

Manitoulin Chamber of Commerce

Meeting Minutes - Draft
Tuesday, February 19th, 2008
9:30 am

Regular Board Meeting

Facilitator: Tom Charbonneau - Coordinator

Call to Order: President Legge called the meeting to order at 9:40am.

Roll Call: Directors: Owen Legge, Nancy Leeson, Marg Jones, Glenn Black, Claude Proulx, Karyn Chandler, Sean Tipper, Maja Mielonen. Staff: Tom Charbonneau, Kelsey Maguire, Dorothy Gordon and Guests: John Foster

Motion to accept minutes of January 21st, 2008 Regular Board Meeting.
Motion (1-2-19-08) made by Marg Jones and Seconded by Claude Proulx.
Motion Carried

Executive Reports:

1. President. Owen Legge reported that absentee directors (those with 3 consecutive absences) wish to remain on the Manitoulin Chamber of Commerce and those personal circumstances have made them unavailable. Owen provided some details on discounts available to Chamber Businesses that hold a Visa Card and purchase fuel from Esso. Further information will be provided by Owen to the MCC Coordinator for circulation.
2. Vice President. Nancy Leeson indicated that Director Absenteeism must be addressed by the board.
3. Secretary. No report
4. Treasurer/Bookkeeper. Dorothy Gordon presented financial statements for review by the board and suggested that a budget be developed by the board.
5. Coordinator. Tom Charbonneau indicated that membership was approximately 90 businesses. Additional topics are to be covered under other headings.

Committee Reports

1. Manitoulin Branding Associate Committee. Karyn Chandler advised that the Associate committee is still waiting for quotes for advertising to take place this year. The Association will also be looking at the purchasing of various branding labels and bring this expenditure request to the board. Karyn would also like to see the creation of a tri fold pamphlet with Associate Committee members on one side and other businesses listed on the other side. There was discussion of the use of the Branding Association Logo by Farquhar's Dairy. As a result of this conversation **Motion 3-2-19-08** was made by Glenn Black and Seconded by Claude Proulx that: Any correspondence of a controversial nature or the setting of board policy be approved by the Manitoulin Chamber of Commerce Board of Directors. **Motion Carried.** Karyn discussed branding fees related to the use of the Branding Logo and the standards required to use the logo. The Chamber and the Associate Committee must be vigilant in policing the use of the logo by unauthorized entities. Allowing unauthorized would jeopardize the logo and rights held by the Chamber and the Associate Committee. Karyn also noted that a revision of the fees pertaining to use of the electronic logo is being considered.
2. Marketing and Promotion. Claude Proulx advised the board of a meeting that had taken place on February 11th, 2008 between Web Dynamics (Bob Wilson), himself and the MCC Coordinator. In consultation with the Associate Committee it was decided that Web Dynamics would be the company to design and develop the MCC website, including the Associate Committee Members. Claude described the concept and design of the site to board members. Claude was asked to confirm with Web Dynamics that the Website would remain wholly owned and controlled as directed by this chamber of commerce. Claude will inquire about protection of email accounts from spam. There would be some cost savings from the original quote as some data entry would be completed by Claude and the Chamber Coordinator. It was suggested that funds allocated remain at \$5000 for unforeseen expenditures, changes or options added to the contract.
3. Public Relations. No Report
4. Administration. No Report
5. Research and Development. No Report

6. Cooperative Marketing/Ambassador Program/Economic Impact Study. Kelsey Maguire indicated that he had met with OSTC, Fednor and Tobermory Chamber of Commerce. OSTC indicated that they should have funds to contribute to the Ambassador Program and all signs were positive for a successful program this coming season. Kelsey is completing applications for Canada Summer Jobs for students. He is also working on preliminary applications to NOHF to fund the Economic Impact Study. Kelsey asked the board if anyone would be willing to sit on the Impact Study Management Committee. Nancy Leeson and Marg Jones agreed to sit on this committee and Sean Tipper would be available as an alternate member for the committee. Glenn Black declared a conflict with the Impact Study discussion and did not participate in any of the related discussion.

