



# **WALKERTON**

CHAMBER OF COMMERCE & BIA

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## **BOARD MEETING AGENDA**

Wednesday, September 14, 2011  
12 p.m. Chamber/BIA boardroom

- 1.1 Adoption of Sept. 14, 2011 agenda
- 1.2 Conflict of Interest/Pecuniary Interest
- 1.3 Approval of July 21, 2011 minutes
- 1.4 Business arising from minutes

### **REPORTS/UPDATES**

- 2.1 Office update – Tracey Cassidy
- 2.2 Image Committee – Neil Kirstine
  - a. Buskers Festival wrap-up
  - b. Outdoor Market Days wrap-up
  - c. Spruce the Bruce update

### **ACCOUNTS PAYABLE**

- 3.1 Motion to pay Sept. 14, 2011 bills/accept bills paid
- 3.2 Trial Balance

### **NEW BUSINESSES**

- 4.1 His Style – 347 Durham Street East
- 4.2 Tip Top Trends – 5 Colborne Street North
- 4.3 Extra Mile Color Print Marketing – 85 William Street North

### **NEW BUSINESS**

- 5.1 Draft Budget 2012

### **CORRESPONDENCE**

- 6.1 None

### **IN CAMERA**

- 7.1

### **ADJOURNMENT**

## Walkerton Chamber of Commerce & BIA

### MINUTES

Thursday, July 21<sup>st</sup>, 2011

Chamber/BIA Boardroom – 12 p.m.

#### PRESENT

Randy Saunders – Vice President  
Neil Kirstine  
Sharon Vivian

Elaine Schaab – Past President  
Dwayne Kaster

Kym Hutcheon  
Dean Ribey

#### REGRETS

Bonnie Kraemer – President

Tim Mancell

#### STAFF

Tracey Cassidy – Manager

Christine Brandt – Secretary

Vice President Randy Saunders called the meeting to order at 12:14 p.m.

#### 1.1 Adoption of July 21<sup>st</sup>, 2011 agenda

A motion was made to adopt the July 21<sup>st</sup>, 2011 agenda

*MOTIONED BY – Elaine Schaab                      SECONDED BY – Dean Ribey*

*MOTION CARRIED*

#### 1.2 Conflict of Interest/Pecuniary Interest

Dwayne Kaster, under Item 5.1

#### 1.3 Approval of June 8<sup>th</sup>, 2011 minutes

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

*MOTIONED BY – Dean Ribey                      SECONDED BY – Kym Hutcheon*

*MOTION CARRIED*

#### 1.4 Business arising from minutes

None

#### REPORTS/UPDATES

##### 2.1 Office Update – Tracey Cassidy

April Berry has been hired for the summer to help with projects and events such as Outdoor Market Days and the Buskers Festival.

Christine attended an RTO7 town hall meeting in Southampton last month. This tourism group has two vacant board positions, which anyone may apply for. They will soon have an on-line warehouse of promotional photographs that tourism operators can use for marketing purposes.

Tracey and Christine attended a brainstorming session with a few members of the Saugeen Home & Recreation Expo committee. The first official meeting will be held in September.

Planning meetings for the Midwestern Ontario Sportsmen Show will also start in September.

Tracey attended a transitional meeting last month to learn more about the booking practices.

##### 2.2 Office Relocation – Tracey Cassidy

Renovations at the new Chamber/BIA office have wrapped up. Rental payments begin Aug. 1<sup>st</sup>, non-essential items can be moved after that date. Office furniture will be moved Sept. 6<sup>th</sup> and 7<sup>th</sup>, after the space has been cleaned, with the downtown office opening Sept. 8<sup>th</sup>. Trim will be

added to the top of the new walls sometime in the next month or so, and staff are searching out a new ceiling fan as the office does not have central air conditioning. A fridge has been purchased from Grant's TV & Appliances. Additional storage will be off-site, as arranged by Randy Saunders. A front counter will need to be constructed to match existing office furniture. Two quotes were reviewed.

A motion was made to purchase a front counter from Batte Kitchens.

*MOTIONED BY – Neil Kirstine*

*SECONDED BY – Kym Hutcheon*

*MOTION CARRIED*

The proposed sign design was reviewed and approved by all board members. Staff were directed to request a quote for a pole banner to hang outside the office, and a wooden flower box for under the window.

