



# **WALKERTON**

CHAMBER OF COMMERCE & BIA

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## **BOARD MEETING AGENDA**

Thursday, July 21, 2011

12 p.m. Chamber/BIA boardroom

- 1.1 Adoption of July 21, 2011 agenda
- 1.2 Conflict of Interest/Pecuniary Interest
- 1.3 Approval of June 8, 2011 minutes
- 1.4 Business arising from minutes

### **REPORTS/UPDATES**

- 2.1 Office update – Tracey Cassidy
- 2.2 Office relocation – Tracey Cassidy
- 2.3 Image Committee – Neil Kirstine
  - a. Buskers Festival
  - b. Outdoor Market Days
  - c. Spruce the Bruce
- 2.4 Promotions Committee – Christine Brandt

### **ACCOUNTS PAYABLE**

- 3.1 Motion to pay July 21, 2011 bills/accept bills paid
- 3.2 Trial Balance

### **NEW BUSINESSES**

- 4.1 None

### **NEW BUSINESS**

- 5.1 Service Club Signs

### **CORRESPONDENCE**

- 6.1 None

### **IN CAMERA**

- 7.1

### **ADJOURNMENT**

## Walkerton Chamber of Commerce & BIA

### MINUTES

Wednesday, June 8<sup>th</sup>, 2011

Chamber/BIA Boardroom – 12 p.m.

#### PRESENT

Bonnie Kraemer – President  
Kym Hutcheon  
Tim Mancell

Randy Saunders – Vice President  
Dwayne Kaster  
Dean Ribey

Elaine Schaab – Past President  
Neil Kirstine

#### REGRETS

Sharon Vivian

#### STAFF

Tracey Cassidy – Manager      Christine Brandt – Secretary

President Bonnie Kraemer called the meeting to order at 12:15 p.m.

#### 1.1 Adoption of June 8<sup>th</sup>, 2011 agenda

A motion was made to adopt the June 8<sup>th</sup>, 2011 agenda

*MOTIONED BY – Elaine Schaab*

*SECONDED BY – Kym Hutcheon*

*MOTION CARRIED*

#### 1.2 Conflict of Interest/Pecuniary Interest

None

#### 1.3 Approval of May 3<sup>rd</sup>, 2011 minutes

A motion was made to adopt the May 3<sup>rd</sup>, 2011 minutes

*MOTIONED BY – Neil Kirstine*

*SECONDED BY – Dean Ribey*

*MOTION CARRIED*

#### 1.4 Business arising from minutes

None

#### REPORTS/UPDATES

##### 2.1 Office Update – Tracey Cassidy

Chamber/BIA staff attended the Midwestern Ontario Sportsmen Show last weekend in an effort to become more familiar with the event before becoming involved with its organization. Tracey will attend the Walkerton Kinsmen Club's next regular meeting, when the Chamber/BIA's role in 2012 will be discussed. She has also been invited to the Saugeen Home & Recreation Expo's wrap-up meeting to learn more about that group's plans for next year. The Chamber/BIA will act as booking agents for both of these events in 2012.

A job posting for a summer staff position at the Chamber/BIA office has been added to the website and was printed in the June edition of the Brockton Buzz. The deadline to apply for this position is Friday, June 10<sup>th</sup>.

##### 2.2 Office Relocation – Tracey Cassidy

Renovations at the new Chamber/BIA office continue. The walls have been constructed, dry walled and painted. All electrical, phone and internet wiring has also begun. Signage options were discussed and several quotes reviewed.

A motion was made to purchase an awning from Jim MacArthur Windows & Doors, a large sign from Cox Signs, and a bracket and hanging sign from Cox Signs.

**MOTIONED BY – Neil Kirstine**

**SECONDED BY – Tim Mancell**

**MOTION CARRIED**

One refrigerator quote was reviewed, as a second Chamber/BIA member declined to provide a quote. The board directed staff to obtain one additional quote from a local business and proceed with purchasing the best option.

