



WALKERTON
CHAMBER OF COMMERCE & BIA

ANNUAL GENERAL MEETING

AGENDA

Wednesday, November 9, 2011
12 p.m. Chamber/BIA boardroom

1. President's Welcome
2. Adoption of the November 9, 2011 agenda
3. Approval of the November 10, 2010 minutes
4. Annual Report – Bonnie Kraemer & Tracey Cassidy
5. Financial Report – Tracey Cassidy
6. Appointments – 2012 President & Vice President
7. New Business

The Walkerton & District Chamber of Commerce ANNUAL GENERAL MEETING MINUTES

Wednesday, November 10th, 2010
12 p.m. - Chamber boardroom

PRESENT

Elaine Schaab – President
Dwayne Kaster

Bonnie Kraemer
Randy Saunders

Tim Mancell

Doug Berry

GUESTS

Dean Ribey

Richard Radford

REGRETS

Neil Kirstine

Sharon Vivian

Dan Wong resigned prior to the meeting.

STAFF

Tracey Cassidy – Manager

Christine Brandt – Secretary

1. President's Welcome

President Elaine Schaab called the meeting to order at 12:12 p.m. and welcomed everyone to the table.

2. Adoption of the November 10th, 2010 agenda

A motion was made to adopt the November 10th, 2010 agenda

MOTIONED BY – Tim Mancell

SECONDED BY – Bonnie Kraemer

MOTION CARRIED

3. Approval of November 19th, 2009 minutes

A motion was made to adopt the November 19th, 2009 minutes

MOTIONED BY – Bonnie Kraemer

SECONDED BY – Dwayne Kaster

MOTION CARRIED

4. Annual Report – Tracey Cassidy & Elaine Schaab

Tracey Cassidy and Elaine Schaab reviewed the projects and accomplishments of the Chamber of Commerce in 2010, following the Year in Review included in the meeting package.

5. Financial Report – Tracey Cassidy

Tracey Cassidy reported the Chamber had additional money to spend in 2010 due to the implementation of the new levy structure. Because this money was collected in the last quarter of the year, it will likely show as surplus and be spent early in 2011 on projects such as new heritage banners.

6. Election of the 2011 Board of Directors

Bonnie Kraemer read the names of the nominees for the 2011 Board of Directors: Elaine Schaab of Emke Schaab Climate Care, Tim Mancell of the Walkerton Rotary Club, Randy Saunders of HDTV & Electronics, and Dean Ribey of The Co-operators. Each said a few words on why they would like to continue with or join the board. As there are four vacant positions and four nominees, Bonnie Kraemer called for a motion to acclaim the nominees.

A motion was made to acclaim all four nominees: Elaine Schaab, Tim Mancell, Randy Saunders and Dean Ribey.

MOTIONED BY – Doug Berry

SECONDED BY – Dwayne Kaster

MOTION CARRIED

7. New Business

Randy Saunders would like to see more members attend the annual Christmas social. He suggested Chamber staff call or visit as many members as possible to extend a verbal invitation.

ADJOURNMENT

A motion was made to acclaim adjourn the meeting at 12:54 p.m.

MOTIONED BY – Bonnie Kraemer

SECONDED BY – Dwayne Kaster

12:45 PM

04/11/11

Accrual Basis

Walkerton Chamber of Commerce & BIA Profit & Loss Budget vs. Actual 1 January through 4 November 2011

