

Springhill & Area Chamber of Commerce Minutes

April 7, 2010

Jade Palace Restaurant

In attendance: VP Mary Dee MacPherson, Susan Belliveau, Carolyn Torrie, Dan Small, and Adrien Baillargeon.

Regrets: Frank Likely, Harold Delaney, Anne Newman

Call to order, welcome by vice-president

Approval of the agenda:

*Moved by Carolyn, seconded by Adrien with the following additions (staff appreciation, changes in business, hst, membership report, webpage report). **Motion carried.***

Approval of the minutes:

*Moved by Susan, seconded by Adrien. **Motion carried.***

Business arising from the minutes:

- 1) Anne Murray Centre update -- Susan updated the members on the status of the Legends & Lies Festival planning which is going along well and is currently in the process of seeking branding that will set a positive tone for the event and help market it outside of the community. She also indicated last month's Fjellgaard & Friends concert saw a fairly good crowd and was an exceptional concert, enjoyed by all who attended. She also said the Centre has an April 7 concert coming up featuring ECMA nominee, Jessica Rhaye. Local musician and AMC staffer Chris Brown will be the opening act. The concert will be held in the CIBC room at the community centre. It was noted by Mary Dee that the chamber is very positive about the events the Anne Murray Centre has been presenting for the community.
- 2) Regarding the NSCC student marketing survey, Mary Dee indicated she'd met with Anne Newman and Michelle Herrett to go over the survey, agreed with the content of the survey and that it should be sent out to the chamber members. However, she noted a follow up should be done with those who don't answer it. Mary Dee will bring a report back to the next meeting.

- 3) Regarding the Annual General Meeting tickets, Mary Dee indicated there are still a couple of outstanding ticket payments which she will be following up on.

Correspondence:

There was no correspondence.

Reports:

- 1) The VP presented a brief report on behalf of the president indicating he would be attending the Annual General Meeting of the Nova Scotia Chambers of Commerce in Port Hawksbury at the end of April.
- 2) In the membership report Adrien indicated there are still six membership fees to be paid which he will be following up on. He also indicated the Chamber will be focusing on gathering new memberships
- 3) Adrien also presented a report on the webpage indicating because of some issues he has changed hosts. The webpage is now more interactive and will allow members to upload information to the calendar of events that will also include a link to further information on each event. He also noted that webpage sponsorships have been offered and so far the Chamber has received sponsorships from the Lamp Cabin and Jade Palace. The sponsorships can start as low as \$50 per year and include information about the sponsors. In the case of the restaurants the webpage can include their menus. The proceeds raised from these sponsorships go in to the Chamber coffers for sponsored activities like the appreciation and flower programs.

New Business:

- 1) Dan Small provided information on a business development program that would see a cost split done with local companies who need to hire consultants to improve their business. The program will split costs up to \$10,000 in an effort to make small businesses in the province more sustainable. He noted for example that any small business in Springhill that needs website development could benefit from this program. Adrien commented on funding help for businesses, pointing out the Chamber's wine and cheese event (to provide networking opportunities between funders and small businesses) gets funding help from both CREDA and Business Inc.

- 2) After a brief conversation on the president's attendance of the HST information session in Amherst, it was decided to bring the topic forward to the next meeting when the president will be present.
- 3) Concerns were expressed regarding some negative changes to the business community in Springhill and the effect it could have on Springhill. On a positive note it was mentioned that a new Subway sandwich shop is in the works for Springhill.
- 4) Carolyn commented on the appreciation program indicating the Chamber has presented chocolate lollies to the local educational workers, town workers, hospital staff, daycare staff and the GOVRC. She noted that appreciation was one of the key factors addressed regarding the physician retention issue.
- 5) Carolyn also noted that she's cut back on the number of flowers in the town's community flowerpots because she felt there were too many and they were choking each other out. As a result the cost to the Chamber will be less expensive than in previous years. It should be noted that the Chamber provides, plants and cultivates these flowers on behalf of the community at no cost to the town.

Next meeting: May 5/10 at Lamp Cabin, 1 pm