

**South Queens Chamber of Commerce
Annual General Meeting
Minutes**

Meeting held: June 23rd, 2010 at White Point Beach Resort

In Attendance:	Barry Tomalin	Kerry Morash
	David Noel	Stew Horton
	Susan MacLeod	Ron Anthony
	George Mitchell	Rose Anthony
	Pam Miles	Mark Sloan
	Maureen Howe	Kevin Page
	Don MacKenzie	Debbie Page
	Monica Howard	Noreen Tomalin

- 1) Barry called the meeting to order at 7:07 p.m.
- 2) Changes to the Agenda – no changes were introduced
- 3) Report from the Chair

Barry presented the report prepared by the previous acting Chair, Mark Sapp regarding the activities of the Chamber from June to December 2009. A copy of the full report is attached.

- 4) Treasurer's Report

David presented the financial statements for the year ended March 31, 2010. A copy of these documents is attached.

- 5) Nominating Committee Report

Susan presented the report from the Nominating Committee. Candidates for the director positions are Brian Fralic, Stew Horton, Monica Howard, Maureen Howe, Susan MacLeod, Pam Miles, Kerry Morash, Kevin Page, Mark Sloan, and Barry Tomalin. Susan asked three times for any other nominations from the floor – there were none. It was moved by David and seconded by Don that these individuals be elected as directors for the next year.

Election of executives will be undertaken after the first meeting of the board.

- 6) Committee Reports

Christmas Committee – David presented a summary of the Christmas Committee report. A copy of the full report is attached.

Tourism Committee – Susan presented the report on the Tourism Committee activities over the past year. A copy of the report is attached.

7) Bylaw Amendments

David explained the requirement to amend the Chamber bylaws to bring them into line with the Board of Trade Act. The number of directors was to increase to at least 11, and a quorum of directors was at least 5. As well, the terminology in the bylaws will be changed from board to council, chair to president, and vice-chair to vice-president. The motion had been made and seconded at the April general meeting. David called for a vote on the motion. Motion passed.

8) Other Business

Barry acknowledged the work of the previous board, and thanked the past directors for their contributions.

He noted that there were a number of initiatives that will need to be addressed by the new council, including a new Visa/Mastercard program for merchants; Krista Harding's plan to apply for funding for a skateboard park under the auspices of the SQCC; the scheduled luncheon meeting in September featuring Minister of Finance Graham Steele;

Don MacKenzie raised the lack of Liverpool distance markers on Highway 103, between Halifax and Liverpool. He also noted that the 250th Anniversary project had included the re-painting of the mural on his store, and stressed that this should be addressed in any project plans for this year.

Kevin Page noted that there seems to be very few local businesses that are listed on Google Maps or with GPS coordinates. This is something that has been worked on by other Chambers, and he committed to doing some investigation to find out what needs to be done and how to do it.

9) Meeting adjourned.

Report of Acting Chair Person
South Queens Chamber of Commerce
June 17, 2009 to December 31, 2009

Our last Annual General meeting was held June 17th, 2009 at South Shore Opportunities. The following members were elected to the board of directors:

Elizabeth Brown, Susan MacLeod, Pam Miles, Mark Whynot, Mark Sapp, Kerry Morash, David Noel, Cheryl Beaton.

David Noel continued as the Chambers Secretary, and Cheryl Beaton as Treasurer.

Henry Sewuster and Mark Sapp acting as co-chairs did not reoffer for the coming year.

Both had stated they would act as co-chairs at the last AGM for one year only.

In the absence of an elected chairperson, Mark Sapp agreed to act as chair for the interim, but only until the end of the calendar year.

The following recommendations for the priorities and direction of the Chamber were presented at the June 2009 AGM:

- Seek continued funding for a staff person to ensure that we still have admin support after the end of Amber's term in October.
- Host a Business Networking Roadshow presented by RDA – target date early fall
- Christmas committee – meetings have started for Christmas 2009
- Business Meet & Greet – plan to do another event in Feb/Mar 2010. Would like to add business awards to it.
- Tourism committee – continue to participate and support the work this committee is doing.
- Put together a forum on Residential and Commercial Development
- Improve the general meeting format to make them more effective and business oriented.
- Develop a system of feedback forms to try to reach businesses that are not yet members.

Report on the execution of the above recommendations:

Amber Trimm (Youth Business Administrator) continued her work with the Chamber until mid-October 2009. Efforts to complete a grant application to obtain a part or full time staff person by the board of directors ended unsuccessfully.