	1 Jan - 4 Nov 11	Budget	\$ Over Budget	% of Budget
Income				
4000 - General income				
Bank interest	224.71	150.00	74.71	149.8%
Surplus	16,342.85	16,343.00	-0.15	100.0%
Tax levy	53,425.62	71,500.00	-18,074.38	74.7%
Total 4000 - General income	69,993.18	87,993.00	-17,999.82	79.5%
4100 - Income-other				
Rent	4,624.00	6,936.00	-2,312.00	66.7%
Tourist centre	26,250.00	35,000.00	-8,750.00	75.0%
Website & other advertising	1,600.00	1,500.00	100.00	106.7%
4100 - Income-other - Other	453.00	0.00	453.00	100.0%
Total 4100 - Income-other	32,927.00	43,436.00	-10,509.00	75.8%
4200 - Chamber Membership				
Associates	9,425.00	7,500.00	1,925.00	125.7%
group insurance	1,876.10	2,400.00	-523.90	78.2%
Total 4200 - Chamber Membership	11,301.10	9,900.00	1,401.10	114.2%
4250 - Projects & Promotions-C				
4500 - Signage Maintenance	3,120.00	0.00	3,120.00	100.0%
4600 - Walkerton \$\$ revenue	450.00	400.00	50.00	112.5%
4710 - Promotions-Income	11,625.19	13,000.00	-1,374.81	89.4%
Christmas promo	5,200.00	5,000.00	200.00	104.0%
Fall Decorating Kits	1,667.51	1,500.00	167.51	111.2%
Marketing & Promotions	2,731.90	2,500.00	231.90	109.3%
Shopping Guide	3,490.00	2,200.00	1,290.00	158.6%
Spring	1,240.00	1,300.00	-60.00	95.4%
Summer	5,248.00	4,000.00	1,248.00	131.2%
Total 4710 - Promotions-Income	19,577.41	16,500.00	3,077.41	118.7%
4750 - Santa Claus Parade Income				
4800 - Image Income	0.00	3,000.00	-3,000.00	0.0%
Buskers Festival				
Admission	2,373.01	1,500.00	873.01	158.2%
Sponsorship	9,985.00	5,000.00	4,985.00	199.7%
Total Buskers Festival	12,358.01	6,500.00	5,858.01	190.1%
Downtown Market				
Facade Projects	320.00	0.00	320.00	100.0%
Wages/Admin/Other	866.82	0.00	866.82	100.0%
4800 - Image Income - Other	-5,532.70	0.00	-5,532.70	100.0%
	14,100.00	18,800.00	-4,700.00	75.0%
Total 4800 - Image Income	22,112.13	25,300.00	-3,187.87	87.4%
Total Income	171,106.01	199,529.00	-28,422.99	85.8%

**Walkerton Chamber of Commerce & BIA
Profit & Loss Budget vs. Actual
1 January through 4 November 2011**

12:45 PM
04/11/11
Accrual Basis

	1 Jan - 4 Nov 11	Budget	\$ Over Budget	% of Budget
Expense				
5000 · Wages & Benefits	62,404.33	78,500.00	-16,095.67	79.5%
5100 · Mileage/training/lodging/meals	2,125.58	2,500.00	-374.42	85.0%
5207 · Santa Claus parade	0.00	3,000.00	-3,000.00	0.0%
5250 · Projects & Promotions	9,060.24	9,700.00	-639.76	93.4%
5300 · Office				
audit	3,758.54	2,100.00	1,658.54	179.0%
Copier lease	1,326.56	2,000.00	-673.44	66.3%
Internet/telephone/fax	1,515.87	2,100.00	-584.13	72.2%
Meetings	834.53	900.00	-65.47	92.7%
Office equipment/upgrades	-150.00	0.00	-150.00	100.0%
Office maintenance	0.00	500.00	-500.00	0.0%
Postage/meter lease	1,407.62	1,750.00	-342.38	80.4%
Supplies				
coffee	234.55	0.00	234.55	100.0%
kitchen/cleaning/bag tags	101.25	0.00	101.25	100.0%
paper/pens/ink/binders	159.58	0.00	159.58	100.0%
water jugs	8.00	0.00	8.00	100.0%
Supplies - Other	34.16	2,350.00	-2,315.84	1.5%
Total Supplies	537.54	2,350.00	-1,812.46	22.9%
Website	339.59	400.00	-60.41	84.9%
Total 5300 · Office	9,570.25	12,100.00	-2,529.75	79.1%
5309 · Office Equipment/Upgrades	0.00	1,000.00	-1,000.00	0.0%
5400 · Building maintenance				
Grass cutting/garden	310.00	800.00	-490.00	38.8%
Hydro & Utilities	2,959.00	4,000.00	-1,041.00	74.0%
Moving Expense	10,636.31	10,000.00	636.31	106.4%
Rent/municipal tax	5,009.80	7,293.00	-2,283.20	68.7%
Snow removal	1,306.37	1,200.00	106.37	108.9%
Total 5400 · Building maintenance	20,221.48	23,293.00	-3,071.52	86.8%
5500 · Tourist Information				
Advertising	1,131.62	0.00	1,131.62	100.0%
Maps etc & tourism expenses	743.35	1,200.00	-456.65	61.9%
Saugeen Tourist membership, ads	4,039.55	4,000.00	39.55	101.0%
Total 5500 · Tourist Information	5,914.52	5,200.00	714.52	113.7%
5700 · Walkerton \$\$	8,375.00	13,000.00	-4,625.00	64.4%
5750 · Sign Maintenance - Service Club	0.00	400.00	-400.00	0.0%
5755 · Sign Maintenance - Coming Event	62.64	0.00	62.64	100.0%
5900 · Membership costs				
CCC	666.38	250.00	416.38	266.6%
OBIA	25.00	150.00	-125.00	16.7%
Total 5900 · Membership costs	691.38	400.00	291.38	172.8%

