

BRUCE MINES AND AREA CHAMBER OF COMMERCE
Tuesday, Jan. 05, 2016 – UNION PUBLIC LIBRARY – 8:00 A.M.
WEBSITE: www.brucemineschamber.com
Email: info@brucemineschamber.com

Present:

Michael Peever – Mae-Ger Treasures
Larry Peterson – Peterson & Peterson Law Firm
Jim McCulloch
Lois Hart – Registered Psychotherapist
Sharon Hunter – Black Bird North Arts
Danielle Nadon-Vaux – Employment Solutions
Edith Orr – Desbarats Farmers Market
Miranda Bouchard – Thinking Rock

Guests:

None

Regrets:

Jean Hershey – Rydal Bank Historical Society
Marla McPhee – M&J Hair Boutique
Pat Peterson – Bruce Bay Cottages & Lighthouse

Call to Order:

Michael Peever called the meeting to order at 8:05 a.m.

Past Minutes:

Motion: Larry Peterson + Danielle Nadon-Vaux that the minutes of Dec. 01, 2015 be adopted as presented – **carried**.

Treasurer's Report:

Motion: Larry Peterson – Danielle Nadon-Vaux that the Treasurers report be adopted as presented – **carried**

Miranda Bouchard:

Originally from Blind River – lives in Desbarats – a past participating artist in 4 and Friends.

Thinking Rock Art and Friends – Summer 2014 – incorporated as a non-profit corporation – developing arts events in rural areas. Involved in “The Rivers Speak” - gathering stories about area waterways. Based in the Soo – need to find a new location by Feb. 01, 2016 in a rural community. Website: www.thinkingrock.ca

Need storage and meeting space...would like to have workshops which tend to be a bit messy.

Desbarats Farmer Market Promotion:

Edith Orr reported that the Market want to promote local people, places and events – like place mats with a map on the back + local events and local attractions. Committee members are Edith Orr, Judy Hughes, Bob Martel and Cheryl Rumble - 11” x 17” mats are being contemplated.

Farmers Market promotes itself through upper Michigan and along the North Shore – need some materials to keep visitors here.

Marina Brochure:

Jim McCullough reported that the Committee is proceeding with materials being accumulated and edited. The new Marina pamphlet/brochure is to be specifically aimed at boaters who would be interested in the area by providing a map + a list of local events + local attractions but within walking area of the marina. The Marina Promotion Committee is looking to promote itself through the North Shore Marina Association in Upper Michigan marinas and marinas along the North Shore/ Georgian Bay Corridor

Coupon Booklets:

Everyone is familiar with purchasing a coupon booklet for \$25.00 which contains \$300.00 worth of coupons. The Soo Historical Society offer a pass book which gets the visitor into all historical places for a reduced price....something to think about.

Citizen of the Year

Larry Peterson reported that Alan & Evelyn Miller have been named as the 2016 Citizen of the Year to be celebrated on Friday February 26, 2016. The Bruce Mines Community Hall have been reserved and the United Church Women have agreed to cater to the event.

Four & Friends: (old report)

Brian Torrance reported that the Art Show and Sale ran for over 20 years. The project was closed 2 years ago – money was distributed to the local Historical Societies, CASS & Algoma University – balance is going to the Chamber – money to be reserved for a local major cultural event.

Donation Boxes: (old report)

Arlene Romberg reported that the Donation Boxes have been ordered + shipping costs total around \$140.00 – products not yet received.

Grant Application Program: (old report)

There is a need for a special person to help apply for grants that can be used by various local organizations to help promote. Sharon Hunter is willing to be the “go to” person.

Facebook: (old report)

Cheryl MacKay reported that the seminar on Facebook was excellent and definitely a learning experience. Cheryl MacKay and Pat Peterson attended the seminar.

French Fry: (old report)

Larry Peterson reviewed the excellent notes by Joyce Boismier on the French fry project. Arlene is prepared to help work out notes and procedures.

Business Scholarship for CASS:

This has been discussed with Tracey King – head secretary at CASS

Motion: Pat Peterson + Arlene Romberg that the Chamber donate \$100.00 to CASS For Grade 12 graduate - student must continue post-secondary in the business program in a college or university - applies to any CASS student – carried

Update – a cheque to CASS was signed at the meeting and it will be mailed to CASS this coming week.

Arena: (old report)

The Chamber is willing to assist in the dealings with the arena once the Councils have made their decision. Once decisions are made the Chamber can assist one way or the other in the 5 year plan. Many suggestions have come forward for the use of the arena. There is a need to develop a business plan. Apparently the arena is being advertised for the storage of recreational and vehicles and equipment

Lighthaven: (old report)

An email has been received from a representative from Lighthaven requesting help concerning the municipal tax liability as it applied to a charity. There is a need to develop a business plan.

Artisan Market:

No report

Art Shows: (old report)

New art shows have to have someone who has the passion and vision to make it happen for years to come and not be a "one-show-wonder".