Shelving will be built on-site by the landlord's contractor.

Although quotes were sought for content insurance, the municipality has informed staff the Chamber/BIA is covered under its insurance regardless of where the office is located.

Staff and any available board members will spend Sept. 6<sup>th</sup> - 7<sup>th</sup> moving into the new office, which will open Thursday, Sept. 8<sup>th</sup>. The municipality has given permission for the current building on Park Street to be used until this date.

### **2.3 Image Committee – Neil Kirstine**

The Image Committee met Tuesday. Several Brockton businesses have requested facade improvement applications but as 2011 funds are running low, priority will be given to new businesses and first time applicants; existing businesses requesting funding for a second time, will receive funding only if money remains at the end of the year. Additional funds may become available through the Spruce the Bruce program.

Outdoor Market Days will begin this summer on Friday, July 8<sup>th</sup> and continue weekly until Friday, Sept. 2<sup>nd</sup>. A flyer will be distributed to help promote the sidewalk sales offered by Chamber/BIA members. Some core vendors from last year's Farmers Market will be invited back to supplement the products available from retailers. Businesses with outside speakers will be encouraged to play music on Fridays.

Implementing a block system is still under consideration, where each block would take care of beautifying its own space beyond what the municipality and Image Committee are already doing. A few times a year the best-looking block would receive recognition for its efforts.

### **2.4 Promotions Committee – Bonnie Kraemer/Elaine Schaab**

A new promotion will be introduced in 2012 in the form of a coupon book. Ads will be sold in the new year with the book scheduled for release in March.

The summer radio promotion is full. Forty-one businesses have signed up, leaving one businesses without partners. Therefore three other businesses will be sought as partners.

*1:02 p.m. Randy Saunders arrived at the meeting.*

## **ACCOUNTS PAYABLE**

### **3.1 Motion to pay June 8<sup>th</sup>, 2011 bills/accept bills paid**

A motion was made to pay the June 8<sup>th</sup>, 2011 bills/accept bills paid in the amount of \$16,180.26.

**MOTIONED BY – Dean Ribey**

**SECONDED BY – Tim Mancell**

**MOTION CARRIED**

### **3.2 Trial balance**

The trial balance was included in the package for review.

## **NEW BUSINESSES**

### **4.1 Cava Coffee Cafe opened on McNab Street May 25th.**

- 4.2 The Hartley House Hotel re-opened under new ownership May 27<sup>th</sup>.  
4.3 Holm Graphics is opening next week in the former Shoe Shack location.

1:08 p.m. Kym Hutcheon left the meeting.

#### **NEW BUSINESS**

##### **5.1 Budget**

Minor changes had to be made to the 2011 budget following council's decision to grant the Image Committee \$18,800. The Chamber/BIA's 2010 surplus was also included in the budget.

A motion was made to approve the 2011 budget, as revised.

**MOTIONED BY – Neil Kirstine**

**SECONDED BY – Elaine Schaab**

**MOTION CARRIED**

##### **5.2 Spruce the Bruce – committee appointment**

The county has set aside \$100,000 to help improve Walkerton and three other communities through its Spruce the Bruce program. Over the next few years Walkerton is to focus on marketing initiatives and its facade improvement program. OMAFRA's Rural Economic Development program may also contribute funds to this cause. The Spruce the Bruce committee will include representatives from the Chamber/BIA, Image Committee, Economic Development Committee, Brockton Council, Parks & Recreation Department and the Heritage/Library Committee.

A motion was made to appoint Chamber/BIA manager Tracey Cassidy to the Spruce the Bruce committee.

**MOTIONED BY – Neil Kirstine**

**SECONDED BY – Elaine Schaab**

**MOTION CARRIED**

##### **5.3 Chamber/BIA – committee appointments**

The Chamber/BIA's sub-committee members who do not sit on the board are to be approved by the board of directors annually for insurance purposes.