**Walkerton Chamber of Commerce & BIA
Profit & Loss Budget vs. Actual
1 January through 4 November 2011**

12:45 PM
04/11/11
Accrual Basis

	1 Jan - 4 Nov 11	Budget	\$ Over Budget	% of Budget
6500 - Business Functions				
business luncheons	-201.30	0.00	-201.30	100.0%
6500 - Business Functions - Other	174.40	1,100.00	-925.60	15.9%
Total 6500 - Business Functions	-26.90	1,100.00	-1,126.90	-2.4%
6700 - Image Expenses				
Buskers Festival				
Busker advertising	3,492.45	1,500.00	1,992.45	232.8%
Performers & inflatables	7,238.32	6,000.00	1,238.32	120.6%
Prizes & Supplies	3,234.01	3,000.00	234.01	107.8%
Rentals	704.09	350.00	354.09	201.2%
Staffing & misc	487.49	900.00	-412.51	54.2%
Total Buskers Festival	15,156.36	11,750.00	3,406.36	129.0%
Christmas Lighting & banners	858.45	2,000.00	-1,141.55	42.9%
Downtown Market				
Market advertising	4,171.97	0.00	4,171.97	100.0%
Downtown Market - Other	0.00	2,900.00	-2,900.00	0.0%
Total Downtown Market	4,171.97	2,900.00	1,271.97	143.9%
Facade Program	2,854.31	2,000.00	854.31	142.7%
Maintenance	1,564.26	2,000.00	-435.74	78.2%
Streetscape				
Banners-purchase	408.87	0.00	408.87	100.0%
Parkette maintenance	0.00	350.00	-350.00	0.0%
Streetscape - Other	0.00	800.00	-800.00	0.0%
Total Streetscape	408.87	1,150.00	-741.13	35.6%
Wages/admin fees	4,158.09	3,500.00	658.09	118.8%
Total 6700 - Image Expenses	29,172.31	25,300.00	3,872.31	115.3%
6800 - Promotions-Expenses				
Christmas promo	400.45	6,536.00	-6,135.55	6.1%
Fall decorating kits	1,002.41	900.00	102.41	111.4%
Marketing & promotions	2,464.81	2,500.00	-35.19	98.6%
Men's Shopping Night	0.00	600.00	-600.00	0.0%
Shoppers Night	0.00	600.00	-600.00	0.0%
Shopping Guide	1,021.71	4,400.00	-3,378.29	23.2%
Spring	2,947.56	3,500.00	-552.44	84.2%
Summer	6,582.20	5,000.00	1,582.20	131.6%
Total 6800 - Promotions-Expenses	14,419.14	24,036.00	-9,616.86	60.0%
Total Expense	161,989.97	199,529.00	-37,539.03	81.2%
Net Income	9,116.04	0.00	9,116.04	100.0%

