

**BRUCE MINES AND AREA CHAMBER OF COMMERCE**  
**Tuesday, May 06, 2014 – UNION PUBLIC LIBRARY – 8:00 A.M.**  
**WEBSITE: [www.brucemineschamber.com](http://www.brucemineschamber.com)**  
**Email: [info@brucemineschamber.com](mailto:info@brucemineschamber.com)**

**Present:**

- \*Michael Peever – Mae-Ger Treasures
- \*Larry Peterson – Peterson & Peterson Law Firm
- \*Brian Torrance – Torrance Custom Interiors
- \*Arlene Romberg – Wyzgыз Chip Wagon
- \*Jean Hershey – Rydal Bank Historical Society
- \*Laura Mortimore - ADSAB
- \*Sara Leach – Employment Solutions

**Guests:**

**Regrets:** Pat Peterson – Bruce Bay Cottages & Lighthouse  
Ron Lamon – Algoma Insurance  
Lory Patteri – Town Mayor

**Call to Order:**

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

**Past Minutes :**

Motion: Larry Peterson + Brian Torrance moved that the minutes of Tues. April 01, 2014 be approved – carried

**Treasurer's Report:** - Motion – Larry Peterson + Sara Leach that the treasurer's report be approved – carried.

**Economic Development Officer.** – (old report)

In keeping with the past study of the 5 local municipalities, there is movement among the 5 municipalities to organize and agree to the hiring of a mutual Economic Development Officer. A committee has been formed and so far there have been 2 meetings. The last meeting was in Spring 2013.

Lory Patteri reported that funding seemed to be a problem.....project is basically on hold. Psychologically there is a concern among the 4 or 5 municipalities about getting their fair share of projects and benefits.

Sara Leach asked if there was any inquiry in funding for an Officer. NOHFC will fund a project like this.

There was some talk about the Town/Township/Chamber going it alone....maybe....

**French Fryer:** - Michael Peever and Arlene Romberg will look into a Chamber presence at the Classic Car show. The fryer is labour intensive

**Cotton Candy Machine:** - Michael Peever and Arlene Romberg – machine \$699.00 + supplies \$200.00. Arlene Romberg has offered to use her chip wagon location for the cotton candy

Motion: Sara Leach + Laura Mortimore - that the Chamber purchase the cotton candy machine and supplies.- carried

**Web Site:** - George Cragg is asking for a copy of the Barter in Bruce Mines flier – Larry will email it to him.

**Membership** – (old report) - memberships are coming in and the members will be passed onto the Web Master to add these members to our website. We need to set up a Pay Pal account .

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

Brian Torrance presented a report on the current status of this long running event. – 23 years !

Motion: Brian Torrance + Jean Hershey that Four & Friends Art Show and Sale come to an end and that all remaining funds and equipment and in particular the Scholarship Trust Fund be dealt with as set out in the April 24, 2014 report - carried

Lory Patteri sent in the following report:

At the time of planning the community hall, representatives of the Chamber of Commerce were concerned about adequate lighting and outlets for their Four and Friends Art Show and were willing to pay \$1500 to ensure that their needs were met. Although I realize that the show has been cancelled for at least this year, my hope is that the Chamber is still planning to reimburse the town for our added electrical cost. The \$1500 will allow for the town to purchase some new much-needed tables for the hall.

#### **Geothermal**

Lory Patteri sent in the following report:

A delegation from N-Sci Technologies from Sault Ste. Marie was at the last council meeting outlining their involvement with GeoThermal projects from the planning – development – up and running stage Further discussion will be had but can't see anything moving forward in the near

future due to budgetary constraints. Larry Peterson attended the presentation at town council and obtained a copy of N-Sci presentation for Chamber files.

**Ungated Tourist Attraction: (Copper Miner Statue)** – no report

**Simpson Mine Shaft** – Lory Patteri sent in the following report:

No update at this time other than to mention that the two students who worked there last year will be returning.