A motion was made to appoint Laurie Knox, Nancy Sweiger, Brian Folmer and Brian Weber to the Image Committee, and to appoint Shelley Crummer, Louise Mancell and Sharon Strucke to the Promotions Committee.

**MOTIONED BY – Elaine Schaab**

**SECONDED BY – Neil Kirstine**

**MOTION CARRIED**

#### **CORRESPONDENCE**

- 6.1 None

#### **IN CAMERA**

- 7.1 Not needed

#### **ADJOURNMENT**

A motion was made to adjourn the meeting at 1:17 p.m.

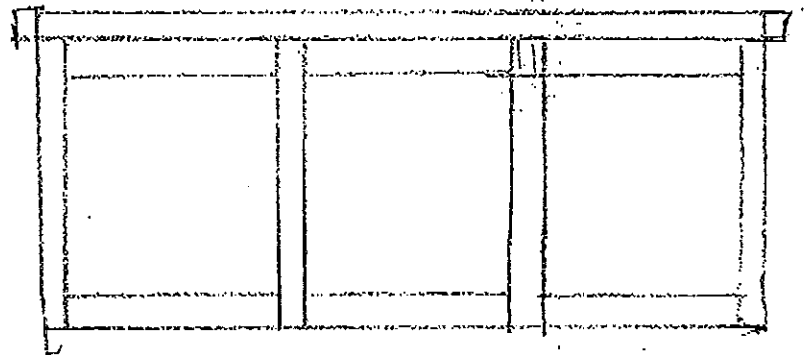
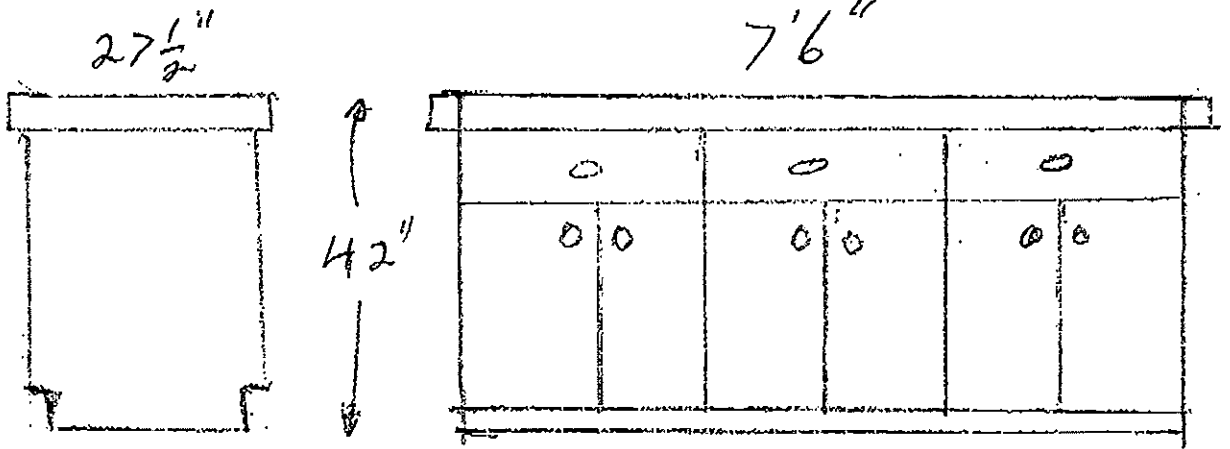
**MOTIONED BY – Dean Ribey**

**SECONDED BY – Randy Saunders**

**MOTION CARRIED**



Waikato Chamber Maple Shaker Doors  
Attn Tracey 881-4009



Back Side - Shaker Panel

Brian Batte Cabinet Co 881-2937  
20x-881-4841





WALKERTON  
CHAMBER OF COMMERCE & BIA

101



3'6"

8'

2'4"



## **STAFF REPORT**

**TO:** Chamber/BIA Board of Directors

**DATE:** July 21, 2011

**RE:** Outdoor Market Days

Outdoor Market Days is a summer initiative hosted by the Image Committee. Every Friday between July 8<sup>th</sup> and Sept. 2<sup>nd</sup> retailers are encouraged to bring their merchandise out onto the sidewalks, erect a sun shelter or awning, and offer a special sale.

