



**WALKERTON**  
CHAMBER OF COMMERCE & BIA

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**BOARD MEETING AGENDA**  
Wednesday, November 9, 2011  
12:30 p.m. Chamber/BIA boardroom

- 1.1 Adoption of Nov. 9, 2011 agenda
- 1.2 Conflict of Interest/Pecuniary Interest
- 1.3 Approval of Oct. 12, 2011 minutes
- 1.4 Business arising from minutes

**REPORTS/UPDATES**

- 2.1 Office update – Tracey Cassidy
  - a. Quote on vehicle magnets
- 2.2 Promotions Committee update – Elaine Schaab
- 2.3 Image Committee – Neil Kirstine
  - a. Spruce the Bruce update

**ACCOUNTS PAYABLE**

- 3.1 Motion to pay Nov. 9, 2011 bills/accept bills paid
- 3.2 Trial balance

**NEW BUSINESSES**

- 4.1 Brucelea Haven (information only)

**NEW BUSINESS**

- 5.1

**CORRESPONDENCE**

- 6.1

**IN CAMERA**

- 7.1

**ADJOURNMENT**

## Walkerton Chamber of Commerce & BIA

### MINUTES

Wednesday, October 12<sup>th</sup>, 2011  
Chamber/BIA Boardroom – 12 p.m.

#### PRESENT

Randy Saunders – Vice President  
Tim Mancell

Elaine Schaab – Past President  
Kym Hutcheon

Neil Kirstine

#### REGRETS

Bonnie Kraemer – President

Dwayne Kaster

Dean Ribey

Sharon Vivian

#### STAFF

Tracey Cassidy – Manager

Christine Brandt – Secretary

Vice President Randy Saunders called the meeting to order at 12:15 p.m.

#### 1.1 Adoption of October 12<sup>th</sup>, 2011 agenda

A motion was made to adopt the October 12<sup>th</sup>, 2011 agenda

*MOTIONED BY – Tim Mancell*

*SECONDED BY – Kym Hutcheon*

*MOTION CARRIED*

#### 1.2 Conflict of Interest/Pecuniary Interest

None

#### 1.2 Approval of September 14<sup>th</sup>, 2011 minutes

A motion was made to adopt the September 14<sup>th</sup>, 2011 minutes

*MOTIONED BY – Elaine Schaab*

*SECONDED BY – Neil Kirstine*

*MOTION CARRIED*

#### 1.4 Business arising from minutes

None

#### REPORTS/UPDATES

##### 2.1 Office Update – Tracey Cassidy

The office has been running smoothly in the wake of the move. The space is looking well, with a lot of visitors and Chamber/BIA members coming through the door. Still to be purchased with the remainder of the moving budget are some sound absorbers, as small noises tend to echo in the space. The building's encroachment agreement with the municipality will be updated now that the new awning has been installed.

Tracey attended the first Saugeen Home and Recreation Expo meeting last night. The first meeting for the Midwestern Ontario Sportsmen Show has been scheduled for Oct. 24<sup>th</sup>.

Christine will be attending the annual Grey-Bruce Regional Tourism Conference in Port Elgin on Oct. 26<sup>th</sup>, and Tracey and Neil Kirstine will represent Walkerton at an economic development seminar in Kincardine the evening of Nov. 17<sup>th</sup>.

The Chamber/BIA's annual general meeting will be held Nov. 9<sup>th</sup> at 12 p.m. All members will be invited to attend. The year-end report will be given at this meeting, and appointments for the positions of president and vice-president will take place.

Volunteers from the board may be needed to help hang seasonal decorations including garland, lights and bows. After a short discussion it was agreed that a local business may be hired to string lights on the taller trees.

Permission was granted to close the Chamber/BIA office between Christmas and New Year's. Staff will use holiday time and accrued overtime hours to account for the days off.

## **2.2 Promotions Committee – Elaine Schaab**

The Promotions Committee met at the end of September and opted to cancel the Men's Shopping Night. The annual Shoppers Night will be held Thursday, Nov. 17<sup>th</sup> from 6 to 9 p.m.

Three grand prize and eight early bird sponsors have been lined up for the Christmas Shopping Challenge, with room for another 10 businesses to be listed as participants.

The Holiday Shoppers Guide will be on the street on or around Nov. 7<sup>th</sup>. More ads were sold this year than last year, and editorial content is currently being sought.

The next project will be a coupon book, which the committee is undertaking with some funds from the Spruce the Bruce program.

## **2.3 Image Committee – Kym Hutcheon**

The Image Committee met earlier this month, with staff from Spruce the Bruce in attendance. Work is continuing to develop Walkerton's community toolkit; more hands-on work will now be required of all Image members. The September workshop saw a small turnout but the program is resulting in a lot of money flowing into Walkerton. The Image application for seasonal decor was approved in October, along with grant applications from the Chamber/BIA and three local businesses.