Grant Applications: (old report)

There is a need for someone who is used to and familiar with grant applications to apply for available government grants to support various Chamber projects.

Insurance: (old report)

Mike reported that Arlene and Larry have been meeting on a weekly basis. Arlene felt it was time for a review. With Four & Friends no longer active – there is a need to review and perhaps trim back on the premium.

Chamber Attendances: (old report)

One morning a month is not hard to arrange for people to attend the monthly Chamber meetings. There are benefits for people attending the Chamber meetings – if you don't participate, you don't benefit.

Public Information: (old report)

The Township of Johnson newsletter is a wonderful example of township information for its residents. Web sites are not always current and hard copy is always handy to have to refer to immediately instead of booting up the computer. Most residents in the area are retired and elderly and paper handouts are most appreciated.

What Do You Expect from the Chamber: (old report)

There are questions as to what the public expects from the Chamber. The Chamber has been promoting the area since the 1800s.

Some people liked the joint projects with the Chamber and Fresh Water Coalition by bringing in guest speakers of interest to various groups.

Bruce Mines Community Hall: (old report)

There was some discussion for curtains to cover the southerly windows to stop the glare of the sun.

Library:

No report

Charity Auction for the Chamber: (old report)

Hope to be in the Fall – Mike needs a committee to be formed to help with this project. The Chamber needs a project. The Chamber has diversified from French fryers to cotton candy and other projects would help make the chamber more money and bring more activity to local events.

Mike did a charitable auction for Searchmont Ski Resort, Algoma Manor (dessert auction) + Wesleyan Church – it is a fun event.

Algoma Kinnewabi Travel Association: (old report)

Pat Peterson reported the following:

Algoma Kinniwabi General Meeting + Tourism Summit with Tourism Northern Ontario & NOTO. It was a great 3 day seminar on Tourism. Some of the high lights you might be interested in:

- **Tourism Northern Ontario - Dave McLaughlin**
 - *Tourism is important to the economy*
 - *1.5 million visits to their web site*
 - *Soft launch of Tourism Excellence North: Northern Ontario will be following in the footsteps of Newfoundland using the same tools and 10 training solutions. It is a 1.5 million dollar project.*

- **Ontario Tourism Marketing Partners**

Festival & Events: free listing on the Ontario Tourism Partners page for events. In the past the Cruisin Car Show, Barter in Bruce Mines, Fall Fair and the Demolition Derby have all been listed. They have changed the profile and now to get listed a high resolution photo has to be included. They are reaching out to Germany, France and United Kingdom for marketing in 2016.

- **Cycling Trail Development**

Great Lakes Waterfront Trail will be developed - 300 km along the Lake Huron North Channel from Sault Ste Marie to Sudbury - Will be under development in 2016 and hopefully finished by 2017.

- **Group of Seven**

The Painted Land is now streaming on TVO.org It is a movie that tells the history and shows the landscape where the Group of Seven painted. It was shown and the conference and is amazing. We have a Group of Seven plaque in our own back yard at Aubrey Falls. The rest are further north along Lake Superior and some are accessible only by train and or canoe.

Workplace Safety: (old report)

Changes are coming to WHMIS and once the new labels are in place all staff will have to be updated with the new WHMIS courses. Check out this web site for free courses

www.wsps.ca/ecourses

Volunteer Organization: (old report)

There is a need for a centralized volunteer organization. Four & Friends had an incredible list of volunteers who called the organizers to ensure they were listed on the volunteer list. Four & Friends found the “magic” in getting and keeping volunteers.

Joint Advertising Committee: (old report)

Michael Peever is aware that many organizations do not have money to promote their various activities. There is a need for a Community Calendar which can be updated on a daily basis. Mike, Lory and Mike Jones are willing to meet to discuss how to approach this issue. Larry mentioned about a 6 sided kiosk with cedar shake roof and a keeper of the key to keep the information updated. There would be an area for people to put in their brochures.

Welcome Package:

No report

GeoThermal: (old report)

Mike Jones reported that he received from Peter Spik a report on the geothermal project and wondered if it was still alive. Brian gave a status report. There is a geothermal firm in Sault Ste. Marie who are interested in the possibilities in Bruce Mines.

Policy & Procedures: (old report)

Arlene and Pat have been working on roughing out a Policy and Procedures for the Chamber. Larry reported that he is checking out Abuse Policy from other organizations in order to create a policy for the Chamber.

Web Site: (old report)

Arlene Romberg is working with George Cragg on updating the Chamber website.

Membership:

No report

Simpson Mine Shaft:

No report

Bruce Mines Historical Society: (old report)

Glen Ansell submitted the following report:

Here is my list of museum activities for 2015.