**Bruce Mines Historical Society:**

Larry Peterson reported that the annual meeting of the Historical Society took place on Tuesday April 29, 2014. The directors are Ron Smith, Connie Bennett, Jean Kettles, Glen Ansell and Larry Peterson. As of April 29<sup>th</sup> there were 26 paid up members. Student Applications have been sent in and Volunteers being contacted for the operating of the Museum.

There is a real need for volunteers who have an interest in the history of the Town and surrounding area.

**Rydal Bank Historical Society:** - Jean Hershey reported on the following:

May 24<sup>th</sup> – Highway cleanup will take place – sponsored by the Rydal Bank Historical Society.

*Sunday, June 1<sup>st</sup>* - The Rydal Bank Historical Society's Annual Meeting begins at 4:00. The business meeting and elections will be followed by the Historical Topic. The Historical Topic will be presented by Jane Smith and her topic is The Importance of Preserving The Past.

A Potluck Supper will follow the meeting at 5:30.

The Annual Church Service at the Rydal Bank Church will follow at 7:00pm.

The public is welcome

**Library** – no report.

Recreational Committee – no report

**Royal Canadian Legion** – no report

**Lions Club:** - no report

**SnoGlyders** –

Michael Peever recently met with Bruce McNeely about the new Snoplan map. The Chamber has advertised in the map in the past and this year's cost is \$100.00

Motion: Larry Peterson + Jean Hershey that the Chamber renew its advertisement in the upcoming Snowplan map - carried

**Sylvan Circle:** - Lory Patteri reported that 2 representatives visited the new Community Hall and they appear interested in having the Hall part of the Sylvan Circle Tour.

Last night, Larry Peterson met with Stephanie Mitchell about the Chamber supporting the Sylvan Circle with an advertisement in the brochure for \$35.00 or both in the brochure and on the web for \$50.00.

Motion: Brian Torrance + Jean Hershey that the Chamber advertise in the Sylvan Circle brochure for \$35.00 - carried

**Agricultural Society:** - no report

**Horticultural Society:-** The Bruce Station Horticultural Society is having an active month in May– it is chaired by Maggie Willis

Sat. May 10<sup>th</sup> – District #13 Annual General Meeting in Massey  
 Mon. May 19<sup>th</sup> (Victoria Day) Queen's Tea – celebrate Bur Oak with Tree Guard  
 ? - New North Greenhouse tour/presentation on what's new/demo (TBC)  
 Thurs. May 22, - Pot Party at Lawrences Springwater Farms, Desbarats/Contest Deadline  
 Sat. May 31, - Sudbury Gardening Festival and Sault Ste. Marie Flower Sale (all Societies invited)

**Sault Ste. Marie Chamber of Commerce:** - Larry Peterson reported upcoming events in Sault Ste. Marie open to Chamber members

**Trade Fair** – A Vendor + Craft Fair set for Saturday, May 10<sup>th</sup> organized by Jody Orto to be based out of the Arena

**Joint Advertising Committee** - Mike Peever will be out collecting money for the AKTA promotion for 2015.

**Algoma Kinnewabi Tourist Association:** - Pat Peterson sent in the following report:

AKTA is now entering stage 2 on establishing **Way Finding Signs** . There is an attractive Way Finding Sign at the museum.

Pat has volunteered to be the representative for Bruce Mines and will be attending the meetings, webinars and report back to both the Chamber and the Town. Presently Pat has no details but hopes that Bruce Mines will meet the requirements for another Way Finding Sign.

First stage of the Way Finding Strategy has been completed. The Monkey survey was answered and all other material has been sent to Corbin Design by email and mail.

They are interested in how people find things to see and do in our area.

Corbin Design requested the following information:

- Web links to all of the tourism information on the Town and Chamber sites have been submitted for them to view.

- Written Bruce Mines Brochure plus Historic Mine Trail Map have been mailed.

- Pictures of all the CTOD signs and other Way Finding Signs in Bruce Mines have also been submitted.

- They asked for any trail head maps so the Mine Trail trail head map by the Taylor Mine was submitted
- They also asked for Tourist information services and I included the Museum's tourist information plus the one at the International Bridge in the Sault

All data had to be submitted by April 30th and they will then compile it all and get back to us for the next step in the Way Finding Strategy

### **Invitation for Tourism Week Launch**

Pat Peterson sent in this report.

