourists so must the communities along the North Channel. Tourism brings in a lot of money into the local community. Boaters have money to spend and tend to be sophisticated in their tastes and expectations.

Those in attendance were 2 representatives from the Township of St. Joseph, 1 representative from the City of Sault Ste. Marie, 4 representatives from Gore Bay and surrounding Townships, 3 representatives from Township of North Shore (Spanish), 2 representatives from an Algoma Mills bed and breakfast, 1 representative from the Bruce Mines area.

At the meeting, the name of Joyce Vaughan of Bruce Mines came up as an example of a Marina representative who interacted and assisted boaters up and beyond her call of duty.

Boaters (and other visitors) want to do shore activities, get involved in local events and catering to their wants will encourage them to stay longer and spend more.

The main theme of this workshop was "How to Package Your Community"

To get a good idea on packaging – check out the Algoma Canyon Tour Train website. Ian McMillan showed how packaging the Tour Train with other local attractions has increased visitors to the area and had them stay longer and spend more money in the City.

The workshop resulted in the following sample packages that are in the first stage of development. Pat Peterson and Marla McPhee will develop the packages to see if they are financially feasible and coordinate the packages. If any one else would like to get involved please contact either Pat or Marla.

Package # 1 "Yesteryears"

Partners: Town of Bruce Mines Marina + Simpson Mine Shaft , + Historical Society + food break

- Boat dockage - stay 3 nights and get your 3rd night free
- Admission to Museum which has over 7,000 artefacts
- Admission to Simpson Mine Shaft first Copper Mine in Canada
- Mine Trail Walking Tour self guided – map provided (2 hours)
- Historical Society downtown self guided walking tour – map provided (2 hrs)
- Lunch Break (at restaurant to arranged yet)
- Total Time of Tour.....4 – 5 hours

- Cost per person with marina charge = \$105.00 + tax
- Cost per person for additional guests on the boat + tours and lunch = \$42.50 + tax

Package # 2 (for people that require in-town accommodations as boats cannot accommodate sleeping)

Package #2 – " Farms and Artisan Tour"

Participants: Bruce Bay Accommodation + driver + lunch

- 2 nights at a Turn of the Century Home "First Mates Quarters"

Driving Tour of

- Mennonite Farms , Furniture Manufacturer , and Market – Government Road
- Alpaca Farm visit
- S & S Creations (rock cutting and stain glass)
- Tippy Canoe
- Lunch at local restaurant
- Stop & shop downtown Bruce Mines for antiques, fleas and artisan treasures
- Total Time for Tour....approximately 5 hours

- Cost per person with accommodation is \$ 576.00 + tax
 - Cost per person for driver and lunch = \$25.00
- Limited to 5 guests at one time

These packages are mainly done over the internet and would be advertised by Algoma Kinniwabi on their new Meridian booking system. Guests would book on Meridian and person in charge of these packages in Bruce Mines would receive an email and the payment would be arranged at that time.

The packages still in first stage of development and all partners will have to be contacted to see if they want to participate and then decide if it is a financially wise decision. There will be Visa fees, payment to the partners to consider, plus 10% for Algoma Kinniwabi as booking fee, plus a fee for whoever is paying the partners, communicating with the tourists and finalizing the plans.

LAMBAC has taken the lead in Tourism Promotion and have developed extensive workshops which are being planned for in June 2013 on Manitoulin Island.

4, The Annual General Meeting of the North Channel Marine Tourism Council is Friday April 5th and Saturday April 6th in Spanish. Pat Peterson plans to attend this meeting on behalf of the Bruce Mines & District Chamber of Commerce to represent the Town Marina. The Town has agreed to pay the \$ 75.00 registration fee which is greatly appreciated. The Chamber paid the annual membership fee.

5. **Social Media Course** that I Pat Peterson attended in the Soo that was presented by Northern Ontario Tourism offering information and the importance of Social Media in today's world. It is in the best interest for a business to be active in Social Media Today.

Social Media is a trusted source

Facebook 901 million active users, 125 billion friendships

Build a Loyal Community, engage the community

Try Facebook Ads

The best CPC or pay per click

CPM cost per 1000, or CPA cost per action

CPC - \$ 10.00 or \$20.00 per lifetime – best to start at .60 cents per click . Try 2 ads with the same text but different photos

Twitter

Discover what is happening right now anywhere in the world

500 million users

1.6 billion searching inquiries

340 Million tweets per day

Listen and search

hash tag puts your comment into a virtual folder – or where to place the tweet

@ talking about a business or person add @ sign

Share your tips. People will ask friends where to stay and eat be active and it will help drive people to your business or community.

Trip Advisor largest travel community – people check this before they book

If anyone is interested in all the information if they contact me I have more information on all of the above that I would be happy to share.

Committee of Committees

Larry Peterson read a message from Crystal Burch-Reader about organizing a committee to co-ordinate events and volunteers. The Chamber is agreeable with the ideas and support the suggestion. Mike Peever will be in touch with her

Next Meeting: Tuesday, May 7th , 2013 at 8:00 a.m. at the Library.

Executive Meeting – T.B.A.

Adjournment: at 9:05 a.m.

NOTES