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

The Image Committee met in early July, with guests from Spruce the Bruce and the Saugeen Economic Development Corporation. Money is available for branding and improving Walkerton's tourism-related infrastructure. The consensus was to market the Saugeen River, using the tag line "Water runs through it". Walkerton could work with Paisley on a joint advertising campaign. It was agreed that Walkerton needs more signage to direct people to the river, and to direct river users into the downtown core.

Buskers Festival planning is on-going. Volunteers are needed! Advertising will begin shortly. Sponsorships are up this year but wristband sales are still needed to make the event a success.

Outdoor Market Days have been very successful to date. The flyer offering store-specific ads sold out, with the exception of a single spot. Two vendors from last year's Farmers Market are supplementing the products available from retailers.

Facade funds will be exhausted before the end of the year but Image may borrow from next year's funding rather than turn down new businesses that approach the committee for money.

Three gardens will be installed this summer on Yonge Street in front of Hudson's Auto Centre, Mac's, and In Line Family Chiropractic. Curbs will also be constructed around the gardens in front of Pizza Delight and valu-mart.

Rope lights were suggested as an alternative on the east bridge, where the current light strings are consistently becoming unplugged or tampered with.

### **2.4 Promotions Committee – Christine Brandt**

The summer radio promotion began this week. Forty-four businesses signed up; ads will be running five times per day for approximately the next five weeks.

## **ACCOUNTS PAYABLE**

### **3.1 Motion to pay July 21<sup>st</sup>, 2011 bills/accept bills paid**

A motion was made to pay the July 21<sup>st</sup>, 2011 bills/accept bills paid in the amount of \$12,483.11.

*MOTIONED BY – Neil Kirstine*

*SECONDED BY – Dwayne Kaster*

*MOTION CARRIED*

### **3.2 Trial balance**

The trial balance was included in the package for review.

## **NEW BUSINESSES**

### **4.1 Tammy's Personal Training, operated by Tammy Kunkel, joined the Chamber/BIA this week.**

## **NEW BUSINESS**

### **5.1 Service Club Signs**

The Chamber/BIA maintains the three service club signs at the entrances to Walkerton. They need to be repainted this year but it was recently discovered that the plywood behind the individual plaques is rotten. There is \$2,000 in the maintenance fund that can be used for replacing and painting the plywood. Two quotes were considered.

A motion was made to work with Canadian Fire & Flood to repair the service club signs.

***MOTIONED BY – Kym Hutcheon                      SECONDED BY – Neil Kirstine***

***MOTION CARRIED***

It was suggested the signs be painted blue and cream to match other Walkerton initiatives.

The lettering at the top will also be altered to better reflect the purpose of the signs.

## **CORRESPONDENCE**

### **6.1 None**

## **IN CAMERA**

### **7.1 Not needed**

A development sign that has stood at the east end of Walkerton for numerous years is no longer relevant and is now unattractive. Board members directed staff to request its removal from the partners who operate the development company.

## **ADJOURNMENT**

A motion was made to adjourn the meeting at 1:20 p.m.

***MOTIONED BY – Sharon Vivian                      SECONDED BY – Neil Kirstine***

***MOTION CARRIED***

## Walkerton Chamber of Commerce & BIA

### Bills - Sept. 14, 2011

Canada's Wonderland	Ticket sales	1,676.00
Pitney Bowes	Postage meter ink	54.05
Murphy's valu-mart	Walkerton dollars	150.00
Murphy's valu-mart	Cleaning supplies, meetings, misc.	359.54
The Bargain Shop	Kitchen supplies	7.90
Christine Brandt	Mileage (July)	42.72
Tracey Cassidy	Mileage (July)	42.24
Weber's Electric	Electrical work at new office	2,542.50
Wright's Foodmarket	Meeting supplies	10.14
Municipality of Brockton	Wages (July)	6,126.57
Christian Kieffer	Grass cutting	120.00
Kym Hutcheon	Planter boxes for new office	50.82
Holst Office Supplies	Office supplies	16.29
Wightman Telecom	Phone, internet	168.94
Westario Power	Hydro	159.04
Green Eco Clean	Cleaning of new office	146.25
Idea Nest Graphic Design	Sign design- main office sign	169.50
CKNX Blackburn Radio	Summer radio promotion	3,490.00
Petty Cash	Buskers refreshments, water for office	42.95
Walkerton Home Hardware	Sun shelters, batteries	913.94
Municipality of Brockton	Wages (August)	6,801.58
Reliance Printing	Outdoor Market Days flyers	1,800.50
Tracey Cassidy	Buskers wrap meeting	32.76
Creations by Susan	Wall art for new office	104.86
Tracey Cassidy	Mileage (August), lunch meeting	106.26
Christine Brandt	Mileage (August)	53.88
Great Canadian Dollar Store	Supplies for new office	22.60
Gillespie's Digital Office Solutions	Copies	165.24
Randy's Lock-Safe & Alarm Inc.	Wireless entry alert chime	64.07
Holm Graphics	Front and side door decals	158.20
Joy Source for Sports	Walkerton dollars	300.00
Henry J. Simpson	Rent (Sept., Oct., Nov.)	1,864.50
Wright's Foodmarket	Office supplies	6.77
Walkerton Home Hardware	Fan for new office, padlock, keys	175.96
Tim-Br Mart	Trim for new office	57.23
Holst Office Supplies	Office supplies	29.74
Westario Power	Hydro - final bill	285.26
Walkerton Meat Market	Walkerton dollars	175.00
Batte's Kitchens	Front counter	1,739.07
Municipality of Brockton	Taxes-final bill	534.64
Ron's Home Maintenance	Trim for new office	79.10