THE WALKERTON CHAMBER OF COMMERCE & BIA

2011 in review

- Walkerton Business Directory

The Promotions Committee produced a new business directory in January to replace the popular telephone book insert initially created in 2009. A total of 154 businesses participated, making this double-sided publication another great success. Community Living volunteers delivered two of the directories to each Walkerton home. Others were available for pick up at various locations around town. Immediately following its release, the Chamber/BIA had requests from other businesses interested in taking part in any subsequent directories.

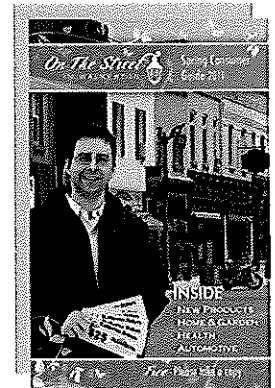
Retail		Building Supplies/Contractors	
A & M	519-507-8550	4 Seasons Lumber & Hardware Ltd.	519-501-2524
Carving's Shoe Store	519-501-0404	Contractors Rental Supply (CRS)	519-501-3313
Carvings By Susan	519-501-2281	Cover Hoods	519-501-2175
Convenience	519-501-2972	Day Supply Contracting	519-501-4668
Farmers By Livin'	519-501-1591	Emma's Sewing & Quilts Store	519-501-1200
Grave & B. Supplies	519-501-3362	General Building Products	519-501-1440
HCY & Hardware	519-507-4534	J&M MacArthur Windows & Doors Ltd.	519-501-2267
Jay's Sports & Sports	519-501-2248	John Greenhouse Limited	519-501-0217
Kasson Ladies Tailors	519-501-2020	Lang's General Contracting Inc.	519-502-2222
Linings	519-507-2322	Lee's A. Contracting	519-501-2214
MacDonald's Plus Ladies Wear	519-501-0200	Northern Home Roofing & Siding	519-501-7531
Marion Taylor	519-501-1322	Quality Construction Services	519-501-1395
Nature's Moments	519-503-4217	Rog Get Furn.	519-501-4027
Pure Natural Pet Food	519-501-0738	ROD Electric Inc.	519-501-0207
Scary's Soap Shop	519-507-2406	Rob's Paints & Signs	519-501-0437
The Fabric Shoppe	519-501-1189	Shady Drywall & Decorating	519-501-2637
The CR Centre	519-501-1350	Saugeen Valley Carpet & Tile	519-501-2203
The Orange Road Emporium	519-507-2471	Shedding Design Centre	519-501-1533
The Second Hand Rose Shop	519-501-1771	T&L Bell Bros.	519-501-1110
Travlers Island	226-230-2124	Time For Change Renovations	519-501-2272
Victor Linc. America	519-501-1702	Tray's Heating & Cooling Ltd.	519-501-2677
Restaurants & Cafes		Home Services	
Biggie's at The Holiday House	519-501-5553	Walkerton Home Hardware	519-501-5880
Caribou	519-503-5435	Walden's Electric	519-501-4055
Chateau Restaurant	519-501-0479	Walt & Electric	519-501-2472
Colonnade	519-501-5051	Home Services	
J.R. & Son's Inc.	519-501-2488	Address a Place Landscaping & Farming	519-501-2524
Loving Song Chinese Restaurant	519-501-1389	Beaumont Designing	519-501-5900
Mac's Diner & Diner Bar	519-501-3526	Blue Sky	519-501-1501
New Orleans Pizzeria	519-501-2222	Blue Street Stringers	519-501-1022
Pizza Tonight	519-507-0123	Byrne Pro Electric	519-501-1400
Rob's Sports Bar & Restaurant	519-501-2226	The Saugeen Barbers	519-501-1511
The Deli & Pizzeria	519-501-1223	This is a Show Your Smile	519-501-2731
Archie's Landing Pub & Eatery	519-501-1444	Township, Sun & Snow	519-501-2525
White Road Conference	519-509-5181	Associations	
Yogi Pizzeria Restaurant	519-501-2542	County Green Bed & Breakfast	519-501-1373
Walkerton Book & Tea Parlor	519-507-4700	Saugeen Riverside Campground	519-501-0249
Walkerton Home Hardware		Green Creek Bed & Breakfast	519-501-0212
Walkerton Home Hardware	519-501-2220	Walkerton Inn Motel	519-501-0203
Walton's Hardware	519-501-0200	WALKERTON	
Wright's Foodmarket	519-501-1521	WALKERTON	519-501-0200

