

Lyndhurst, Seeley's Bay & District Chamber of Commerce

MINUTES

7:00 pm Thursday, October 29th, 2020

Virtual Zoom teleconference Meeting

Executive Only

In Attendance:

John Sideris – President	Wings Live Bait & Tackle
Annick Rousseau – Treasurer	Berry Homestead Farm
Irene Davelaar- Secretary	Sliabhin Custom Apparel
Ken Davies- Director	Ken Davies Logistics Development
Tanya Hammond	Write Time
Heiner Kammann- Director	Gleanna Lea Farms
Guest McKenna Modler	TLTI Digital Service Squad Representative

Meeting opened at 7:12 pm

1. Correspondence John Sideris

- 1.1 A proxy vote was sent by John Sideris to the Ontario and Canadian Chamber of Commerce AGM.
- 1.2 Two more letters were received from Pic Rights Int.

2. Minutes Irene Davelaar

Highlights from the September Minutes were read.

Tanya Hammond motioned to accept the Minutes as read. Seconded by Ken Davies. Passed

3. Treasurers Report Annick Rousseau

The Treasurers report was submitted and reviewed. An amendment was made to the amount of 2021 Membership fee submitted by Eternal Care Cremation.

A total of \$75.00 was donated by businesses participating in September's Sidewalk Sale. It was decided to add \$125.00 from the LSBC to make a total \$200.00 donation to the Turkey Fair Committee for future event advertising costs.

Ken Davies motioned to accept amended Report. Seconded by Tanya Hammond. Passed.

Attached see October Treasurer Report and Leap Program Summary.

4. Township Update: McKenna Modler

Mckenna Modler, Digital Mainstreet Squad member with Township of Leeds and Thousand Islands was on hand to explain some of the facets of the new program set up to assist local businesses to adjust to changing economic climate.

So far, the program has helped 20 local businesses. Some of the areas of assistance are: getting on-line, advertising with social media, and creating a google profile. There is also a 6 week program to assist in either creating a new website or fixing up an old one.

Opportunity is also on hand to apply for a Digital Transformation Grant.

McKenna, bright and eager, has a fresh outlook for down-turned business owners. McKenna sees her role as to assist local businesses discover what is lacking; assess what is in place; and set goals and connect with the assistance to attain those goals.

To reach McKenna e: businessadmin@townshipleeds.on.ca

Also see attached Digital MainStreet Media Kit for further explanation.

5. Membership Drive & 2021 Directory- John Sideris / Heiner Kammann

2021 Membership Drive has begun. Membership fees, currently by cash or cheque, must be submitted to Treasurer (can be dropped off at Wings Live Bait and Tackle as an accessible drop off point).

Heiner and Rena will work on the 2021 Directory. Heiner Kammann will be the sole point of contact for Membership Information for the 2021 Directory. Barbara Jordan will be approached to assist with printing/publishing and will look after the photos for the upcoming directory.

As e-commerce continues to expand, it has become more necessary to set up the LSBC with a method of electronic banking. A goal of getting emt service by the end of 2020 has been set.

Annick Rousseau advised that it must be an account for a non-profit organization.

Ken Davies will contact TD Bank and research possibilities.

Heiner Kammen & John Sideris will set up an appointment with BMO Athens to research possibilities there for a suitable emt account for LSB & District Chamber.

6. Membership Update- Ken Davies / Annick Rousseau

Two new memberships have been handed in.

7. Leap Program Update: John Sideris

The Leap Program is a two year program until 2022, giving purchasers of gift certificates ample opportunity to redeem their value. Discussion was held as to how to continue with the program...to be continued, stay tuned!

8. Website/ Facebook- Tanya Hammond.

Tanya has recently attended four internet events on behalf of LSBC.

1. Small Business Summit
2. CFIB Webinar – Customer Engagement
3. Recover, Restart, Rebound
- and 4. Teeny Tiny Summit

The Teeny Tiny Summit provided some great information for community organizations and talked about the Resilient Community Fund - Ontario Trillium Foundation.

Tanya gave an interesting and informative report. Some points to consider:

1. Don't stop marketing, even if closed temporarily.

2. Branding, whether for an organization or an area, is important. Individual businesses or streetscaping, each has a role to play in the overall economic picture.

On the LSBC website and facebook pages, Tanya reports that more responses are seen to posts regarding small business activity rather than COVID related posts. With this in mind, Tanya is concerned that the LSBC fb not be overloaded with COVID related information that is already available on the Township website along with all related links. Overloading the LSBC site with news related information possibly diminishes the viability of an important marketing venue for local businesses.

Discussion was held as how to get different types of information out to the membership.

Shop Local Campaign: A suggestion was made to link videos made by Twp of local small businesses to LSBC fb/website.

Tanya Hammond has regretfully submitted her resignation from position of LSBC Website programmer. Her duties and commitment to two other positions taking a greater part of her time, Tanya feels unable to apply the care she would like to the Chamber Website. Tanya has agreed to stay on until the end of December 2020 and promises to continue to shine a spotlight on local businesses and community.

Thank you, Tanya, for all your efforts, endeavours, honest opinions, and digital instruction!

9. First Aid Course: John Sideris

No Members were available for previous two dates of First Aid Course.

One more date will be set in November, to be posted when available.

10. Nominations for next month's Election

President : John Sideris accepted

Vice President: Ken Davies accepted (on condition of not stepping up for President position)

Treasurer: open

Secretary: Irene Davelaar accepted

Director: Tanya Hammond respectfully declined

Director: Annick Rousseau accepted

Director: Heiner Kammenn accepted (as well a Membership Chair)

Director: open

Director: open

Nominations are still open – please come forward with nominations!

John and Tanya are going to put wording together for ads to be posted for fb and Treasurer positions.

11. New Business:

1. PEER meeting report: Ken Davies

The meeting was held at the Township Office with social distancing and masks.

Due to a lost revenue of \$1.5 million from the Casino, changes in operation are inevitable. Co-operation from the whole community is asked for. There will be no Grant Program in effect this year.

Parks program have hired staff and are working.

A presentation was given by McKenna Modler, Digital Mainstreet Squad member; emphasizing that other businesses, not just 'mainstreet', will be helped.

Plans are being made to have a Santa Claus parade in reverse; where community members can drive by and view Santa Claus from the safety of their vehicles.

Ken Davies took the opportunity to thank the Township for their support in the Leap Program.

The Township stated that it is willing to work with local business having trouble in regards to taxes (before it is too late).

The Food Bank location is to be changed to the Fire Hall Community Hall which is on the main level. Discussion was held on making the Food Bank mobile. For more information contact Kim Goodman.

12. Next Meeting: November Executive only Virtual Zoom

Or

In Person with rest of membership as per Health Guidelines.

The next meeting will be the Thursday 26th November, 2020

John Sideris will find out from the health Board the Regulations required for an in person group meeting at that time. If possible, the meeting will be RSVP for in person attendance, with opportunity for others wishing to listen in on speaker phone.

Details forthcoming when available.

Ken Davies motioned to close the meeting. Seconded by Tanya Hammond. Passed.

Meeting closed 8:51pm.