Idea Nest Graphic Design  
Idea Nest Graphic Design

Sign design - window decals  
Sign design - tourist hanging sign

90.40  
39.55

**Total Bills**

**\$30,976.56**

12:38 PM

13/09/11

Accrual Basis

## Walkerton Chamber of Commerce &amp; BIA

## Trial Balance

As of 13 September 2011

	13 Sep 11	
	Debit	Credit
1000 · Chequing	4,929.37	
1020 · Accounts receivable	4,020.15	
1500 · *Undeposited Funds	0.00	
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		7,179.87
2050 · Accrual account	0.00	
2200 · GST Payable (due to/from Ont.)	1,962.97	
2500 · Deferred Revenue		1,700.00
3010 · Reserves	0.00	
3900 · Retained Earnings		11,862.13
4000 · General Income:Bank Interest		171.76
4000 · General income:Surplus		16,342.85
4000 · General income:Tax levy		35,550.62
4100 · Income-other		423.00
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		9,387.50
4200 · Chamber Membership:group insurance		1,658.55
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:Marketing & Promotions		2,731.90
4710 · Promotions-Income:Spring		1,240.00
4710 · Promotions-Income:Summer		5,248.00
4800 · Image Income		7,956.98
4800 · Image Income:Buskers Festival:Admission		2,373.01
4800 · Image Income:Buskers Festival:Sponsorship		9,190.00
4800 · Image Income:Downtown Market		320.00
4800 · Image Income:Facade Projects		280.00
4800 · Image Income:Wages/Admin/Other		1,750.00
5000 · Wages & Benefits	53,097.60	
5100 · Mileage/training/lodging/meals	1,882.22	
5250 · Projects & Promotions	9,060.24	
5300 · Office:audit	3,758.54	
5300 · Office:Copler lease	1,058.04	
5300 · Office:Internet/telephone/fax	1,058.82	
5300 · Office:Meetings	557.86	
5300 · Office:Office equipment/upgrades		150.00
5300 · Office:Postage/meter lease	1,181.43	
5300 · Office:Supplies	34.16	
5300 · Office:Supplies:coffee	173.03	
5300 · Office:Supplies:kitchen/cleaning/bag tags	90.96	
5300 · Office:Supplies:paper/pens/ink/binders	39.17	
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	2,897.78	
5400 · Building maintenance:Moving Expense	6,056.52	
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	124.56	
5500 · Tourist Information:Saugeen Tourism membership, ads	4,039.55	
5700 · Walkerton \$\$	8,050.00	
5755 · Sign Maintenance - Coming Event	62.64	

12:38 PM  
 13/09/11  
 Accrual Basis

**Walkerton Chamber of Commerce & BIA**  
**Trial Balance**  
 As of 13 September 2011

	13 Sep 11	
	Debit	Credit
5900 · Membership costs:CCC	666.38	
5900 · Membership costs:OBIA	25.00	
6500 · Business Functions:business luncheons		60.00
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	2,851.02	
6700 · Image Expenses:Buskers Festival:Rentals	704.09	
6700 · Image Expenses:Buskers Festival:Staffing & misc	466.52	
6700 · Image Expenses:Christmas Lighting & banners	858.45	
6700 · Image Expenses:Downtown Market:Market advertising	3,537.00	
6700 · Image Expenses:Facade Program	799.00	
6700 · Image Expenses:Maintenance	1,564.26	
6700 · Image Expenses:Other- Image	275.96	
6700 · Image Expenses:Streetscape:Banners-purchase	408.87	
6700 · Image Expenses:Wages/admin fees	2,025.77	
6800 · Promotions-Expenses:Marketing & promotions	2,464.81	
6800 · Promotions-Expenses:Spring	2,947.56	
6800 · Promotions-Expenses:Summer	2,405.97	
<b>TOTAL</b>	<b>168,851.36</b>	<b>168,851.36</b>