To date an event with the RDA has not been arranged, but the invitation is still open.

The Christmas Committee arranged several events in downtown Liverpool over the month of December. The committee has continued to work successfully for the past two years.

A business meet & greet has not taken place to date; plans are in place and we will revisit the event once new directors are in place.

The Tourism committee has continued to grow and hosted several events throughout the year.

The concept of a residential and commercial development committee has been extended to an overall economic development committee, yet to be formed.

Improving the meeting structure and receiving feedback and engagement from membership continue to be ongoing challenges requiring the Directors attention.

Report of Chamber activities June 2009 to December 31, 2009

June 2009 AGM

June 2009 establishment of 250th Anniversary Committee – George Mitchell chair person. The committee was unable to meet its goals in 2009/10, however with more lead time the concepts brought forward for an entertainment stage and town clock may be revisited in the future.

July/August 2009 – it was agreed by the Board of Directors to suspend Board and General meetings for the summer months. Amber Trimm continued to work with the Tourism committee and 250th Anniversary committee during this period.

September 2009 – The Chamber hosted a meeting at Best Western on the future of Queens Place. The meeting was well attended by the public and provided an update by the mayor and Region staff on the status of the project.

October 2009 – The Lunenburg-Queens Business Excellence Awards were very successful with several local businesses nominated. The directors of the board agreed the South Queens Chamber of Commerce should participate next year. Local business J&H Industries Limited won the Small Business award at the event. David sent a letter of congratulations from the Chamber.

November 2009 – A general meeting of the Chamber was held at White Point Beach Resort at which time it became clear based on low attendance and the discussion of the members present the Chamber needed to refocus its efforts.

December 2009 – The Christmas Committee hosted shop local campaign in the downtown, as well as other Christmas activity.

Resignation of Mark Sapp as Acting Chair.

South Queens Chamber of Commerce Statement of Receipts & Members' Equity

For the period ended 31 March 2010

Revenue	<u>2009/10</u>	<u>2008/09</u>
Memberships	2,050	1,330
Group Insurance Commission	1,156	1,001
Christmas Committee	50	2,062
Meet & Greet	-	1,770
Interest	1	3
	<hr/>	<hr/>
Total Revenue	3,257	6,166
	<hr/>	<hr/>
Expenses		
250th Anniversary	75	-
Advertising	77	174
Annual General Meeting	145	300
Christmas Promotion	301	3,056
Donations	-	1,000
Dues & Fees	595	228
Payroll Expense (MERC)	1,055	-
Meet & Greet	-	1,301
Office and postage	305	418
Seminar sponsorship	75	275
Travel and meals	127	87
	<hr/>	<hr/>
Total Disbursements	2,755	6,839
	<hr/>	<hr/>
Excess of Receipts over Expenditures	502	-673
	<hr/>	<hr/>
Members' Equity - beginning of year	6,241	6,914
Members' Equity - end of year	6,743	6,241
	<hr/>	<hr/>

South Queens Chamber of Commerce Balance Sheet

As at 31 March 2010

Assets	31-Mar-10	31-Mar-09
Bank Account	6974	6421
Petty Cash	19	100
Accounts Receivable	<u>-</u>	<u>20</u>
Total Assets	<u>6,993</u>	<u>6541</u>
Liabilities		
Deferred revenue	250	300
Members' Equity		
Internally restricted Members' Equity	925	0
Unrestricted Members' Equity	<u>5,818</u>	<u>6241</u>
	<u>6,743</u>	<u>6241</u>
Total Liabilities and Members' Equity	<u>6,993</u>	<u>6,541</u>

Christmas Committee Report 2009

The Christmas committee for 2009 consisted of Sheldon Brannen as chair, George Mitchell, Liz Brown, Heather Cook, Susan MacLeod, Bruce Inglis, Pam Foley, Cheryl Beaton, and Amber Trimm.

This year the committee continued the tradition of partnering with the Region of Queens for the Christmas Tree Lighting event. This year the weather sent us scrambling into the Astor Theatre for the bulk of the events. With the guidance of Chris Ball everything went smoothly. As in prior years, Liz Brown and Mike Olsen were kind enough to offer up the Woodpile for the preparation of hot chocolate and as a convening place for the Wickwire Choir, who were once again providing the musical prelude under the direction of Andrea Crouse.