- 'Grow Your Business' Workshop

In February the Chamber/BIA partnered with Jill Roote of the Saugeen Shores Business Enterprise Centre to present a workshop on the topic of growing your business. Jill delivered a wealth of information to those in attendance by discussing trends driving rural small business, and marketing and advertising initiatives.

- Spring Consumer Guide

Following on the heels of the successful Holiday Shoppers Guide in 2010, the Promotions Committee published a Spring Consumer Guide under the 'On The Street In Walkerton' banner. This full-colour, 24-page seasonal booklet hit the street in April and was filled with stories and photographs on new products, home and garden improvements, healthy living, and automotive information. It also included subsidized advertisements for 24 business members.



- Curbed gardens on Yonge Street

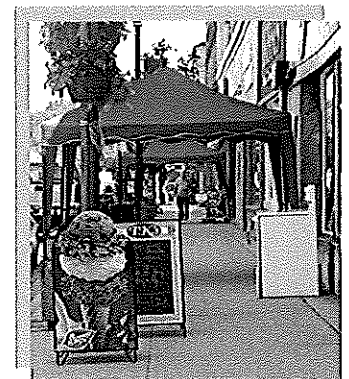
In co-operation with the Brockton Works Department and their road work completed on Yonge Street this summer, the Image Committee is creating three new curbed gardens in front of Hudson's Auto Centre, Mac's Convenience and In Line Family Chiropractic. The gardens will help break up the wide expanse of pavement in the area, and received a positive response from merchants who appreciate such beautification efforts. The new gardens will be planted in the spring of 2012, further improving this high-traffic entrance to Walkerton.

- Spruce the Bruce program

The Chamber/BIA and its Image Committee began working in June with the county's Spruce the Bruce program, aimed at community development and downtown revitalization. Monthly meetings, residents, visitors and business surveys, as well as a public workshop in October, have resulted as Walkerton's community tool kit is being developed. Local businesses in the downtown historic district were invited to apply for grants for things such as facade improvements, signage, and marketing and promotions materials. Several businesses and organizations have been successful, including the Chamber/BIA and the Image Committee (successful projects detailed below).

- Outdoor Market Days

This Image Committee initiative replaced the former Farmers Market and served as another drawing card to bring shoppers downtown. Held every



Friday in July and August, Outdoor Market Days were advertised on the radio and on the Chamber/BIA's Coming Events signs. Staff set up eight to 12 sun shelters every Friday for merchants who requested them, and store owners then brought their sales and merchandise out onto the sidewalk. This promotion was complemented by a weekly flyer circulated through The Post, which detailed store-specific sales. Up to four Farmers Market vendors set up each week in front of the library, adding to the selection offered by downtown businesses.

- **Summer Radio Promotion**

Brockton businesses and service providers were invited to take part in the second annual summer radio promotion that ran for six weeks in July and August. Advertisements promoting Walkerton featured more than 40 businesses in a conversation format that set the ads apart.