A flyer advertising 16 different store-specific specials is being circulated weekly in The Post. Of the 144 possible advertising spots, 143 have been booked.

The response to Outdoor Market Days has been very positive. Businesses are reporting brisk sales on Fridays, and two Farmers Market vendors are serving as an additional draw to the downtown core. Each week staff are erecting about 10 shelters for a variety of retailers, which complements the tents and awnings owned by other businesses.

Any retailer not located downtown has been offered a spot on the main street should they choose to participate in Outdoor Market Days.

## STAFF REPORT

**TO:** Chamber/BIA Board of Directors

**DATE:** July 21, 2011

**RE:** Spruce the Bruce

Spruce the Bruce is a community development and revitalization program, run by the County of Bruce as an economic development program to help small communities further improve their tourism sectors. Grants are awarded every year for things such as façade improvements, streetscape, community signage, destination infrastructure, and marketing and promotions.

Walkerton scored 82 out of 100 points on its initial assessment last year by Spruce the Bruce staff. A new brand and marketing campaign revolving around the Saugeen River was recommended to further enhance the town, and it was decided that this program should fall under the umbrella of the Image Committee.

Spruce the Bruce staff members are ready to start work with the Image Committee. As the program unfolds in Walkerton, local businesses, the Chamber/BIA and the municipality will be eligible for 50% matching grants for things such as perpendicular storefront signs and awnings, community way-finding signage and streetscape beautification. Monies for destination infrastructure (ie public washrooms), facade improvements (including a \$500 design grant) and co-operative marketing will also be available.

Regular Spruce the Bruce meetings will be held during the monthly Image Committee meetings.

## Walkerton & District Chamber of Commerce

### Bills - July 21, 2011

Cartwright Shoes	Walkerton dollars	100.00
Municipality of Brockton	Parcel/postage	27.32
Westario Power	Hydro	209.48
Wright's Foodmarket	Board meeting	50.22
Loung Sing Restaurant	Buskers meeting	66.73
Municipality of Brockton	Website hosting fee	155.60
Tim Br Mart	Walkerton dollars	125.00
Wightman Telecom	Phone, internet	168.59
Christian Kieffer	Lawn care	120.00
Tim Br Mart	Walkerton dollars	50.00
Walkerton Herald Times	Subscription	38.00
Municipality of Brockton	EDC meeting	15.00
Municipality of Brockton	Wages	6,126.58
Towne Convenience	Walkerton dollars	125.00
Tracey Cassidy	Mileage	62.88
Home Hardware	Walkerton dollars	325.00
Christine Brandt	Mileage	75.36
Walkerton Meat Market	Walkerton dollars	50.00
Loung Sing Restaurant	Spruce the Bruce meeting	99.67
Van Houtte Coffee	Coffee	54.63
Wright's Foodmarket	Walkerton dollars	50.00
Holst Office Supplies	Binder, paper	76.26
Ron's Home Maintenance	Office renovations, trim & shelving	660.37
Walkerton Home Hardware	Sun shelters	1,019.49
Westario Power	Hydro	146.49
Cartwright Shoes	Walkerton dollars	175.00
Grant's RV & Appliances	Fridge	563.87
Henry Simpson	Rent - first and last - new office	1,243.00
Wightman Telecom	Phone, internet	169.65
Pitney Bowes	Postage meter lease	89.80
Municipality of Brockton	Utilities	\$59.35
Walker's Landing	Walkerton dollars	125.00
Petty Cash	Meetings & Misc Supplies	59.77
	<b>Total Bills</b>	<b>\$12,483.11</b>