Once again, Heather arranged an LED light exchange with Nova Scotia Power. As in each of our two preceding events, we could not have functioned without the Kiwanis Key Club providing assistance at the Theatre and light exchange. We also rely annually on the Fire Department to get Santa to the theatre in style, and Queens Ground Search and Rescue to have the streets blocked off for safety.

This year marked a special event at the Tree Lighting, the presentation of the White Feather Candle. Under the co-ordination of Phaedra Charlton at the Region. Wickwire student Connor Verge was the winner of the contest regarding world peace. He was rousingly welcomed to light the candle by an appreciative audience. Under the direction of the Mayor, the tree was lit prior to Santa arriving to entertain the children for photos, wish lists and candy canes. The Seafest Committee sold glow sticks for the event.

As in other years, Sheldon and Chris arranged for Christmas music to play throughout the season from the attic of the Astor.

This year, on the economic front, we attempted to hold an 11th hour sale, and were received fairly well by the retail core. We have since discussed that we may have held this event too soon in the season. We provided gift wrapping at the Woodpile with the help of the Key Club. The evening featured Santa visiting the downtown and carollers entertaining on the street. This item will be up for discussion when the committee reconvenes in the summer.

One item the committee discussed and will return a recommendation to the Chamber is the need for a Santa suit. On the evening of the 11th hour sale, we found ourselves scrambling when Santa arrived from the North Pole with no suit available. With the help of a secret angel, I managed to outfit him late in the evening. Unfortunately some children had already given up and headed home. With the number of events we are involved in, I think it would be fair to Santa that we have a suit in our own custody so we can provide a reliable, attractive and clean suit for his use.

Other parties worked in conjunction with us this year. Malcolm and Alan J. at QCCR were very helpful in providing us with opportunities to promote our events. We also received good coverage from Nick Moase at the Advance. Also, last year featured lots of new events for the

holiday season under the guidance of Chad Whynot and his partner Darlene Mooers. They put on an incredibly taxing number of events, highlighted by a Christmas parade.

The Christmas committee will reconvene in May or June, and let the membership know of our meetings as new ideas and energies will be welcomed. It is our goal to continue to perform a social and economic role during the holiday season.

Respectfully submitted

Bruce Inglis
June 2010

Tourism Committee Report May 2009 – June 2010
South Queens Chamber of Commerce
June 21, 2010

The past 12 months have been productive and effective for the Tourism Committee of the Chamber of Commerce. It was the initial year for the committee and while the membership fluctuated slightly, it was the collective vision and passion for the positive growth of Tourism that we undertook a number of initiatives on behalf of the Chamber of Commerce.

Initial discussions suggested that there was a need and an opportunity for the tourism industry to work collaboratively to facilitate enhanced communication within the industry while taking on initiatives that support increasing the volume of visitors to our communities, increasing their length of stay and volume of spending while engaged in quality experiences. This purpose served to guide the committee in our endeavours.

The Committee met throughout the year primarily on the 3rd Tuesday of each month in a location that rotated to Member properties and related organizations in the area.

Committee Meetings

Committee came together in May and continues to meet as required based on projects undertaken with a regular monthly meeting. Minutes have begun being taken formally and will be forwarded to the President of the Chamber once approved. As part of our own Product Awareness objective, the meeting locations have shifted from the Chamber Offices to rotating through the place of business of committee members.

Initiatives/Achievements June 2009 – June 2010

Tourism Café - June 2/09

Hosted very successful Tourism Café at the Queens County Museum as part of Tourism Awareness Week. Objective was to increase awareness of variety and abundance of experiences and resources available within the Queens County Area. With 40 people in attendance taking advantage of the display/brochure showcase and feedback offered in the questionnaire, the objective was achieved. Agenda included 90sec commercials by businesses and organizations and a review of tourism statistics provided by Jill Cruickshank of the Region of Queens. Presentations were also made by representatives from NS Tourism including an overview of Marketing Initiatives by Heather Yule and an introduction to “Experiential Tourism” by Jonathan Foster.

Followed up with Café participants providing them with documents referenced at the Café and inviting them to submit a 50 word description of their business to be posted on the Chamber website. While uptake has been nominal, it is a beginning.

Overall media coverage of the event was very positive with posters being distributed by committee and media coverage by the Advance and Pam Wambach from NS Tourism who was seeking story ideas for writers coming to the province.