In conjunction with the STB program and the Ontario Ministry of Agriculture, Food and Rural Affairs, two economic development surveys are to be conducted in Walkerton over the next few months. Volunteers will be needed to help with this task. The resulting data will be analyzed by Ryerson University and presented to all interested community groups, including the Municipality of Brockton, free of charge.

## **2.4 Parade Committee – Randy Saunders**

The Brockton Santa Claus parade will be held Saturday, Nov. 26<sup>th</sup>, beginning at 7 p.m. This year's theme is "A Musical Christmas". School bands in the area have already been asked to attend, and other musical groups may also be invited with a prize awarded to the best group. Children can visit with Santa at the Walkerton Public Library from 5:30 to 6:30 p.m., and free skating will be held at the Horse Palace, courtesy of the Walkerton Kinsmen Club, from 8 to 9 p.m. Downtown businesses will be asked to play holiday music throughout the Christmas season, and restaurants could be approached to offer a dinner special the night of the parade.

## **ACCOUNTS PAYABLE**

### **3.1 Motion to pay October 12<sup>th</sup>, 2011 bills/accept bills paid**

A motion was made to pay the October 12<sup>th</sup>, 2011 bills/accept bills paid in the amount of \$25,428.19.

*MOTIONED BY – Kym Hutcheon*

*SECONDED BY – Elaine Schaab*

*MOTION CARRIED*

### **3.2 Trial balance**

The trial balance was included in the package for review.

## **NEW BUSINESS**

### **4.1 Old Joe's Cabin opened in mid-September at 402 Durham Street East.**

**NEW BUSINESS**

**5.1 Levy policy for vacancies**

A discussion was held on whether vacant commercial spaces within the levied area should receive BIA tax rebates. The investment in BIA initiatives to market the business community as a whole benefit all businesses. As well, streetscape improvements continue and do not bypass vacant properties. The BIA's goal is to fill these commercial vacancies, however in some cases, properties may remain empty for long periods due to an owner's residence in the same building. For these reasons, Directors agreed that no rebates should be granted.

A motion was made to disallow BIA tax rebates for vacant commercial spaces as of January 1<sup>st</sup>, 2012.

*MOTIONED BY – Neil Kirstine*

*SECONDED BY – Kym Hutcheon*

*MOTION CARRIED*

*1:00 p.m. Kym Hutcheon left the meeting.*

**CORRESPONDENCE**

**6.1** None

**IN CAMERA**

**7.1** Not needed

**ADJOURNMENT**

A motion was made to adjourn the meeting at 1:01 p.m.

*MOTIONED BY – Tim Mancell*

*SECONDED BY – Neil Kirstine*

*MOTION CARRIED*



519-881-1304, 27 Ontario Rd.,  
Walkerton, ON N0G 2V0



519-272-0333, 291 Lorne Ave East,  
Stratford, ON N5A 6S4

To: **Walkerton & District Chamber Of Commerce**  
Att: **Christine Brandt**  
From: Brian Grubb  
Date: November 3 / 2011  
Re: **Magnetic Signs**

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

## PRICE QUOTE

### **Magnetic Signs**

- ◆ **DESCRIPTION:** Magnetic vehicle signs approx. 15" x 15" / .030 thick gloss white magnetic with full colour graphics applied / **COPY:** "Chamber" logo etc. / layout of graphics to be confirmed

**12 x Magnetic Signs ..... @ \$ 49.00 ..... \$ 588.00**

**+ 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: [signsontime@coxsigns.com](mailto:signsontime@coxsigns.com)

[www.coxsigns.com](http://www.coxsigns.com)

## Walkerton Chamber of Commerce & BIA

### Bills - November 9, 2011

County of Bruce	Tourism workshop	96.05
Tracey Cassidy	Outdoor drop box	66.27
University of Guelph	Workshop fee	50.00
Simply Delicious	Workshop lunch (to be reimbursed)	136.65
Cava Coffee Café	Oct. board meeting	47.38
HDTV & Electronics	Walkerton dollars	5.00
Holst Office Supplies	Office supplies	75.56
Kym Hutcheon	Fabric for sound boards (at cost)	221.95
Van Houtte Coffee	Coffee	54.63
Pitney Bowes	Postage meter lease	89.80
Brown's Pharmacy	Walkerton dollars	25.00
Christine Brandt	Mileage	62.88
Gillespie's Office Solutions	Copies	51.97
Grey Bruce Interiors	Door mat	26.50
HDTV & Electronics	Radios	148.65
Idea Nest	Graphics for shopping guide	1,136.55
Tracey Cassidy	Mileage, workshop, Shopping cards printing	595.96
Home Hardware	Walkerton dollars	150.00
Wright's Foodmarket	Meetings, workshop	70.03
Wightman Telecom	Internet, phone	169.18
Municipality of Brockton	Wages	6,204.70
	<b>Total Bills</b>	<b>\$9,484.71</b>

