

BRUCE MINES AND AREA CHAMBER OF COMMERCE
Tuesday, May 02, 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
Pat Peterson – Bruce Bay Cottages & Lighthouse
Edith Orr – Johnson Farmers Market
Richard O'Hara – Town Councillor
Jim McCulloch – Retired
Lois Hart – Registered Psychotherapist
Heidi Werner – Wooden Boxes
Cheryl McKay – North Channel Current
Joyce Boismier – French Fry Committee

Guests:

None

Regrets:

None

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. April 04, 2017 be adopted - **carried**

Treasurer Report:

Larry Peterson + Jim McCulloch that the Treasurer's Report be adopted as presented.

(Motion: Larry Peterson + Cheryl McKay that the Chamber send in the \$100.00 scholarship cheque to CASS)

Tom Thomson - Group of 7:

Pat Peterson sent in the following report:

Tom Thomson "Paints the Town"

90 attended plus 10 people involved in working the event at the Town hall held Sunday April 30th at 1:30pm. They came from Sault Ste Marie to Blind River, St Joseph Island and our area.

Michael Burtch enlightened us about Tom Thomson and the time he spent in our area in 1912

Carol Caputo, Executive Director of Algoma Country gave us an update on the Moments of Algoma and the importance of the Group of 7 Driving Tour for our area. 60% of funding is approved and she has high hope remainder will be approved. Hopeful that the Moments of Algoma easel and bench will be completed by fall.

Great time was had by all. Sean and Holly Woudstra built and painted the sign that was used to mark the spot where Tom Thomson sat in 1912. Many thanks to ladies who made

all the delicious cookies and Chamber members who assisted with hosting this event. Algoma Kinniwabi paid for the gift for Michael Burtch purchased from S & S Creation. Another Tom Thomson Event will be held once the Moment of Algoma Easel and Bench is in place.

Cash collected was \$614.05. Expenses for the event for marketing, beverages and token gift for Carol \$ 78.13 leaves \$535.92. I feel \$250.00 of the money should be set aside for the next Tom Thomson event as, at this time, feel we should not charge guests to attend the ceremony and would like a piper and perhaps cake, coffee and tea and punch at the waterfront. If it is decided to do a dinner then a fee would have to be charged.

Donation to the Canada 150 will be \$ 285.92

Motion: Pat Peterson+ Jim McCulloch that the sum of \$78.13 be paid for expenses + \$250.00 be set aside for the Fall Ceremony and \$285.92 be paid to Canada 150 - **carried**

Tourism Excellence North:

Pat Peterson submitted the following report:

Executive Summary Tourism Excellence North Assessment Tools

The 2016 Tourist Excellence North (TEN) assessment is now complete.

Together we have much to offer Tourism. Presently the area has 7 Cultural & 7 Natural and 14 plus Man - Made Attractions and amenities that attract visitors to come, visit, stay and shop. If the baseline assessment exceeds the 121- point threshold; then, the area has the potential to further develop tourism. Our combined total was 137. Developing a joint tourism strategy would bring tourists to the area to spend money - boosting the economic sustainability of the area, its businesses and its residents.

The area is located along the Trans-Canada highway and its southern border is the north shore of Lake Huron. Our area is the gateway to the North Channel which offers world class boating. Our location is a good day drive from both Toronto and Thunder Bay or a 40-minute drive from Sault Ste Marie and offers a perfect location to stop the car, to get out, to explore and to experience the area whether on foot, bicycle or on the water.

Bruce Mines with its gift and antique shops, groceries store, LCBO outlet, restaurants and take-outs, bank, post office, marina /waterfront and other amenities, it is posed as the gateway to the area. A wide variety of accommodations are available either within the town (3) or Plummer Additional (7). Wherever you are, it is only a short distance to the town.

With beautiful landscapes, productive agricultural, farmers' markets, farm gate sales, public boat launches, fishing, home based industry and artisan outlets, the opportunities are limitless while still preserving the quaint, quiet, and rural atmosphere.

Tourism Northern Ontario has developed Tourism Excellence North (known by the acronym TEN). Assessment tools are customized for use by tourist operators, communities and organizations to assist with improving the quality of the tourism product and to enhance the visitor experience. Visit www.tourismexcellencenorth.com to access the Community Assessment tools and for training solutions to strengthen Tourism in Northern Ontario. Being aware of what the area has to offer Tourism and what is in our own backyard, is the first step in developing Tourism for the area.