Inviting Paul McCartney to Liverpool

Following up on an idea from a committee member, the committee initiated a very successful partnership with the Region of Queens whereby the Mayor issued an invitation to Mr. McCartney to come to Liverpool while in Nova Scotia for his concert on July 11/09. This invitation was followed up by a press release issued and managed to generate media attention. This was a very successful campaign resulting in media coverage here locally and across Canada extending into the New York Times and online magazines in the UK. The Chamber website offers a number of links to the online media coverage but does not account for the Radio, Twitter, and TV coverage afforded to our initiative. Global TV did onsite interviews with the Mayor, Susan Lane and a couple of residents that aired in a 5 min segment from Halifax that carried across the country.

It is estimated that approximately \$500,000 in media coverage was garnered by this initiative without costing us a penny – even without McCartney coming to Liverpool.

The following was received via email from the Mayor:

*“I just wanted to say thanks to you and your committee for the idea of tail-gating on the presence of McCartney in Halifax. Although he was a “no show” in our Liverpool, the press the invitation generated was unbelievable. For example last Thursday I did a 15 minute interview with a radio show in Edmonton. Between Jill and I we took every opportunity in each interview to plug Queens in as wide a context as possible. I must add that I did receive a couple of shirty emails from people who took me to task in no uncertain terms for inviting him for fish, but they were the great exception.
Cheers, John”*

Highway Business Signage

The committee reviewed the requirements from the Department of Transportation and determined following some initial discussions that there was not ample interest from businesses to undertake the expense to implement this program.

Adopt a Business Program

In June 2009 and again in June 2010 to a lesser extent, the committee undertook a Business to Business program to deliver Queens County related tourism information to Businesses who may not typically consider themselves part of the tourism industry, yet welcome and direct visitors on a daily basis.

South Shore Region Meet & Greet - Cafes

Building on the success of the Queens Café, the Tourism Committee partnered with Destination Southwest Nova to host a South Shore regional café. All Tourism operators on the South Shore were invited to attend. The events were so popular that there have been 3 additional ones held since throughout the South Shore.

Growing Tourism Together, March 2010

In March the Committee, with the assistance of Heather Yule from the NS Dept. of Tourism, Heritage and Culture, hosted a very successful session with some 45 industry partners to look at the challenges and opportunities for growth of the tourism industry. The input received from the discussion have been documented and distributed.

Growing Tourism Together – Taking Action, June 2010

During Tourism Awareness Week the Committee hosted a follow-up session with approximately 25 participants to look at reoccurring themes and how industry wanted to tackle them. The feedback received were documented and will be addressed by the committee over the next few months.

The Tourism Committee will continue to seek means to enhance communication within the Tourism Industry in Queens County and facilitate initiatives that will increase the number of visitors to our communities, their length of stay and their expenditures.

All initiatives will be undertaken on behalf of the Tourism Committee of the Chamber of Commerce in an effort to facilitate enhanced awareness and support for the Chamber and its activities with a goal to increase memberships thereby increasing its strength in the community.

To date, the committee has not required any expenditure from the Chamber. While this will be maintained as our objective, as the committee initiatives unfold, there may be requests come forward, however, it will be our objective to be self-sufficient and when necessary, identify sources of funding in collaboration with the Board to support activities.

Committee Members (served throughout the past year)

Donna Hatt, White Point – Chair (June 2009 – June 2010)

Susan MacLeod, Veinot's Print

Susan Lane, Lanes Privateer Inn

Ron Lane, Lanes Privateer Inn

Jill Cruikshank, Region of Queens

Phaedra Charlton-Huskins, Region of Queens

Melissa Robinson, Best Western

Judy Boutilier, Acadia First Nation

Clair Chandler, Queens County Seafest/Brooklyn Marina

Martin Hilliard, Morton House

Susan Borgersen, Glorious Mud (etc!)

Tanya MacLeod, Privateer Days/Queens County Seafest

Amanda Wamboldt, Best Western

Sharon Peropoli, Caledonia Country Hostel

Amber Trimm, SQ Chamber of Commerce and Support Person

It has been my pleasure to serve as the Chairperson over the past year and proud of the committees accomplishments. As I step down as Chair, I look forward to seeing the work of the committee continue.

Respectfully submitted on behalf of the Tourism Committee of the South Queens Chamber of Commerce,

Donna Hatt

June 21, 2010