## Walkerton Chamber of Commerce &amp; BIA

## Trial Balance

As of 4 November 2011

	4 Nov 11	
	Debit	Credit
1000 · Chequing	5,403.11	
1020 · Accounts receivable	14,166.75	
1500 · *Undeposited Funds	431.72	
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		6,204.67
2050 · Accrual account	0.00	
2200 · GST Payable (due to/from Ont.)		641.58
2500 · Deffered Revenue		1,700.00
3010 · Reserves	0.00	
3900 · Retained Earnings		11,862.13
4000 · General Income:Bank Interest		224.71
4000 · General Income:Surplus		16,342.85
4000 · General Income:Tax levy		53,425.62
4100 · Income-other		453.00
4100 · Income-other:Rent		4,624.00
4100 · Income-other:Tourist centre		26,250.00
4100 · Income-other:Website & other advertising		1,600.00
4200 · Chamber Membership:Associates		9,425.00
4200 · Chamber Membership:group insurance		1,876.10
4250 · Projects & Promotions-C		3,120.00
4300 · Canada's Wonderland tickets	0.00	
4500 · Signage Maintenance		450.00
4600 · Walkerton \$\$ revenue		11,625.19
4710 · Promotions-Income:Christmas promo		5,200.00
4710 · Promotions-Income:Fall Decorating Kits		1,667.51
4710 · Promotions-Income:Marketing & Promotions		2,731.90
4710 · Promotions-Income:Shopping Guide		3,490.00
4710 · Promotions-Income:Spring		1,240.00
4710 · Promotions-Income:Summer		5,248.00
4800 · Image Income		14,100.00
4800 · Image Income:Buskers Festival:Admission		2,373.01
4800 · Image Income:Buskers Festival:Sponsorship		9,985.00
4800 · Image Income:Downtown Market		320.00
4800 · Image Income:Facade Projects		866.82
4800 · Image Income:Wages/Admin/Other	5,532.70	
5000 · Wages & Benefits	62,404.33	
5100 · Mileage/training/lodging/meals	2,172.37	
5250 · Projects & Promotions	9,060.24	
5300 · Office:audit	3,758.54	
5300 · Office:Copier lease	1,326.56	
5300 · Office:Internet/telephone/fax	1,515.87	
5300 · Office:Meetings	834.53	
5300 · Office:Office equipment/upgrades		150.00
5300 · Office:Postage/meter lease	1,407.62	
5300 · Office:Supplies	34.16	
5300 · Office:Supplies:coffee	234.55	
5300 · Office:Supplies:kitchen/cleaning/bag tags	101.25	
5300 · Office:Supplies:paper/pens/ink/binders	159.58	
5300 · Office:Supplies:water jugs	8.00	
5300 · Office:Website	339.59	
5400 · Building maintenance:Grass cutting/garden	310.00	
5400 · Building maintenance:Hydro & Utilities	2,959.00	
5400 · Building maintenance:Moving Expense	10,636.31	
5400 · Building maintenance:Rent/municipal tax	5,009.80	
5400 · Building maintenance:Snow removal	1,306.37	
5500 · Tourist Information:Advertising	1,131.62	
5500 · Tourist Information:Maps etc & tourism expenses	696.46	

10:39 AM  
 04/11/11  
 Accrual Basis

**Walkerton Chamber of Commerce & BIA**  
**Trial Balance**  
 As of 4 November 2011

	4 Nov 11	
	Debit	Credit
5500 · Tourist Information:Saugeen Tourism membership, ads	4,039.55	
5700 · Walkerton \$\$	8,375.00	
5755 · Sign Maintenance - Coming Event	62.64	
5900 · Membership costs:CCC	686.38	
5900 · Membership costs:OBIA	25.00	
6500 · Business Functions	174.40	
6500 · Business Functions:business luncheons		201.30
6700 · Image Expenses:Buskers Festival:Busker advertising	3,492.45	
6700 · Image Expenses:Buskers Festival:Performers & inflatables	7,238.32	
6700 · Image Expenses:Buskers Festival:Prizes & Supplies	3,234.01	
6700 · Image Expenses:Buskers Festival:Rentals	704.09	
6700 · Image Expenses:Buskers Festival:Staffing & misc	487.49	
6700 · Image Expenses:Christmas Lighting & banners	858.45	
6700 · Image Expenses:Downtown Market:Market advertising	4,171.97	
6700 · Image Expenses:Facade Program	2,854.31	
6700 · Image Expenses:Maintenance	1,564.26	
6700 · Image Expenses:Streetscape:Banners-purchase	408.87	
6700 · Image Expenses:Wages/admin fees	4,158.09	
6800 · Promotions-Expenses:Christmas promo	400.45	
6800 · Promotions-Expenses:Fall decorating kits	1,002.41	
6800 · Promotions-Expenses:Marketing & promotions	2,464.81	
6800 · Promotions-Expenses:Shopping Guide	1,021.71	
6800 · Promotions-Expenses:Spring	2,947.56	
6800 · Promotions-Expenses:Summer	6,582.20	
<b>TOTAL</b>	<b>211,754.39</b>	<b>211,754.39</b>