

Quick Note: With Canada's 150th Centennial in 2017 with a lot of local activities being planned + the recognition of a painting of the Town by one of the famous Group of Seven Painters + Promotion of Tourism and Homecoming Events – 2017 is going to be one very busy year! I have included past minutes as there is a lot of background information such as the famous Painter, Tom Thomson, Tourism Excellence North and Canada 150.

This is the one organization which attempts to make public the activities of numerous organizations which make this community a great place to live, raise a family, operate a business and retire. All of these organizations, including the Chamber, are in need of volunteers who have a passion for the betterment of our community. People have to take the initiative to get involved.

BRUCE MINES AND AREA CHAMBER OF COMMERCE
Tuesday, Jan. 03 2017 – 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
Brian Torrance – Torrance Custom Interiors
Pat Peterson – Bruce Bay Cottages & Lighthouse
Rick O'Hara – Town Councillor
Arlene Romberg – Wyz-Gyz French Fries
Edith Orr – Johnson Farmers Market
Heidi Werner – Wooden Boxes
Cheryl MacKay – North Channel Current

8:45 a.m. arrivals

Jim McCulloch – Retired
Lois Hart – Registered Psychotherapist

Guests:

Joan Peden

Regrets:

Jean Hershey – Rydal Bank Historical Society

Call to Order:

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

Past Minutes:

Motion: Larry Peterson + Heidi Werner that the minutes of Tues. Dec. 06, 2016 be adopted - **carried**

Treasurer's Report:

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

Tourism Excellence North

Pat reported that she and Edith have organized a presentation – Edith will make a presentation to Johnson Twp Council. They will look into

Group of Seven Painters & Town of Bruce Mines:

Pat Peterson reported that Tom Thomson did a painting of Bruce Mines – the location of the painting is from behind Bobbers – shows Snyder Mills – there will be 4 historical signs to be erected – Barrie – Bruce Mines – Sault Ste. Marie and Rossport. Michael Burch will be available to make a presentation on the artwork.

Motion: Pat Peterson + Cheryl MacKay that the Chamber approach Michael Burch to make a presentation on the Tom Thomson of Bruce Mines at a date to be announced. Michael Burch and Algoma County are enthused about the project – **carried**.

Business at 6

Heidi Werner reported that the event will be January 24, 2017. There is some discussion over “charging”. Budget \$384.00 so far. Bruce Station Hall will be donated by the Township.

Discussion on whether to charge or not to charge at the second gathering set for of public gatherings.

- Option: - no charge + donation jar
- Charge \$5.00 + \$10.00 + donation jar
 - Charge \$5.00 + \$10.00 (no donation jar)
 - There is a need to make the event fun – mix the business with the social

Motion: Cheryl MacKay + Edith Orr that the January gathering will be without charge and a donation jar will be available for those who wish to give.

Motion: Heidi Werner + Edith Orr that the Chamber approve the budget of \$384.00

Policy & Procedures

Edith Orr handed out forms to assist in the development of Roles & Responsibilities.

Business Directory

Edith Orr - there is a need for the Business Directory – benefits for Chamber members + additional costs to list business members who are not members.

Membership's deadline must be March 1st to get the Business Directory out by mid April.

Members will be on printed form and on the website.

Cost to non-members - \$30.00 or \$40.00

Motion: Arlene Romberg + Pat Peterson that the cost for non-members to be listed in the business directory and on the website without a link to be 60% of the current membership fee per year – **carried**

Motion: Cheryl Mackay + Pat Peterson that any applicants to the Chamber membership/ /directory/website to have a late fee of 10% applied if after the deadline of March 1st

Risk Management Policy:

Edith Orr reported that policies are being drafted and will follow the 10 management policies for volunteers.

Canada 150:

Jim McCulloch reported that various groups were contacted before Christmas and there will be follow-up very soon.

Citizen of the Year:

Larry Peterson reported that Maggie Willis has agreed to be our Citizen of the Year for 2017. Maggie has been municipal councillor, Mayor, President of the Chamber, President of Minor Hockey, organizer of numerous public events like Winter Fest, Heritage Day in Bruce Mines. Friday February 17th – waiting to see if UCW are able to cater to this event. Community Hall has been booked for Feb. 17.

