

**SOUTH QUEENS CHAMBER OF COMMERCE**  
**Council (Directors) Meeting Minutes**  
**Tuesday, April 12, 2011**  
**8 am**

**G. Cook and Sons Financial Boardroom, Gorham Street, Liverpool**

**Call To Order:** Chair, Barry Tomalin called the meeting to order at 8:03 am

<b>In Attendance:</b>	Barry Tomalin	Joanne Veinotte
	Debbie Langlois	Kevin Page
	Monica Howard	Brian Fralic
	Becky McKinnon	

<b>Regrets:</b>	Kerry Morash	Mark Sloan
	Stew Horton	Cheryl Beaton

**Guests:** None

Barry Tomalin asked permission of the Board to allow him to invite Sheldon Brennan, Region of Queens Councillor to the join the May 10, 2011 Directors Meeting. The Directors were in full agreement.

**The Minutes of the March 8, 2011 were circulated:** Brian Fralic noted an error in the minutes and stated that a change should be made under New Business/Home Based Business Committee. It was stated that Stephen Cooper should be approached to spearhead the project; this should be changed to state that Stephen Cooper should be approached to serve on the Committee.

**A motion** to approve the amended minutes was made by Kevin Page, Seconded by Debbie Langlois.

**CARRIED.**

**Addition to Agenda:** None

**Business Arising From Minutes:**

**10to20 Project:** Monica Howard reported on the progress of the 10to20 Project. She and Mark Sloan have been in discussions with Phaedra Charlton-Huskins with the Region of Queens Municipality in planning for the future direction of the project. Phaedra is taking the lead with promotion of 10to20 Project. Nick Moase from The Advance, with assistance from Phaedra, will be preparing a bi-weekly column for the local paper updating the public on the direction of the project. The Board thought it was a good idea to start to promote the 10to20 project at social events such as the Community Walk, make presentations to the regional councilors and the Key Club and also meet with BALLE and ask for assistance with promotion.

**250<sup>th</sup> Committee:** Barry Tomalin spoke with John Horton with regards to planning and future direction of this project. The Board will be informed of progress with these discussions at future meetings. Once planning has begun Mr. Horton will be asked to speak at a future Board Of Directors meeting.

**QCCR On Air:** Barry Tomalin and Kevin Page met with Dick Henneberry and AJ Walling of QCCR Radio. An agreement has been made which would allow the South Queens Chamber of Commerce to Air a 15 minute Air Show every 2 weeks for the cost of \$750 for the year. The first interview has taken place and is related to the upcoming Federal Election Debate. The Second interview would focus on the background of the SQ Chamber of Commerce and the third show may feature guests that are members of the SQCC. Plans will proceed from there.

**President's Report:** Barry Tomalin presented the Board with a report that summarized the activities of the South Queens Chamber of Commerce for the 4<sup>th</sup> Quarter of the 2010/11 year. The Board and membership of the SQCC should take great pride in their progress in such a very short time that they have served together.

**Federal Candidates debate:** Plans are complete for the debate to be held on Wednesday, April 13, 2011. Everyone should try to attend and show support for this SQCC Sponsored event.

**Treasurer's Report:** There was not report available.

## **Committees:**

**Hank Snow:** Barry Tomalin sits on the Board of the Hank Snow Society; he reported that they are moving forward with plans to move the Hank Snow Tribute back to Queens County in 2012. Negotiations have started with the Region of Queens Municipality and Queens Place for the venue and site for RV camping. A commitment for a 5 year term is required.

**Business Excellence Awards:** All Chamber members are encouraged to nominate local businesses. The nomination process will end in the next couple of weeks and a decision will be made by the Awards Committee at the end of April 2011.

## **New Business:**

**AGM/Open House:** The Board discussed the possibility of combining an open house with the AGM. The Board felt it would make for a more interesting evening and possibly a greater turnout by membership and the public. It was determined that the AGM/Open House would be held at Abitibi Bowater sometime in May or June with a short General meeting followed by a tour of the facility.