May has arrived and that means it is time to start thinking summer tourism even if this weather is being difficult. Tourism Week is being celebrated May 31 – June 6<sup>th</sup> at Ontario Travel Information Centres across the province. Attached is your invitation to our reception on June 5<sup>th</sup>. **If you would like to set up a display or participate by donating a prize, please let me know as soon as possible** and I will do my best to accommodate requests. I do hope someone from your organization can attend – if you haven't tried the Gnarly Bistro's amazing food yet, you can do so that day since they are expected to be a part of our program this year!

I am also hoping to have an update for everyone attending from our friends at Mill Market.

Feel free to pass this invitation to the appropriate person in your organization and RSVP with the name (s) of those able to attend on Thursday, June 5<sup>th</sup>.

Sincerely,

**Angela Romano** Team Leader – Ontario Travel Information Centre - Ontario Tourism Marketing Partnership Corporation

Pat plan to attend this event on behalf of Bruce Bay Cottages & Lighthouse. The Chamber could also send a representative or Pat would be happy to attend on behalf of the Chamber.

**North Channel Marina Association:** - Pat Peterson sent in the following very thorough report.

#### **North Channel Marine Tourism General Meeting 2014**

Friday April 11 2014-04-12

Mayor Gary Bishop welcomed everyone

**Michael Mantha:** MPP for Algoma Manitoulin

- Tourism is important to Northern Ontario, the North Channel is the backbone
- Wants to hear from his constituents especially about the TSSA- they are closing down gas providers and there demands are not reasonable. Very expensive he has heard that

2 calls for a total of 6 minutes cost the owner was \$600.00. If you are having any issues email him.

- Some marina guests are using jerry cans and walking into town to buy the gas because it is cheaper. If you allow someone to use jerry cans the marina is responsible for clean up and could be fined \$25,000. by TSSA

### **Stan Ferguson: President NCMTC**

Welcomed everyone

- DVD report – the high definition DVD was a huge success thanks to Fednor & Boating Ontario. They can still be purchased for resale if anyone is interested until May
- Pump Out Program-is a huge success most marina's along the North Channel participate
- New Banners and display map of the North Channel have been purchased and are available for members to borrow for Trade Shows and etc. There will be a \$100.00 fee to rent and then once returned a small amount will be kept for the association and the remainder will be returned to the renter.
- Pamphlet Program – well received and most marina's are participating
- Roy Eaton – spoke at the Boat Show on behalf of the North Channel Marine Tourism Council
- 3<sup>rd</sup> year Shopping Bag marketing report: The bags are a huge success with the boaters. 17 sponsors this year and the NCMT paid the remainder owing of \$851.00. Roy Eaton hands out 250, and each of the sponsors receive 25 to give out to their boaters.
  - By participating in the Shopping Bag program 550 Bruce Mines brochures are being distributed across Ontario. 250 go into the shopping bags for the boaters and another 225 are distributed to all the participating marinas to have on hand for their guests. As the bags travel across the North Channel the word is being spread
- Augmented Marketing Owen Sound is in the process of optimizing the web site for mobile devices. **It is important that each marina check Google maps to make sure their location is correct.**
- - **Presently the Bruce Mines Marina is not listed on Google maps and it should be. George cannot do it until he returns to Canada as confirmation is by a phone call or mail. I spoke with Donna Brunke and I will try to add the Bruce Marina to Google.**
- Spanish dredged last year and their water depth is now 7.5 feet
- NCMT is looking into developing a passport with regions to get the boaters moving along the North Channel. They are in the process of applying for a new intern and perhaps this will be a good start job for her to develop. Once boaters have all their stamps their passports will be entered in a draw for a prize at the end of the season.
- Mary Bray retired and was presented with a painting of the mouth of the Spanish River. Pam Lortie is replacing her .
- Cruising & Storage Permits;
  - American vessels cannot just be left in Canada
  - If Americans own land they can apply for a permit for a cottage boat. It has to be stored at a certified marina , if it is a cottage boat the owner has to pay HST on it

- Larger cruising boats have to fill out E99 forms –allowed boats can stay for repairs, and some areas will allow the boat to stay if owner pays HST.
- There is a discrepancy between the areas some allow the USA boats to stay and others do not
- Boating Ontario is not doing anything about it at this time as they do not want to lose E99 form so is waiting to see what

Sat. April 12 2014

### **Fednor Economic Development** - Francoise Nadon

- She spoke about the NCMT DVD and it was great for Fednor to participate with such a great product to promote Northern Ontario.