Business:

1. Local Business Development – Tom Charbonneau indicated that quotes had been received for an outdoor sign on the Welcome Center. Prices ranged from approximately \$2200 to \$5000. More information for a purchase will be provided after all quotes have been received. **Motion 2-2-19-08** was made by Marg Jones and Seconded by Karyn Chandler that: Chamber Advertising in the Manitoulin Extra end with the last issue in February of 2008 and further more that the Chamber Coordinator research advertising options and costs with 100.7 FM The Island and the Executive for the Manitoulin Chamber of Commerce be given authority to determine the expenditures to be made if any with regards to advertising on 100.7.
Motion Carried.
2. Strategic Planning Sessions. Chamber coordinator has determined that there are instructors available for these sessions and dates will be arranged and the board will be informed of these dates and additional details.

Correspondence: Review of items by Tom Charbonneau. Any request for additional information should be made to him.

New Business:

1. Greater Sudbury Earth Day Festival-Manitoulin Tent. Maja Mielonen discussed participation in this Festival to be held on April 19th, 2008 and the possibility of financial contributions by the Chamber of Commerce and Associate Committee. It was determined that Maja would provide details on

cost and size of facilities available and number of businesses that could participate and provide these details to the Associate Committee to determine what expenditures if any might be made from the appropriate budget line.

2. Manitoulin Family Resources-request for non-profit. **Motion 4-2-19-08** was made by Glenn Black and Seconded by Sean Tipper that: Manitoulin Family Resources be granted non-profit membership status with the Manitoulin Chamber of Commerce. **Motion Carried.**

3. Membership in Northeastern Ontario Chamber of Commerce. **Motion 5-2-19-08** was made by Marg Jones and seconded by Nancy Leeson that: Manitoulin Chamber of Commerce obtain membership in the Northeastern Ontario Chamber of Commerce at a cost of \$2 per active member in the Manitoulin Chamber of Commerce. **Motion Defeated.**

4. Policing of Manitoulin Branding Association. Item covered under Committee Reports- Manitoulin Branding Associate Committee.

5. Coordinator request: Permission to purchase office chair requested by Tom Charbonneau. **Motion 6-2-19-08** was made by Nancy Leeson and seconded by Sean Tipper that: The coordinator is granted permission to purchase an office chair for a total not to exceed \$500. **Motion Carried**

6. Mileage claims reimbursement. The coordinator requested that a motion be made allowing 390km to be claimed as an expenditure by Claude Proulx for a meeting he and the coordinator attended in Sudbury to interview a candidate for the Chamber/Associate Committee Website. **Motion 7-2-19-08** was made by Sean Tipper and seconded by Marg Jones that: Claude Proulx be reimbursed for 390km at the rate in effect at the time of travel. **Motion Carried with Claude Proulx abstaining.**

In Camera Items: Moved to in camera session at 12:15pm. Staff and guests exited the meeting.

Next Meeting: Monday March 17th, 2008.

Adjournment: Meeting adjourned at 12:30pm.

SCHEDULED DATES FOR MANITOULIN CHAMBER OF COMMERCE REGULAR BOARD MEETINGS - 2008

~~January 21st, 2008 – 1:30pm to 4:30pm – Monday~~

February 19th, 2008 – 9:30am to 1pm – Tuesday

March 17th, 2008 – 9:30am to 1pm – Monday

April 21st, 2008 – 9:30am to 1pm – Monday

May 20th, 2008 – 9:30am to 1pm – Tuesday

June 16th, 2008 – 9:30am to 1pm – Monday

July 21st, 2008 – 9:30am to 1pm – Monday

August 18th, 2008 – 9:30am to 1pm – Monday

September 15th, 2008 – 9:30am to 1pm – Monday

October 20th, 2008 – 9:30am to 1pm – Monday

November 17th, 2008 – 9:30am to 1pm – Monday

December 15th, 2008 – 9:30am to 1pm – Monday

Meetings scheduled from January to March inclusive will be in the Central Manitoulin Council Chambers. Pending completion of our new rental facility, meetings after this time may be held at the new Central Manitoulin Township - Welcome Center in Mindemoya.

All meeting dates, times and locations are subject to approval of the Board of Directors.