**It was moved** by Kevin Page and seconded by Brian Fralic that the two events be combined into one with a short General meeting of approximately ½ hour and concentrate on a social for the remaining allotted time.

**CARRIED**

**Planning Strategy Report:** Monica Howard presented the recently completed draft action plan to the Executive. The focus of the report was to compile data gathered from the Board of Directors and arrange as to importance and estimated time for execution of each item. Although the Plan is the ground work for the direction the Board will take for the next 6 months, it was determined that in order to execute the plan a budget would have to be prepared for the next 12 months.

**Step 1 Prepare a Budget:** A budget should be in place before the next Directors meeting of May 10, 2011. It was suggested that Kevin Page, Cheryl Beaton and the SQCC Administrator plan for the budget and it's acceptance at the next Directors meeting in May.

**Step 2 Facilitate a Federal Election Debate:** This plan is complete with an all Candidates Debate being held Wednesday, April 13, 2011.

**Step 3 Establish Administrative Procedures to support the conduct of Chamber Business:** Agendas will be shortened with a time limit to be placed on all items. The official discussions at the AGM should be brief and emphasis should be placed more on a social evening rather than a meeting format

**Step 4 Raise The Profile of The SQCC:** Ensure that the benefits of membership in the SQCC are widely understood in our Community. Updates to web site, a mix of media, verbal communication with businesses, and social and written media updates will ensure this is accomplished. A Home Based Business launch is being planned for Privateer Days 2011. Workshops should be held every 4 months with possibly the first being held in October, 2011. These workshops should involve the Community and items displaying the Chamber Logo should be displayed. It was also stated that the Chamber must develop a good working relationship with the Region of Queens Municipality so we can be a part of their Economic Development Plan. Barry Tomalin will speak with Mayor Leefe and ask if the Chamber can be represented at Council to give regular updates as to the Chamber's direction in regards to Economic Development. Also discussions are underway with Arina Winkelman on developing a new Web site for the SQCC. A proposal is expected shortly.

**Step 5 Determine Why Members are not renewing their membership:** Contact is to be made by The SQCC Administrator to ask for membership renewal and ask for reasons why they have chosen not to renew their membership.

**Step 6 Make Our Selves Visible During Small Business Week:** Small business week takes place in October. Organization of an event should begin soon. Joanne Veinotte and Monica Howard will take the lead on this project.

**Home Based Business Committee:** Brian Fralic will head the home Based Business Committee. He is going to seek assistance with the committee from the SQCC membership and not the Board of Directors. Brian is going to meet with the Bridgewater and Area Chamber of Commerce to seek direction with this project. The first order of business would be to determine what constitutes a Home Based Business. The Committee's ultimate goal is to develop a master list of Home Based Businesses with the final result at enticing them to become a member of the SQCC. Brian Fralic and Stephen Cooper are planning an elaborate kick-off during Privateer Days 2011, with a 4 day Photography Show featuring local businesses.

**Advocacy Group:** Barry Tomalin expressed the need for the development of an Advocacy Group. The Group should consist of approximately 4 individuals that would write and review Chamber Correspondence. Barry Tomalin and Debbie Langlois offered their services to this group and it was determined that Mark Sloan and Stew Horton be approached to assist.

**Additions to the Board of Directors:** With the resignation of Susan MacLeod from the Board of Directors a need for a replacement was discussed. At present there are 9 active directors. Discussions have determined that the Board of Directors should increase to 11. Suggestions of two individuals that could fill the vacant spots should be brought forward for discussion by active Board of Directors members. The names will be reviewed and candidates contacted.

**The next Executive meeting is scheduled for Tuesday, May 10, 2011.**

**There being no further discussion, the meeting was adjourned at 9:30am.**

Respectfully Submitted By: Monica Howard, Secretary

Signed By: Barry Tomalin, President

Prepared by: Becky McKinnon, Administrator