

Lyndhurst, Seeley's Bay & District Chamber of Commerce

MINUTES

7:15 pm Thursday September 24th, 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
Guest: Kim Goodman	Township Leeds

Meeting opened at 7:20 pm

1. Correspondence John Sideris

Another letter was received from PicRights International.

2. Aug Minutes: Irene Davelaar

Highlights of the August meeting minutes were read.

Annick Rousseau motioned that the minutes be accepted as read. Seconded by Ken Davies. A proxy vote was submitted by Heiner Kammann to accept the August Minutes. Passed.

3. Treasurer's Report: Annick Rousseau

A September Treasurer's Report was presented. Cheques have been written to LEAP Program participants, Advertising was paid for and a cheque for \$1,800.00 was received from Ontario Chamber as COVID related assistance. See attached Treasurers Report.

Tanya Hammond motioned to accept the Treasurer's Report as presented. Seconded by Irene Davelaar. A proxy vote was submitted by Heiner Kammann to accept the Treasurers report. Passed.

A 'Thank you' was extended to Annick for her work as Treasurer. The Chamber is still looking for a new Treasurer to take over next term. Annick is willing to stay on to assist in the transition.

4. Township Update: Kim Goodman

A very informative presentation was made on behalf of the Township by Kim Goodman on the extensive work being done for the business community and community as a whole.

4.1 The Economic Development Committee is in continued discussion with the St. Lawrence Corridor Economic Commission (a commission that looks to develop the area as a whole.); the Economic Development Committee seeking to receive full benefit of its membership;

developing a sound economic strategy that sustains the core and then addresses regional challenges.

4.2 The Township has been working with Gananoque on a 2 yr. project: Innovation through Commerce. An example of this is the Sunflower Campaign. In November there will be workshops made available on diverse opportunities for knowledge building such as Marketing, and reassessing account books.

4.3 There is Focus on Farmers Markets to engage and support the Agricultural Community. A kick off meeting will be in early October. October 5-11 is Ontario Agriculture Week.

4.4 The Township has received \$20,000.00 and is partnered with Gananoque for the Digital Mainstreet Program. A Program to support businesses on main streets; improving on-line presence and develop marketing tactics. Through this program, the Ontario Ministry of Recreation and Tourism Businesses will be in contact with 50-80 businesses over the next 3 to 4 months.

4.5 PEER meeting. There was a budget presentation at the meeting and work being done on Municipality Budget. The Casino being closed due to COVID has impacted revenue; emphasizing importance of capital projects. It is hoped to push Park projects.

4.6 Kim Goodman encouraged the Lyndhurst, Seeley's Bay & District Chamber to send in budget requests, and to champion local business events that welcome business and public to the area.

An Agenda of Economic Development Committee meetings will be made available to the Lyndhurst, Seeley's Bay Chamber Executive providing opportunity for input. Ken Davies added that he is willing to attend the Economic Development Committee meetings.

See leeds1000islands.ca for upcoming meetings schedule.

5. Membership update: Ken Davies / Annick Rousseau

There are 77 members to date. The Recruiting Drive will begin in October. John Sideris proposed keeping the membership fee at \$75 for 2021, with no late fees included and raising the membership fee in 2022. Discussion was held.

Ken Davies motioned that Membership fee be \$75 for 2021 and the fee of any new 2020 members will cover the remainder of 2020 as well as 2021. Membersip fees to be raised in 2022. Seconded by Tanya Hammond. Passed.

*To save time and trouble for 2021 Directory printing, all business information of Membership to be captured at time of membership application form submission.

6. LEAP update: John Sideris

Fall being a good marketing time, businesses are selling more Gift Certificates. The urgency being to inject more dollars into local small business, continued sponsorship will be solicited.

7. Web Site/Facebook: Tanya Hammond

Tanya attended a RTO 9 Tourism Conference on-line. Points presented valid for the current times:

- Consider residents feelings (as to COVID concerns) when making decisions by focusing on regional customers as opposed to farther afield.
- Start advertising to residents who would generally be snowbirds; message indicating 'this is what you can do close to home'.
- Reminded that each can be an ambassador for others.

Congratulations to Wendy Banks on her appearance on the Marilyn Denis Show!

<https://www.marilyn.ca/Life/video/We-join-Julie-Daniluk-on-the-road-in-her-RV-in-the-1000-Islands-vid2042165>

A 'Thank you' was extended to Tanya for the extra work and meetings attended.

8. Sidewalk Sale update:

Some businesses/Booths set up. It was a slow start to the day but profitable. The weather was beautiful, attendants were very considerate, spread out and properly masked.

Donation to be made to the Turkey Fair to be designated for next Turkey Fair event advertizing.

9. First Aid Courses:

Blended learning basics. For Standard First Aid, CPR-C, and AED is about 8 hours online, and 7 hours in class. Based on my recollection of the space, we could likely get 12 people safely/comfortably. The firehall may have established rules about the number of people that can attend either way. We can host up to 18 if we have the physical space to accommodate.

Our minimum charge is 8 people, at \$135 plus hst each.

Based October 9, 11,12 (Thanksgiving weekend) and October 25th (Sunday)

*Contact **Jackie Stephens** 13 First Aid Instructor (613) 898-8565 info@13FirstAid.com to book your spot in the class.

10. New Business:

10.1 A proxy vote was asked for and sent in support of Ontario Chamber of Commerce Proposed Policy Resolutions debate September 24th. For details Contact sharonworsley@occ.ca or see Proposed Resolutions attached.

10.2 Ports Cruising Guide: A \$50.00 publication, 4,000 printed every 3 years which are usually sold out in a few months has an advertising opportunity discounted for Chambers. It was noted that the County is taking out full page ad in the publication.

Ken Davies motioned that Lyndhurst, Seeley's Bay & District Chamber take out a 1/12 ad @ \$325.00 with Chamber website and face book information included; with the Township Office to be approached for participation and financial support and if in consent, to increase ad size to 1/6 @ \$560.00. Seconded by Irene Davelaar. Passed.

Tanya Hammond motioned that the meeting be closed. Seconded by Annick Rousseau. Passed. Meeting closed 9:04 pm.

Next meeting to be held 7:15pm., Thursday October 22nd , 2020