#### **Fednor has 3 flagship programs**

1. Community Economic Development –for municipalities, non for profit, 1<sup>st</sup> Nations
  - for strategic planning, internships, waterfront development, downtown initiative
  - there is no ceiling but 10% has to be paid by the group participating
  - there are changes to the intern program it is now for 2 years
  - for small rural communities or non for profit
2. Business Growth & Competitiveness –for municipalities, non for profit, 1<sup>st</sup> Nations- eg Toronto Winter Fair
3. Inhibition – private sector
  - Innovations, made in Northern Ontario , loan is repayable but at 0% interest
  - manufacturing to enhance their productivity

#### **Boating Ontario** – 13 regions

-Boating Show is owned by Boating Ontario and they are looking into partnering with the RTO's to create a Tourism draw with a culinary experience. This depends on funding.

- **Student Training**- July 1<sup>st</sup> all staff have to be trained. They offer training annually usually around June 1<sup>st</sup> at cost . All students and staff will have to have certification.

-Check out Boating Ontario web site there are lots of interesting tools to assist you such as welcome to the water decals, templates, and so much more.

-**MPAC** is now including water lot leases and the price is high. Assessment value of water lots leases there is no fair market value as none have been sold at arms length. Challenge it and if you need assistance they have someone who can assist you.

-**Insurance Company** – boating Ontario owns an insurance company you so check out their rates

**-Clean Marina Program:** Sault Bondar Marina won last year. The government has cut the funding for this program but this program must continue. They are looking for sponsors. The NCMT discussed including this information in their pamphlet and put stars beside the name of participating marinas

**Roland Aube** a boater for 40 years spoke on marinas from a boater prospective.

- best fresh water boating in the world and he has boated around the world
- facilities need to be clean, and the docks in good order
- staff need to be friendly and provide service with everything from docking to knowing what is going on in Town.
- Staff should speak to boaters every day and show an interest in their stay
- Free wifi is expected now
- Have a high level of standard for your marina and the word will travel
- Harbour Masters develop relationships with the boaters

**Chris Blodget** – Discovery Yacht Charters

-has purchased a tour boat the Blue Heron for 50 guests. It is 75 ft long and has twin 200 diesel motors. His cruises will be from Little Current to surrounding areas like the Benjamin's and Killarney. This tour will be 6 hours and estimated cost is \$89.00. He plans to do sunset tours or 3 hour tours as well. The boat will also be available for private charters.

**Cost** for the Chamber to be a member of the North Channel Marine Tourism Council:

Since the Bruce Mines Marina is located on the North Channel it is important to be a member for marketing purposes and for good will. The NCMTTC are working hard to market the North Channel and to assist the Marina's with programs. Shopping bag marketing program is well worth the \$200.00 to participate – 550 Bruce Mines brochures are distributed , plus the bags themselves are on the move.

Cost: Shared by the Town and the Chamber

Shopping Bags	\$200.00
Membership:	\$150.00
General Meetings	\$75.00
Total	\$425.00

Paid by me: hotel & gas

Food. Free coffee and muffins for breakfast at the meeting, and hot lunch included with meeting fee. They have a supper Friday night and those that wish to attend do so and average cost is \$ 12.00 +



### Membership Benefits

- Members are featured in a brochure listing amenities and contact information
- The Council advertises at Toronto Boat Show and in Discover Georgian Bay magazine and Ontario's Rainbow Country magazine
- Opportunity to have your brochure in a welcome package that is given to boaters
- Ongoing marketing research to examine boating trends and this information is shared with members

Thank You for partnering with the Bruce Mines & District Chamber of Commerce for membership in the North Channel Marine Tourism Council

**North Channel Geocache Event** – no report – the need for someone to head up this event and is knowledgeable in setting co-ordinates.