## Walkerton Chamber of Commerce &amp; BIA

## Trial Balance

As of 19 July 2011

19/07/11

Accrual Basis

	19 Jul 11	
	Debit	Credit
1000 · Chequing	34,552.28	
1020 · Accounts receivable	6,831.13	
1500 · *Undeposited Funds	366.40	
1800 · Inventory - relocation guides	5,404.00	
1700 · Office furniture	8,040.00	
1701 · Acc Amort - Office Furniture		7,237.00
1710 · Computers	7,289.94	
1711 · Acc amort - Computers		5,123.00
1720 · Equipment	3,045.00	
1721 · Acc Amort - Equipment		1,996.00
1010 · Petty cash	100.00	
2020 · Accounts payable		2,332.01
2050 · Accrual account	0.00	
2200 · GST Payable (due to/from Ont.)		171.53
2500 · Deffered Revenue		1,700.00
3010 · Reserves	0.00	
3900 · Retained Earnings		11,862.13
4000 · General income:Bank interest		148.86
4000 · General Income:Surplus		16,342.85
4000 · General Income:Tax levy		35,550.62
4100 · Income-other		151.00
4100 · Income-other:Rent		4,624.00
4100 · Income-other:Tourist centre		17,500.00
4100 · Income-other:Website & other advertising		1,600.00
4200 · Chamber Membership:Associates		9,275.00
4200 · Chamber Membership:group insurance		1,447.01
4250 · Projects & Promotions-C		3,040.00
4300 · Canada's Wonderland tickets		1,676.00
4500 · Signage Maintenance		450.00
4600 · Walkerton \$\$ revenue		11,265.19
4710 · Promotions-Income:Marketing & Promotions		2,731.90
4710 · Promotions-Income:Spring		1,240.00
4800 · Image Income		5,200.00
4800 · Image Income:Buskers Festival:Admission		100.00
4800 · Image Income:Buskers Festival:Sponsorship		11,815.00
4800 · Image Income:Downtown Market		160.00
4800 · Image Income:Facade Projects		1,000.00
4800 · Image Income:Streetscape		575.00
5000 · Wages & Benefits	40,111.01	
5100 · Mileage/training/lodging/meals	1,661.89	
5250 · Projects & Promotions	6,617.25	
5300 · Office:audit	3,758.54	
5300 · Office:Copier lease	798.60	
5300 · Office:Internet/telephone/fax	1,058.82	
5300 · Office:Meetings	405.03	
5300 · Office:Postage/meter lease	941.43	
5300 · Office:Supplies	34.16	
5300 · Office:Supplies:coffee	173.03	
5300 · Office:Supplies:kitchen/cleaning/bag tags	33.40	
5300 · Office:Supplies:paper/pens/lnk/binders	194.34	
5300 · Office:Supplies:water jugs	6.00	
5300 · Office:Website	339.59	
5400 · Building maintenance:Grass cutting/garden	190.00	
5400 · Building maintenance:Hydro & Utilities	2,497.93	
5400 · Building maintenance:Moving Expense	1,100.53	
5400 · Building maintenance:Rent/municipal tax	2,799.05	
5400 · Building maintenance:Snow removal	1,306.37	
5500 · Tourist Information:Advertising	1,131.62	
5500 · Tourist Information:Maps etc & tourism expenses	124.56	
5500 · Tourist Information:Saugeen Tourism membership, ads	4,039.55	
5700 · Walkerton \$\$	7,425.00	
5755 · Sign Maintenance - Coming Event	62.64	
5900 · Membership costs:CCC	666.38	
5900 · Membership costs:OBIA	25.00	