Valentines Dinner & Dance:

Lois Hart was at the Firemen's Ball on New Year's Eve – There were 60 - 70 people at the dance – there were a lot of young people there with a lot of energy and enthusiasm. A dessert auction would help with fund raising.

What about a St. Patrick's Day dance which is later in the year.

Usually dances do not make money – there are exceptions.

Funding Raising:

Cheryl MacKay reported about an Event at Country Roads – people would be on a tour and would bid on a painting that was being painted at that time. The artist was Gladu - It would be nice to have the painting tour at the Tom Thomson ceremony.

Meeting Adjourned**Next meeting:**

Tuesday Feb. 07, 2017 at 8:00 a.m.

******notes from past minutes which are still relevant today******

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

Group of Seven Painters & Town of Bruce Mines:

Pat Peterson reported

Tom Thomson painting:

What an opportunity for the Town of Bruce Mines! Tom Thomson's painting of the Town of Bruce Mines has been identified as being from the area of the Marina. The painting includes the crane and the jet out of land from the Snyder Mill located in the vicinity of Torrance's house. The Art Gallery of Toronto has the copyright to the picture so at this point cannot be shared until Michael Burtch has permission to do so. I am in the process of doing some research for maps of the Town for 1912 which I think Larry might have and looking for pictures of that time period. Jane Strum and the Historical Society will be contacted about this.

Algoma Country has applied for Fednor Funding for 4 Moments of Algoma monuments and approval should be known March or early April. Bruce Mines has the opportunity to receive one of these monuments which could be placed on Town property at the waterfront. Once the funding has been approved hopefully by March April the Town will be contacted about location and etc. The other monuments in the planning process for 2017 are to be placed at

the train station in Barrie where they caught the train which has been redecorated to look as it did 1912, Bruce Mines, the train car that they travelled in, and Rosspoint.

Michael Burtch would enjoy coming to Bruce Mines to talk about the 1912 trip that Thomson took with William Broadhead down the Mississagi, their ill-fated run through the Forty Mile Rapids and their brief time in Dunn's Valley and Bruce Mines . He will talk about the reasoning behind his attribution of the painting site for " View Over a Lake: Shore with Houses" to Bruce Mines. He will also talk about why he thinks that trip was important enough that A. Y. Jackson recreated it with Dr. James MacCallum in 1922.(except that they didn't dump their canoe). The possible dates are Sunday afternoon April 30th or Tues May 2nd evening and the Town Hall is presently free for both dates. This event will be called " Tom Thomson Paints the Town". He will also show the movie "West Wind" which has a rental fee of \$250.00 but he will try to get that waived. Algoma Country will assist with equipment for showing of the movie and etc as they wish to be involved in the event as well. I believe that this will be an event to remember and will attract people from all along the North Shore . It is hoped that by the time of this event funding will be approved and those that are interested could hike down to the waterfront for the view of where the painting was painted from.

The event " Tom Thomson Paints the Town" has the possibility for joining the 150 Celebrations and this will be decided in the near future. Also has possibility for May Chamber after 6?

Things to be decided: -

- date Sunday afternoon April 30, or Tues May 2 2017 plus location Town Hall or Lighthouse Lounge*
- would like someone to take on marketing of this event. Should include all of North Shore and SSM*
- Chamber will be responsible for food - tea coffee water punch plus sweet treats like stepping back in time, ginger & shortbread cookies and etc. Maybe popcorn for the movie. Anyone who wants to assist with this please let me know*

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 The plan is to include Johnson Township and Plummer Additional. I have already forwarded the form to Mayor Lory Patteri. I would like to fill out the form mid Jan and make suggestions for list of Tourism things to do in the area and Etc. Will bring results to Chamber meeting in Feb. Cheryl would love to know where the falls are that you mentioned. Will then contact Tourism Excellence North to see what the next step is for Wayfinding or branding.

*****Previous Report*****

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 to 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 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)	Wifi
Office equipment	Benefits
Office supplies	automotive allowance
Photocopier	payroll costs
Fax	
Telephone	
Job description	projects + deadlines
Supervision	

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.

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 hiding 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.

Johnson Farmers Market:

No report

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.

Library :

No report

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 so 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 Cragg 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