Moving forward all communities are now aware of their Tourism assets. Together our area can be marketed as a Destination Area. Marketing can be done on our websites, Social Media, and in print in the Algoma Country Travel Guide, The BMD Chamber of Commerce brochures plus your own brochures. One can only wonder what might be achieved through a collective approach to enhancement and marketing.

The Bruce Mines & District Chamber of Commerce wishes to thank the municipalities and individuals for your time, effort and insights in completing and participating in the 2016 TEN assessment. Annual or semi-annual reviews will capture the growth and improvement over time as the baseline has now been established. For more information you can contact, the Bruce Mines and District Chamber of Commerce, email: pat.peterson@sympatico.ca or 705 254 9454

Today – Pat will hand deliver to each municipality a copy of the results and assessment materials.

Sustain Algoma:

Edith Orr reported that

Sustain Algoma: Saturday June 3rd, 2017 9 a.m. – 3 p.m.

Concurrent to the opening of the Market in Desbarats

Concurrent to an All-U-Can Eat Breakfast Buffet – Co-hosted by the Johnson Recreation and the Johnson Volunteer Fire Department.

Motion: Heidi Werner+ Cheryl McKay that if the Chamber can find someone to manage the Chamber table that the Chamber allocate \$200.00 for this event. - ***carried***

Canada 150:

Jim McCulloch reported that the next meeting this Wed. at 1:00 p.m. at the Arena. Items of discussion red chair interviews + dump tank project +other matters.

Heidi Werner reported that the Canada 150 package is now complete. – all foods, activities, reservation packages etc are now complete.

Our Canada publication want photos and a write up of our celebrations. Canada 150 T-shirts listing all local locations inside a maple leaf. 50 for volunteers, 50 for the boxes and the balance to be sold.

North Channel Marine Tourism:

Jim McCulloch will prepare a final report. Discussion on “provisioning port” and “destination port”....Bruce Mines is ideal as a “provisioning port”. There is a need for a regional plan for tourism. Motorcycling – travellers only carry a credit card. Tourism Northern Ontario want a Tourism Excellence North Assessment on Marinas – just like the one Pat Peterson did for local tourist attractions. There are discussions of developing a Marina Passport which has a detailed attraction of each marina and each boater could have the passport stamped at each marina.

Insurance:

Moved by Jim McCulloch + Lois Hart that the Chamber pay the following – **carried**.

That the Chamber approve paying insurance premium to Algoma Financial Group as follows:

General Liability (\$5,000,000)	\$895.00
Standard Non-Owned Automobile (\$5,000,000)	\$110.00
Commercial Property \$10,000 (Property Floater)	\$540.00
- Location is protected no matter where it is located	
Directors & Officers (\$2,000,000)	\$564.00
Sub Total	\$2109.00
Tax	\$274.17
Total Insurance premiums costs	\$2383.17

Comments – the annual income of the Chamber is \$3,000.00 and the premium is 75% of the income. We are not training chainsaws.

Membership Report:

Edith Orr reported:

Membership Report as of April 30th, 2017 – it is now out-of-date

	2012	2013	2014	2015	2016	2017	
						On line	Printed Directory
<i>Recorded Contacts</i>	29 <i>Members</i>	36 <i>Members</i>	29 <i>Members</i>	40 <i>Members</i>	43 <i>Members</i>	63	12

The current membership stands at 63

Business: 47 Businesses **Organizations:** 14 **Individuals:** 2: **Directory** 12

Total supporting the work of the Chamber 75 at present.

Anticipating 3 more businesses to join as members

Printed Directory: the information for the directory map is now at the Sault Ste Marie Innovation Centre. Therefore, any business joining now will be included in the on- line version only. Currently working on the printed info for the printed directory and the graphic design element. I have been unable to locate the **window decals**. Most plaques and stickers have been delivered.

Barter in Bruce Mines: (old report)

Heidi Werner reported that she reached out to a small committee Lenny Smith, Marla McPhee, Eve Webb, Mariners Cover – sold 5 tables inside the Hall – yard sale, trunk sale, artisan sale, Selling a yard sale kit - \$10.00 registration fee – balloons, signs and put on the map. This is set for May 13, 2017

\$20.00 for inside table \$10.00 for outside space – bring your own table – registration paid in advance.