**Mine Trail Development.** – no report

**Community Hall** - Lory Patteri sent in the following report:

Rentals have started in earnest and only good comments received re: brightness, space, kitchen, etc. - The step on the east side of the building has been an issue – have painted a new line to indicate that the step is there for the time being but have since confirmed with Lennie Smith that we are legally able to turn it into a ramp instead – hoping to do that this year

**Mix and Mingle** – no report

**Chamber Facebook** – it is available for everyone to enter messages and promotions on it.

### **Bruce Mines Farmer Market**

Lory Patteri sent in the following report:

Shelter – have now received two quotes for the covered shelter we are hoping to erect down by the waterfront. Planning to open at the May 5 council meeting.

### **School Breakfast program** – (old report)

35 students eat breakfast at school every day and the program is in desperate need for funding. Michael will put up collection cans for donations. All members are encourage to donate and support the school breakfast program.

### **Barter in Bruce Mines**

The Chamber has booked May 17, 2014 for the Community Hall for trade tables. The United Church Women want to coordinate their activities for that date. Tables are being reserved and all contacts can be through Michael Peever.

**ADSAB** – Lory Patteri sent in the following report;

ADSAB – I attended the yearly General Meeting recently – the levy for Bruce Mines remains basically consistent at \$156,690.00 for 2014

## **New Projects**

**Arena:** - Lory Patteri sent in the following report:

Arena – received quote for new compressor/motor package in the amount of approximately \$50,000. We had hoped that we would be able to purchase only the compressor since the motor is still good but were advised that it is only sold as a complete package. Item is on the agenda for this coming week.

## **New Business (old report)**

**Lory Patteri sent in the following report:** Algoma Manor/Wellness Centre – attended a meeting at Algoma Manor this past Thursday regarding the possibility of building a wellness/fitness centre on the grounds at Algoma Manor. Is still in the concept phase but group presented their vision of project, partnership opportunities/option, grant possibilities and whether the local municipalities were interested in participating in a feasibility study. Thoughts were mixed – if survey, need to use email and social media as well as “paper”, would a centre like this sustain itself in the future, communities closer to the Soo already have the option of using those facilities, cost involved to municipalities as a yearly levy, etc. Algoma Manor group will do a bit more research on the matter before having another meeting.

## **Classic Car Show Saturday June 14, 2014**

Lory Patteri sent in the following report: Car Show – the 12<sup>th</sup> Annual Car show will be held on June 14<sup>th</sup> this year – anyone interested in entering a vehicle can contact Ed Golec or Larry Brunke – anybody interested in participating as a vendor needs to contact Lory prior to June 1<sup>st</sup>

The town is solely responsible for the show going forward – no longer under “Recreation” – the town has budgeted for the basic show but is looking for additional sponsorship to help with promotion and marketing and is respectfully asking that the Chamber of Commerce make a donation to this community event.

Motion: Jean Hershey + Sara Leach that the Chamber donate \$400.00 to the Car show in keeping with past contributions - carried

**Welcome Wagon idea** – Larry Peterson with the help of others is trying to find a volunteer who will make up a welcome package for new comers for Bruce Mines, Plummer and Johnson.

**Business Student Scholarships** – (old report)

The Chamber could benefit local students who are interested in business with some type of modest scholarship. It would also increase the profile of the Chamber in the community.

**Annual Directors and Officers:**

The law requires 3 directors and 1 director has indicated they wish to be removed. We, therefore, need someone willing to be a director – which is a nominal position since all the work is done at the membership level. The position of officers is still open for participation. This matter is set over to the next meeting.

**Miscellaneous:** - no report

**Buy Local** (old report)

Brian Torrance commented about the need to “buy local” which includes the immediate area and surrounding area. The Chamber should develop a “buy local” program.

**Next Meeting:** Tuesday, June 3rd, 2014 at 8:00 a.m. at the Library.

**Executive Meeting** – TBA

**Adjournment:** at 9:20 a.m.