9:57 AM  
19/07/11  
Accrual Basis

Walkerton Chamber of Commerce & BIA  
**Trial Balance**  
As of 19 July 2011

	19 Jul 11	
	<u>Debit</u>	<u>Credit</u>
6500 · Business Functions:business luncheons		60.00
6700 · Image Expenses:Buskers Festival:Busker advertising	66.14	
6700 · Image Expenses:Buskers Festival:Performers & inflatables	4,421.17	
6700 · Image Expenses:Buskers Festival:Prizes & Supplies	247.05	
6700 · Image Expenses:Christmas Lighting & banners	858.45	
6700 · Image Expenses:Downtown Market:Market advertising	523.27	
6700 · Image Expenses:Facade Program	799.00	
6700 · Image Expenses:Maintenance	509.85	
6700 · Image Expenses:Streetscape:Murals	406.33	
6800 · Promotions-Expenses:Marketing & promotions	2,464.81	
6800 · Promotions-Expenses:Spring	2,947.56	
<b>TOTAL</b>	<u><b>156,374.10</b></u>	<u><b>156,374.10</b></u>

## **STAFF REPORT**

**TO:** Chamber/BIA Board of Directors

**DATE:** July 21, 2011

**RE:** Service Club signs

The Chamber/BIA maintains three service club signs at the entrances to Walkerton, which the Image Committee and the EDC helped to fund when they were created in 2006.

Clubs who want to be represented on the signs pay the cost to have their logo printed on three plaques, which are then hung on the signs. Annually, these clubs each pay a \$50 maintenance fee to allow the Chamber/BIA to build a reserve to repair the signs as needed.

This spring, when quotes were being sought to have the signs repainted, it was discovered the plywood behind the plaques on all three signs is rotten and in need of repair/replacement.

There is currently \$2,000 available in the maintenance account for this work. Quotes from two Chamber members are included for your review.



130 Kincardine Rd, Walkerton, Ontario. N0G2V0. po box 1103 (519) 507-0911  
GST # 81473 7623 RT001

June 24, 2011

**Quote:** Walkerton Chamber of Commerce

**For:** Sign Repair

**Description:** Replace the background of 3 signs (volunteer clubs)

Supply 5/8" marine grade plywood, cut to match existing.  
Paint plywood (match yellow color as close as possible)  
Install new plywood on site with new 2x4 capping and sill (sill and cap painted red)  
Replace "club" signs  
Use new fasteners to fasten plywood to posts.

**Total:** \$1739.00

**H.S.T :** \$226.07

**Grand total:** \$1965.07

**Option #1**

Paint metal posts to match existing. (red, yellow) **\$400.00**

**H.S.T. :** \$52.00

**Grand total** \$452.00

Thank you for taking the time to consider this quote.

 **Cox Signs**  
LIMITED  
519-881-1304, 27 Ontario Rd.,  
Walkerton, ON N0G 2V0

**Signs On Time!**  
Division of Cox Signs Limited  
519-272-0333, 291 Lorne Ave East,  
Stratford, ON N5A 6S4

To: Walkerton & District Chamber Of Commerce  
Att: Tracey Cassidy  
From: Brian Grubb  
Date: July 6 / 2011  
Re: Service Club Signs

*Since 1953..... Our 58th. Year in Business*

## PRICE QUOTE

### **New Sign Panels**

- ◆ **DESCRIPTION:** 3x New faces 8' x 8' / aluminum composite panels with a factory painted baked enamel finish, ivory in colour / vinyl graphic header "Welcome to Walkerton" / remove service club signs and raised borders / leave existing plywood backing for support / install new sign panels / install raised border / re-install service club signs / paint back of sign and trim to match new ivory colour

3x New Faces / Installation / Painting ..... @ 848.00 ..... \$ 2,544.00

+ H.S.T.

Walkerton office at 1-888-953-1111 / Fax 519-881-1461 / E-mail: [briangrubb@coxsigns.com](mailto:briangrubb@coxsigns.com)  
Stratford office at 272-0333 / Fax 272-2514 / E-mail: [signsonetime@coxsigns.com](mailto:signsonetime@coxsigns.com)  
[www.coxsigns.com](http://www.coxsigns.com)