- 3 locations at the Cove will be out
- 16 tables in the Community Hall (total 22 tables)
- 10 yard sales buying sale kits
- 2 trunk sales on Main Street.

Major advertisements will be starting this week in North Shore Sentinel and North Channel Current Friday night set up

Marketing Committee: (Heidi Werner/Edith Orr/Cheryl McKay/Larry Peterson)

Cheryl McKay presented the website analytics. 2016 our Facebook coverage went up and may have created a drop in website visits.

Brochure is in the works – membership has been tapped for money – need to create a Fall Fund Raiser to help pay for the brochure. The 10 spots will promote local attractions in the area.

Regional Economic Committee: (old report)

Edith Orr reported there is discussion on the Formation of a Regional Economic Committee from Prince Twp to Sagamok. There is a meeting tomorrow Wed. March 08, 2017 at 1:30 in Iron Bridge. There are 23+ entities – 5 are first nations. Looking at a Not-for-Profit Entity.

Customer Service Workshop:

Michelle reported that the Workshop is scheduled for May 16 from 3:30 p.m. to 5:00 p.m. Michelle is try to find a poster to promote the event. Cheryl McKay is interested in developing a poster. Edith mentioned there is a large number of “home schoolers” who may be interested in the program.

The Customer Service Workshop 1.5 hour geared mainly to high school students – but open to everyone – need to get 10 students. Location at CASS Employment would hold the seminar – there may be a room charge at CASS which could be covered by the Chamber - \$10.00 - \$15.00

Little Free Library:

Tues. May 30th - After 6 - Bruce Mines & District Chamber of Commerce - 6:00pm - 8:00pm at pavilion at Bruce Mines Waterfront . This event will be held outdoors at the waterfront pavilion in Bruce Mines. There will be a special unveiling of the chamber's new little free library, It will be the last After 6 of the season. They will resume again in September. It will be a BBQ with salad and cookies for dessert. Donations appreciated to help cover food costs. Please RSVP 705-542-1308 or email after6bmdcc@gmail.com

The Waterfront Bicycling Trail: (old report)

Cheryl McKay is pursuing this project with the provincial organizers. Cheryl received a draft write-up about the Bruce Mines along with links to various local websites.

Rydal Bank Historical Society Report:

Jean Hershey sent in the following report

The Rydal Bank Historical Society's Annual Meeting will be held on Sunday, June 4 at the Rydal Bank Community Hall.

This year the meeting will build on the Bruce Mines and District Chamber of Commerce's Canada 150 'Come Home' theme.

Randy and Debbie Burns will present the Historical Topic. Former residents of the Rydal Bank, Randy and Debbie have remained involved with the community and are vital members of the Society. They will present memories of Rydal Bank. Further developing the theme, Valerie Burns King will speak at the Rydal Bank Annual Church Service.

*The business meeting begins at 4:00.
A Potluck Supper will follow the meeting at 5:30.*

*The Annual Church Service at the Rydal Bank Church will follow at 7:00pm. Valerie Burns King will lead the service. Special music will be provided by Paul Discher and friends.
The public is welcome.*

Bruce Mines & District Historical Society:

The Annual Meeting will be held at Lighthaven Common Room on Tues. May 16, 2017 at 6.30 p.m. – business portion .The Painted Land will be shown at the meeting at 7:00 p.m....it is a 70 minute production.

New Business:

Website:

Discussion of connecting to North Channel Current –

Q. is the North Channel Current connection to replace the Chamber's Calendar of Events?

Q. is the North Channel Current connection to be in addition to the Chamber's Calendar of Events?

Motion: Jim McCulloch + Lois Hart that the connection with North Channel Current parallel to the Chamber Coming Events and to be reevaluated by the Marketing Committee – **carried**.

Motion: Heidi Werner + Jim McCulloch that the Marketing Committee appoint a person who is to be a contact person to update the Chamber website.- **carried**

Motion: Heidi Werner + Lois Hart that the Marketing Committee be authorized to update the information on the website as needed and Heidi Werner be the designated person to do so – **carried**.

Next Meeting:

Tuesday June 06, 2017 at 8:00 a.m.

Meeting adjourned at 9:30 a.m.