

BRUCE MINES AND AREA CHAMBER OF COMMERCE
Tuesday, Dec. 06, 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
Pat Peterson – Bruce Bay Cottages & Lighthouse
Rick O'Hara – Town Councillor
Jim McCulloch – Retired
Lois Hart – Registered Psychotherapist
Arlene Romberg – Wyz-Gyz French Fries
Edith Orr – Central Algoma Freshwater Coalition
Heidi Werner – Wooden Boxes
Cheryl MacKay – North Channel Current

Guests:

None

Regrets:

Jean Hershey – Rydal Bank Historical Society
Brian Torrance – Torrance Custom Interiors

Call to Order:

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

Past Minutes:

Motion: Larry Peterson + Cheryl MacKay that the minutes of Tues. Nov.01, 2016 be adopted - *carried*

Treasurer's Report:

Motion: Larry Peterson + Lois Hart that the treasurers report be adopted as presented - *carried*

Membership:

There is a need to record in 2017 – who needs a membership sticker and who needs a new certificate. The decals and frames will go to Arlene Romberg for storage.

There is a need to send out membership invoices in January for the 2017 . Invoices will be either mailed or hand delivered – no one reads emails. In 2016 total membership fees was \$2,033.00.

Arlene will ask George Cragg to amend the Chamber website membership application from 2016 to 2017.

The new membership signs are being put up publically by the various businesses.

Out of town corporate businesses who have a presence in the area should be approached to join the Chamber.

North Channel Marine Association:

Jim McCulloch has gone through a couple of meetings recently – the Association are re-evaluating their mission. The Association need to revitalize or die. The previous mission was Marina based – boaters however spend over \$200.00 a day in a community – only a few dollars actually go to the marina....The Association feel they should expand their mission to local businesses. The marina bags may be better used to promote the “North Shore”. The fee structure is being reviewed. Bruce Mines Marina had a 300% increase in revenue

Canada 150:

Jim McCulloch reported that sign boards have been built to put on Town signs. We can buy letter sets. Jim will buy the letter sets and see how they fit to promote the various events that arise throughout the year.

There are 2 other signs that advertise the town services – there is a need to add the icons for boat launch, restaurants – this would require approval of the Town.

Motion: Heidi Werner + Lois Hart that the Chamber financially support the creation of the changeable 150 signage and lettering for the highways – **carried**

Centennial 150 – (previous report):

Heidi Werner reported that the application has been sent in for \$49,000.00. The town is expecting a little presentation. The Committee is #3 on the Town agenda this evening. There is a need to sell the benefit of this committee.

Highway Marketing Signage:

It was noted that the Highway Signs promoting the Town look tired and out of date. It is recognized that the existing signs involved a lot of consultation with the public and professional sign makers at the time they were created.

Now with the advent of internet, smart phones, tablets and whatnot – Highway Signs have to be updated to keep with public trends. Words are no longer encouraged – in any language. International Sign Symbols are now in demand to communicate with world wide travellers. Hence the Town Highway Signs while excellent in their day – now need to be updated to encourage the modern traveller to stop and visit in Bruce Mines and promote the slogan “come as a tourist, leave as a friend”.

Motion: Jim McCulloch + Pat Peterson that the Chamber strike a committee to review all highway marketing signage – **carried**

Algoma Country (AKTA):

Pat Peterson reported that **the** full page advertisement has been submitted to Algoma Country for publication and all participants have paid.

Tourism Northern Ontario:

Pat Peterson reported that Tourism Northern Ontario has formed Tourism Excellence North to raise the bar for Tourism in Northern Ontario. The goal is to be destination and marketing will be done to attract people to Northern Ontario

Tourism Excellence North:

Pat Peterson reported that Bruce Bay Cottages has participated in all of the Tourism Excellence North projects and they have been very helpful. I was awarded a plaque at the Tourism Summit for the level of our participation. The first project is the Assessment tools which are on line at www.tourismexcellencenorth.com . The purpose of these tools is to show some improvements or strengths that your Town has in preparation for Tourism. Some improvements will cost nothing it could be updating the Chamber website to show multiple ways to reach Bruce Mines and things to do and see in the area. Wayfinding is also included and there is funding for signage but funding has to be matched. Printed and digital wayfinding can easily be done. Would like a few people to fill out these forms and then average them out and see what the Chamber can do to prepare the Town. It would be great if someone from Town Council also participated.