## Walkerton Chamber of Commerce &amp; BIA

2012 Budget - DRAFT

## REVENUE

Account #	Item	2011 Budget	As of Aug 8	2012 Budget	* bold number indicate no further increases to this account are expected by year end
4000	Interest	150	172	200	
4000	BIA Levy	71,500	35,551	72,800	up 1,300
4100	Other Income	1,500	1,799	7,700	now includes 6,000 for booking sportsmen & home show
4100	Reception services/rent	6,936	4,624	0	
4100	Tourist Information Centre	35,000	17,500	35,500	Up 500 to help with increased wage costs, first increase in 4 years
4200	Associate membership	7,500	9,338	8,400	to reflect expected 2012 memberships
4200	Group Insurance	2,400	1,447	2,400	
4250	Surplus	16,343	16,344	0	Will know later in year if surplus is likely
4250	Projects & promotions		3,040		
4500	Sign maintenance	400	450	450	
4600	Walkerton Dollars	13,000	11,265	13,000	
4710	Chamber/BIA Programs/Promotions	16,500	3,972	16,500	
4800	Image Committee (see separate budget)	25,300	18,594	29,600	
<b>Total Chamber Revenue</b>		<b>\$196,529</b>	<b>124,095</b>	<b>186,550</b>	
Revenue from municipality					
5200	Santa Claus Parade	3,000	0	3,000	
<b>Total Revenues</b>		<b>\$199,529</b>	<b>124,095</b>	<b>189,550</b>	

## EXPENSES

Account #	Item	2011 Budget	To date	2012 Budget	
5000	Wages & Benefits	52,500	20,296	56,000	Cost of Living Increases 2.5% Tracey, 3% Christine
5100	Mileage/training/meals	2,500	1,738	2,300	downtown location will decrease mileage
5250	Projects & Promotions	10,493	6,617	6,000	Image and Promotions
5300	Audit	2,100	3,759	2,300	audit based on actual
5300	Photocopier	2,000	910	2,000	
5300	Internet/phone/fax	1,100	1,059	1,000	
5300	Meetings	900	492	900	
5300	Office Equipment & upgrades	1,000	-200	1,000	
5300	Office maintenance	500	0	500	
5300	Postage	1,000	632	1,000	
5300	Office Supplies	1,600	507	1,600	
5300	Website	400	340	500	
5400	Signage maintenance reserve	400	0	450	
5400	Snow removal/lawn & garden	1,700	1,316	0	
5400	Hydro & Utilities	3,000	1,641	0	
5400	Municipal Taxes	3,500	1,682	0	
5400	Rent	3,000	1,117	7,000	
5400	Office relocation	10,000	3,432	0	
5900	BIA & Chamber membership fees	400	691	900	OCC membership is more
5700	Walkerton Dollars	13,000	7,575	13,000	
6500	Business functions	1,100	-60	1,000	
6700	Image Committee (see separate budget)	25,300	16,289	29,600	Assuming last year's #s, still have to talk with committee
6800	Chamber/BIA programs/promotions	24,036	5,412	24,000	
<b>Total Chamber Expenses</b>		<b>\$161,529</b>	<b>75,245</b>	<b>151,050</b>	
Parade Expense					
5200	Santa Claus Parade	3,000	0	3,000	
Tourist Centre Expenses					
		<b>2011 Budget</b>	<b>To date</b>	<b>2012 Budget</b>	
5000	Wages	26,000	26,000	26,500	
5300	Postage, supplies, phone, internet	2,500	2,000	2,500	
5400	Hydro & Utilities	1,000	1,000	0	
5400	Rent			1,300	
5400	Gardening & Lawn Care	300	300	0	
5500	Saugeen Tourism membership	1,500	1,500	1,500	
5500	Brockton pages - Saugeen Tourism guide	2,500	2,540	2,500	
5500	Tourism advertising/Maps etc.	1,200	1,256	1,200	
<b>Total Tourist Centre Expenses</b>		<b>\$35,000</b>	<b>34,596</b>	<b>35,500</b>	
<b>Total Expenses</b>		<b>\$199,529</b>	<b>109,840</b>	<b>189,550</b>	