- **Buskers Festival**

The Image Committee's fifth annual event proved to be the most successful yet! The birthday bash-themed festival drew somewhere around 5,000 guests. The entertainment was top-notch and some new games, inflatables and activities such as a reptile station proved to be a big hit with the kids. About 100 volunteers and our highest number of sponsors to date can be credited for this great day!



- **Relocation of Chamber/BIA office**

The Chamber/BIA moved into its downtown space just after Labour Day. Now located at 101 Durham Street, the wheelchair accessible office is more visible to those passing through Walkerton. Thanks to a grant from the Spruce the Bruce program, the downtown office has new signage and an awning over the door.

- **Fall Decorating Kits**

This promotion gave residents and businesses the opportunity to dress up their homes and storefronts for the fall season. It serves as a fundraiser for the Promotions Committee; this year about 50 kits were sold consisting of corn stalks, mums, pumpkins, Indian corn, bows and an optional bale of straw.

- **Social media workshop**

Hosted jointly by the Chamber/BIA and the Saugeen Shores Business Enterprise Centre, this hands-on social media workshop occupied a full day in October. Participants learned how to aid their businesses through the creation of Facebook and Twitter accounts. They were also taught how to blog.

- **Holiday Shopper's Guide**

The Promotions Committee released its second Holiday Shopper's Guide in early November. This full-colour, 32-page seasonal booklet is filled with Christmas-themed stories and photographs, including tips from local experts on things such as how to decorate and what gifts to buy this year. It also includes subsidized advertisements for 53 business members.

- **Christmas Lighting/Decorating**

In preparation for the holiday season, the Image Committee will be hanging additional white and blue lights along the main street trees downtown. With the assistance of a Spruce the Bruce grant, additional Seasons Greetings banners will be hung, the bridge lights will be replaced, and silver ornaments will be added to the corner trees on Durham Street. Christmas lights will also be going up at the library, Memory Lane and Victoria Jubilee Hall. For the third year in a row the committee will hang green garland, royal

Visitor Information Centre

- **Advertising Brockton as a place to visit, vacation or live**

A two-page full-colour spread promoting Brockton appeared again in 2011 in the Saugeen Country Tourism visitor guide. Through the Chamber/BIA, extensive radio and print advertising has been done to promote Walkerton businesses and Chamber/BIA programs. Staff attended a brochure swap in Grey County in the spring, where countless copies of Brockton publications were dispersed.

- **Visitor Information Packages**

Individual packages are produced each year to promote the area to visitors and those who are interested in visiting. This year packages were assembled for the Canadian Owners and Pilots Association (in anticipation of the group's gathering in Brockton in 2012), as well as soccer and other athletic teams, and those attending the Pickin' By the Pond event in Cargill, to name a few. The Chamber/BIA also provides printed material such as maps and local information to various high-traffic locations such as Mac's Convenience Store, Victoria Jubilee Hall and local B&Bs.

- **WCWC packages**

To help encourage clients of the Walkerton Clean Water Centre to stay and dine in the Walkerton area, 100 packages were created containing Brockton maps, flyers and brochures. Each folder also included a dining coupon worth 15% off a meal at one of a dozen participating restaurants. The packages proved popular among WCWC clients, and another 50 were delivered in the fall.

- **Visitor information & assistance**

Visitor statistics in 2011 held steady with 2010, catering to more than 600 people who visited, called or emailed for information about the municipality, region, province and abroad. Callers are often seeking information about the area's activities, events and accommodations, while drop-in visitors are looking for help finding their destination or with various other requests. This year, much interest was shown in fishing and canoeing on the Saugeen River, the Little Royal Fair and the Sportsmen Show.

The Visitor Information Centre is always fully stocked with brochures, maps and information about Brockton, the area, and beyond. We have over 250 brochures from across Canada - everything visitors need to plan a vacation. We spend a great deal of time in the spring moving out our old brochures and placing the new ones for the current year. Throughout the year, if we get an inquiry from a resident regarding a North American location for which we don't have a brochure, we arrange for information on that location to be sent to us for the resident.