Health & Safety:

Pat Peterson reported that Carol Caputo from Algoma Country attended the Health & Safety workshop at the Tourism Summit and lots of changes and updates required for businesses in 2017. She has spoken with Shannon Boston from Sault Ste Marie and workshops will be held so that business owners can take the one and a half day seminar at the end will have all qualifications needed for the update. More information coming soon as date is in the process of being chosen. There will be a fee for hall expenses and food.

Strategic Plan for the Chamber:

The committee feels the need for a plan regarding next steps and a 5 year plan needs to be in place before applying for funding for any staff or consultants i.e. Marketing Coordinator, Interns etc.

Options:

- funding is available to contract the work i.e. project driven
- graphic design, requests for proposals, creating of design, implementation and installation
- consider partnering to provide infrastructure of administration of the grant
- need to be prepared for auditing

Nordic Institute is a resource

Consider funding for a strategic plan to put a plan in place.

Motion: to pursue a strategic plan – Lois Hart / Second - Arlene Romberg – **carried**.

Motion: to pursue resources of funding to finance the creation of a strategic plan - Pat Peterson + Second – Cheryl McKay – **carried**.

Motion: to create a strategic plan committee with Edith to act as the lead for the committee and include a strategic plan update on the monthly agenda - Lois / Second Arlene - **carried**.

Bike Trails – Waterfront Trails:

Pat Peterson reported that the Provincial Bike Trails going across the Province of Ontario will be just north of the Town of Bruce Mines. The Provincial Organization will have signs and directions to encourage bicyclists to come into the Town to rest and refresh. This is another excellent opportunity for the Town and the Chamber to promote its facilities and encourage tourism.

Lake Huron Cycling Trail – (previous report):

Cheryl reported that there are trails from Sudbury to Sault Ste. Marie – Bruce Mines hosted a morning meeting for the by cyclists. Cheryl participated in the cycling to Echo Bay. The MTO has committed to paving highway shoulders for cyclists. This is a fabulous event.

Arena:

The transition of ownership of the arena has taken place. There is a need for the Agricultural Society joining the Chamber and for the Chamber to support the Agricultural Society to ensure their success in operating the Arena and the Fair Grounds.

Angel Street Lights:

Rick O'Hara reported that there are 20-30 angels which have not gone up for the past 2 years. The new angels cost \$700.00 each. The Chamber wants the keep the signs and remove them for repair.

Motion: Lois + Pat that the Chamber take back the signs and angels

Rydal Bank Historical Society:

Jean Hershey sent in the following report:

“The Rydal Bank Historical Society has set up the lights in the Rydal Bank Church for the Holiday Season. This annual display is popular with people travelling along Highway 638 during the long December nights. The lights are also a traditional part of the annual Rydal Bank Community Christmas at the Hall. This is a wonderful opportunity for villagers and former residents to gather together to celebrate the holiday and to continue the tradition of the Christmas Concert that dates back to the days of the Rydal Bank School. Children take the opportunity to perform on the same stage where their ancestors performed and they also have the chance to visit with Santa Claus. We are fortunate to have wonderful volunteers who make all of this possible.”

Business @ Six:

Bruce Station – Tues. Jan. 24, 2017 at 6:00 p.m. – Chili & Toast. This is a follow-up to the very successful Business Soup & Sandwich.

Trillium Seed Grant:

Edith Orr reported that more information. Deadline January 26, 2017 – application to be filed by February.

Heidi suggested that it should be a 2 year project.

For any future employee there is need for:

- Office space (rental)
- Office equipment
- Office supplies
- Photocopier
- Fax
- Telephone
- Job description
- Supervision
- Wifi
- Benefits
- automotive allowance
- payroll costs
- projects + deadlines

Need for 100% grant to cover this project

An employee had been hired in the past and was a major costly failure for the Chamber

There is a need to have a PLAN first before applying for funding.

Next Meeting: Next Meeting – Tuesday, January 03 , 2017 at the Union Library at 8:00 a.m.

Executive Meeting – TBA

*******(previous but still relevant reports)*******

Fund Raising Boxes:

Where are they ?

One could be used at the Business Appreciation Gathering

T-Shirts:

Heidi delivered \$831.00 from the sale of T-shirts

Intern:

Should the Chamber consider sponsoring this position?