- Booth at the Bruce Mines Barter
- Booth at the Bruce Mines Car Show
- Booth at the Bruce Mines Community Day
- Visit to the Lighthouse Retirement home.
- Fixing the stone stairs, painting wooden stairs, painting shelves.
- Installation of security cameras.
- Hiring and training three student museum attendants, with funding from three different sources
- Digitizing museum artefacts. Ongoing. Each item must be photographed and described, the donor identified, and the information stored on computer. A huge project run by Connie Bennett.
- Presentation of the plaque honoring Ted Leahy to his daughter.
- Sale of the Ted Leahy book – A History of Mining in Bruce Mines.
- Creation of scrap books based on information from the Ted Leahy book.
- Setting up the Travel Info Centre.
- Organizing our reliable and always cheerful volunteers for the months of May and September.
- Annual General meeting

Rydal Bank Historical Society: (old report)

Jean Hershey sent in the following report:

With the start of December, the Society once again has turned on the lights in the Rydal Bank Church to add to the spirit of the season for those travelling Highway 638 during the holiday. Over the years the Society has received many favourable comments on this practice.

The hike with Vern Harnden in November was a great success. Five individuals joined Vern to hike through the bush to learn about the Rock Lake Copper Mine Site and the Ophir/Havillah Gold Mine Site. Vern's generosity in sharing his time and knowledge of the area is greatly appreciated. Vern has offered to conduct this hike again in the Spring as a number of people expressed interest but were unavailable for the November date. We will keep people posted. We couldn't wish for better weather than we had this November.

Library:

No report

Royal Canadian Legion:

No report

Lions Club:

No report

SnoGlyders: (old report)

Bruce McNeely sent in the following report:

"Sno Glyders are doing well we have several new members from a year ago and they are planning day and overnight trips this year that should hopefully attract more people to the club.

The new president is Chris McMillan phone number is 705-941-8700 and mail anglerchris@bell.net.

Groomer has gone thru an extensive maintenance program and the drag has also had new hydraulic hose and electric wiring installed so all is ready to go once we get snow. In the District we have exciting news that the trail between Searchmont and Wawa will be open again this year as well as the trail between Chapeau and Timmins. Marathon is now part of our district and we are seriously looking at reconnecting Marathon via White River. Our North Shore Tourist Loop is ready to go again this year and have two scheduled tours that will be travelling it this year as well as many individual riders that have shown interest.

We tried to do more work on the trails around town to develop them further as walking trails but failed to have support from the Town or Township with fill again another year.

Should you need more updates please call Bruce McNeely or Chris McMillan"

Agricultural Society:

No report

Horticultural Society:

No report

Sault Ste. Marie Chamber of Commerce:

No report

North Channel Marine Tourism Association: (old report)

Pat Peterson submitted the following report:

2016 North Channel Marine Tourism Council Report

It is time to discuss the options for this membership. The Town in 2015 was not interested in joining as a Marina and the Chamber was willing to contribute towards the membership to the amount that we pay for the affiliate membership and the Town declined.

Affiliate membership is \$150.00 a year which gets the Chamber a listing on the brochure which is better than nothing to market the Bruce Mines Marina. It does get Bruce Mines a listing on their website and allows us to participate in the Shopping bags marketing program. However the Marina does not get listed in the brochure as a marina the Chamber is mentioned as an affiliate.

The Chamber has to decide if they want to join as an affiliate member for 2016.

Other item to be decided is the Shopping Bags do we want to participate again or not. The cost is \$200.00 again this year. The bags have the Bruce Mines Chamber website which has a link to the marina.

*Total Cost: \$150.00 for the affiliate membership
\$200.00 for the shopping bags*

General Meeting is in April and cost to attend is \$75.00 and in the past the Town has paid for attendance and I have paid for my accommodations and food.

The Bruce Mines Marina has so much to offer to the boater due to its location to the conveniences plus its location on the North Channel. All marinas along the North Channel belong as a marina except Bruce Mines.

Motions:

1. To join as an affiliate member or not to join?
2. If the Chamber joins, shopping bags to be ordered yes or no?
3. General Meeting?

Motion: Brian Torrance + Pat Peterson that the Chamber join as an affiliate member + participate in the shopping bag program – **carried**

Update: *Cheque for both membership + the shopping bag program were signed at the meeting and will be mailed out sometime this week*

Chamber Promotion of the Marina: (old report)

It was agreed that a Committee be formed to promote the Marina and to develop a Marina brochure which could be used in the Marina Shopping Bag program – Jim McCulloch and Sharon Hunter agreed to head up such a committee.

North Channel Geocache Event:

No report

ADSAB:

No report

Miscellaneous: (*old report*)

Howie Bowes suggested that we should have a presence in the Ermatinger Old Stone House on Bay St in the Sault. We could be advertising our Mine Shaft attractions, Bruce Mines being the first Copper Mine, etc. Our Copper Mine history also has the potential to lead to designation of a "National Historic Site" which could bring related funding and destination tourism.

Central Algoma Freshwater Coalition:

No report

Miscellaneous:

None

Next Meeting:

Tuesday, February 02, 2016 at the Union Library at 8:00 a.m.

Executive Meeting:

TBA

Adjournment:

At 9:00 a.m.