North shore Marine Association is looking at hiring an intern in partnership with other organizations. Need office space + telephone line + supervisor. It is better for the Chamber to act alone to avoid numerous dynamics involving partners.

Goal Setting:

What are the goals of the Chamber for the next 5 years – we need a staff person.

We will put out a suggestion box at the Business Appreciation Evening – what do you want the chamber to do for your business.

The North Shore Network Session:

At ADSAB Board Room at 1 Collver Rd., Little Rapids – Wed. Nov. 23, 2016 from 9:30 a.m. to 12:00 p.m. – development of agriculture, life style development (waterfront development and assistant living lifestyle), tourism and business development

Cheryl MacKay and Heidi Werner would like to attend – confirmed. Perhaps Pat Peterson and Jim McCulloch

Hospitality Training – Customer Service Program:

The Town with the marina, park and mine shaft, the Chamber, the Historical Society with the museum all need to have access to a training program for volunteers and students and supervisors in the hospitality services. Valyne will look into the training in Spring 2017. A certificate will be issued at the end of the seminar. It will be 100% government funded.

***Workshops: Formula for Success**

30 supplies

30 infrastructure – staff, etc.

30 labour

10 profit

Q. what is your break even point ? – then go from there

Browns Island Little Free Library

Cheryl MacKay's presentation to the Town was well received. A chain saw carver who does beautiful work was interested in making a special book container was excited about the project.

(former report)

Jim presented a draft Lighthouse storage for the books.

Cheryl MacKay – a box filled with children and adult books – take one – leave one. There are 40,000 around the world – there are a couple of places in Ontario with the little free library. There is 1 location in Soo, Michigan – none in Algoma District.

Each location has to be registered \$45.00 which gives a plaque to be put on the box.

Bruce Mines box could be nautical in design with a copper roof. Some of the sitting benches have a "dog hook" to attach the dog leash to. There is a need for a Steward to monitor the project.

Cheryl has agreed to head up this project.

Jim has agreed to build a kiosk and have it ready for the Spring.

Motion: Pat Peterson + Lois Hart that Cheryl MacKay and Jim McCulloch head up the Little Free Library Project – **carried**

Teeny Tinny Summit

David Trivers approached Edith Orr about bringing in the Summit. This could be a joint project with the Chamber and another Organization on how to develop the community.

The speaker would have to be booked for the spring of 2017. It would be regional in coverage – Echo Bay to Iron Bridge.

Some players could be Central Algoma Freshwater Coalition, Johnson Twp Farmers Market, Algoma Food Association, maybe the Agricultural Ministry, maybe the Ministry of Northern Affairs.

Motion: Lois Hart + Jim McCulloch that the Chamber support the Teeny Tinny Summit project and to be kept informed about this project - **carried**

Marina Brochure:

Jim McCulloch reported the marina brochure has to be updated – there are 850 bags to be distributed – we need 850 brochures + extras. This will have to be done in October and November in time for the annual meeting of the North Shore Marine Association. There was suggestion of having photos in the brochure – photos enhance the brochure. A brochure about the Centennial 150 could also be included in the bags.

New Businesses:

There should be some type of welcome package from the Chamber. A free membership certificate + info on the benefits of being a member

Motion: Jim McCulloch + Pat Peterson that Edith Orr and Arlene Romberg be designated as a Member Committee - **carried**

Fall Fair:

The chamber will set up a tent to sell t-shirts and hand out brochures. Michael Peever will loan his tent for this event.

Volunteer Appreciation:

Lois Hart feels that Citizen of the Year is an excellent event to show appreciation to a particular individual(s). There is a need to show appreciation to many people. A luncheon ?A soup and sandwich at 6:00 a.m. with a Chamber meeting at 7:00 p.m. Ask the Town to donate the Community Hall or the Lighthouse Lounge for this event. All volunteers – children to adults Jocelyn Twp has a dessert event for their volunteers at 7:00 p.m.

Motion: Heidi Werner + Cheryl MacKay will work with Lois Hart a dessert night for all volunteers – **carried**.

Motion: Heidi Werner + Lois Hart that a soup and sandwich event for chamber members be planned for the future.

Need More Time:

There is so much energy at the meeting – we need more time for the meetings.

Algoma Sno-Plan:

Pat Peterson – reported that Algoma Country is in the process of selling and designing the Algoma Sno Plan Map. In previous years the Chamber and Town have shared advertising space. The cost for 3.5" x 2" space is \$300.00 + tax. The Town has indicated that they will do so again this year.

Motion: Pat Peterson + Brian Torrance that the Chamber share with the Town the cost advertisement of \$169.50 – **carried**

Sustain Algoma:

Heidi Werner reported 200-300 people came through. The Chamber had a great presence. The Chamber booth looked good. Bruce Bay Cottages & Mariners Cove were there – had a tourism flavour to it.

Chamber Storage Building:

Pat Peterson thinks there should be a fall clean-up + inventory of what is there. Lois will organize the shed clean-up sometime in September.

Chamber Face Book Page:

Heidi has offered and the Chamber agreed that Heidi be one of the administrators for the Chamber facebook page.

Marina Committee:

Jim McCulloch reported that Gardner is reconnecting 14 new anchors which has disappeared and are being replaced.

Bruce Mines Brochure:

There is a need to review, amend and reprint the brochure with the change of businesses taking place.

Insurance:

The policy has been amended and renewed with the premium of \$1,476.00

Placemat Project:

A sample of the placemat/brochure was presented at the meeting.

Joint Meeting & Municipal Attitudes & Business Attitudes:

It is reported that the Township needs amendment to fire agreement to include grass fires – Town will act on grass fires but won't put it in writing.

Arena – there are 2 conflicting proposals from the Agricultural Society.

There is a general feeling that many municipalities do not see themselves as a stimulus for business development which is in their mandate and a very important element of their mandate that is being ignored. Municipals are to be the ambassadors of their local businesses – not to put those businesses down.

Tiams Report – online – is free software that will calculate the economic impact a particular event will have on a community.

The Sault Ste. Marie Innovation Centre – has programs and information on what has economic impacts on a community.

East Algoma Community Futures – Shawn Heard from Blind River is a strong supporter for the area.

We need to obtain information as to the economic impact of the upcoming Classic Car Show/Community Night.

Some are amazed at the resentment and negative attitudes of the area which is totally senseless. There is a need for development for a community spirit. A price tag cannot be put on every event.

A number of local businesses do not support local events because “they are the only business in town” and feel they don’t have to contribute in any way whatsoever as they benefit from the events anyway.

Volunteer Fair:

What about putting on a volunteer get-together over a BBQ of burgers, etc. and invite the younger (and older) members of the community to come out and get involved.

Memberships:

Arlene Romberg reviewed past 4 years of memberships – to date our paid up memberships are ahead of past years – many memberships come in late spring and early summer when businesses open for the season.

PayPal:

We should think about adding a tab to the Chamber website for “paypal” and another tab for “donations” for the business scholarships, etc. Arlene will be in touch with George Cragg about web designs.

Central Algoma Freshwater Coalition:

No report

Simpson Mine Shaft:

No report

Sault Ste. Marie Chamber of Commerce:

Pat Peterson reported that the Soo Chamber is now on Facebook to you can “like” them and receive their upcoming events

Grant Application Program *(post meeting)*

Valerie Harting sent an email to Larry Peterson offering her experience, time and talent is preparing Grant Applications for any organization who wishes to apply. This is one offer the two Historical Societies and the Chamber cannot afford to let slip by.

Arena:

No report

Donation Boxes: - they are in – signs promoting the CASS business student scholarship is being made up.

Artisan Market:

No report

Library:

No report

Welcome Package

No report

GeoThermal:

No report

Policy & Procedures:

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:

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

Library:

No report

Royal Canadian Legion:

No report

Bruce Mines & District Lions Club:

No report

Executive

President – Arline Connell

Secretary – Carol Rickard

Treasurer – Patsy Golec

Meetings held 1st Thursday of the month from September to June at Light Haven, 7:30pm.

SnoGlyders:

No report

President Chris McMillan phone number is 705-941-8700 and email anglerchris@bell.net.

Agricultural Society:

No report

Horticultural Society:

No report

2016 officers are: : Betty-Jean Smith as President; Paula Matheson as Vice-President and Maggie Willis Secretary-Treasurer. Interesting stats: membership for 2015 = 73 which is 26% higher than previous year AND our volunteer hours increased by 30% - enthusiastic momentum in our group.

North Channel Geocache Event:

No report

ADSAB:

No report

Miscellaneous:

None