



Meaford

Chamber of Commerce

2021 ANNUAL REPORT

Annual General Meeting
Monday, April 26, 2021
6:00 pm Zoom Meeting

2021 ANNUAL GENERAL MEETING AGENDA

Monday, April 26, 2021

Zoom Meeting

Time: 6:00 pm

1. M.C. –**Brian Johnson Welcome: Call to Order**

Please mute your microphones note that this meeting will be recorded

- I. Brian explains the AGM
- II. Brian introduces **Mayor Barb Clumpus** to bring greetings on behalf of the Municipality of Meaford
- III. Explains the Format for voting & making motions

II. **Formal meeting: President, Scott Gooch**

- I. Approval of minutes: 2020 Annual General Meeting - Motion to Accept/Second/Discussion
- II. Annual Reports:
 - Treasurer's Report, 2020 Financial Statements- Joyce Adams
 - Motion to Accept/Second/Discussion

III. **Elections to the Board of Directors: Brian Johnson**

- I. Report of Nominating Committee: Brian Johnson introduce the present board members Motion to accept/Second
- II. Call for further nominations from the floor Motion to accept/Second

IV. **New Business: President, Scott Gooch**

Review of Past Year

- Members of the Economic Recovery Committee
 - Committee was established to help Meaford Businesses navigate through COVID shutdowns and recovery
 - Provided donated PPE to businesses
 - Advocated for Patios on Sykes
 - Managed delivery of Municipally funded E-Commerce grants
- Members of the Events Team
 - Established to help new and annual events navigate through requirements, provide mentorship and networking to establish a diverse event schedule.
- Dragons Event for 2020 -Virtual from Woodford Hall, released via Vimeo in December
 - Increased the Student Bursary that will be awarded in 2021
- The Apple was open again in 2020
 - Statistics collected were provided to tourist groups and the Municipality (> 8,400 visitors)

- Interior renovations were completed: Walls, floors, brochure racks and lighting were upgraded. Seasonal lights outside. Outside renovations will be completed in 2021 with support from the Kinsmen.
- Participated in Grey Roots Reads
- Monthly articles submitted to The Meaford Independent by various Board Members to address current issues
- Open for Business - promotions and videos
- Zoom Meetings:
 - Town Hall May 2020 with Alex Ruff and Bill Walker
 - Focusing on Restaurants to understand what help looks like
- 22nd Annual Community Awards: Pivoted to Facebook
- Annual On-line Auction - June this year

Brief Outlook for 2021/22

- Re-establish formal lines of communications with Council, to better advocate
- Influence Paid parking Policy to mitigate impact on business and tourism
- Continue Zoom After 5 until we can return in person
- Get the Apple on Ontario by Bike map
- Sell Meaford hats (and T-shirts?) from the Apple
- Live Dragons 2021 in Meaford Hall with host comedian Evan Carter

V. Featured Speaker: Brian Johnson Introduction:

I) Dr. Ian Arra joined the Grey Bruce Health Unity in 2015 during postgraduate training and following that working as a Physician Consultant. As well as his medical degree, Dr. Arra completed postgraduate training in Public Health and Preventive Medicine and a Master's in Epidemiology and Biostatistics.

He has worked on a variety of public health initiatives including - road safety, nuclear Emergency Response Planning, health effects of wind farms, resource prioritization, electronic documentation implementation, climate change mitigation and the built environment.

Dr. Arra strongly believes that knowledge through research empowers both the individual and the community.

II) Question and Answer Session

VI. Adjournment

Time - Motion to Accept/Second

CURRENT BOARD OF DIRECTORS

President –Scott Gooch: Bayview Escarpment Fine Furniture & Cabinetry
Vice President – Rob Uhrig - Bruce Street Technologies
Past President - Brian Johnson - Johnson & Robertson Financial
Treasurer – Joyce Adams - Community Living Meaford
Director – JD Moffat - Jewel 99.3
Director - Brandon Forder - Canadian Pet Connection
Director - Julia White - The Co-operators
Director - Vic Michener - My Favorite Marketer
Dan White - Kinsmen
Director - Pam Tupper - Grey Noise Entertainment
Director - Angela Forder - Canadian Pet Connection

CURRENT STAFF

Chamber Manager - Kim Ware

2020 ANNUAL GENERAL MEETING - Minutes

Wednesday, July 29, 2020
Zoom Meeting
Time: 6:00 pm

I. 6:15 pm AGM Called to Order

Present:

Board and Staff: Brandon Forder, Rob Uhrig, Brian Johnson, Scott Gooch, Joyce Adams, Vic Michener, Bob Peel, Julia White, Kim Ware

Chamber Members: Stefanie McKay, Charlie Aitken, Shirley Keaveney, Janet Sperling

Brian Johnson, Past President and Master of Ceremonies, welcomed everyone, explained the format for voting, making motions and asked everyone to please mute their microphones.

Mayor Barb Clumpus was to bring greetings on behalf of the Municipality; however was unable to join us. Shirley Keaveney, Deputy Mayor brought greetings from the Municipality of Meaford.

II. Formal meeting: President, Scott Gooch

I. **Motion:** Moved by Brandon Forder and seconded by Brian Johnson to accept the 2019 Minutes. Carried

- II. 2019 Treasurer's Report: Presented by Joyce Adams, Treasurer

Motion: Moved by Joyce Adams and seconded by Vic Michener to accept the 2019 Treasurer's Report. Carried

III. Elections to the Board of Directors: Brian Johnson

I. Report of Nominating Committee:

Brian Johnson introduces the present board members for the Meaford Chamber of Commerce for 2020 as follows: Past President: Brian Johnson, President: Scott Gooch, Vice President: Rob Uhrig, Treasurer: Joyce Adams, Directors: Brandon Forder, JD Moffat, Julia White, Bob Peel, Vic Michener,

- II. **Call for further nominations from the floor:** Brian Johnson called for nominations from the floor.

Motion: Moved by Charlie Aitken to accept a nomination of Charlie Aitken. It was agreed that Charlie Aitken would submit an application and apply to the Board through the traditional method.

III. New Business: President, Scott Gooch

I. After being closed for at least 3 years, we opened the Apple last year. We firmly believe that the Apple is the principle - and currently really only - dedicated point of delivery of our collective tourism efforts to the tourists themselves. This year we have 3 staff and just completely renovated the Apple inside and, with the assistance of the Kinsmen this autumn, outside. We are also selling Meaford T shirts from the Apple, on behalf of the Meaford Independent, and there is scope to expand the merchandise on offer.

II. The Chamber, alongside the BIA and the Municipality of Meaford, has been working as part of the Meaford Economic Recovery Task Force to assist all our businesses to succeed in the face of COVID. In particular, the Chamber has brought forth and championed Bump Out Patios on Sykes, the eCommerce Assistance Program, funded by the Municipality and administered by the Chamber, develop and distribute Business Re-opening packages, and we continue to push for the opening of all public restrooms and the creation of a picnic area in the Market Square.

III. In April we hosted a Zoom Town Hall meeting with Alex Ruff, MP, and Bill Walker, MPP, on behalf of the Municipalities of Meaford, Grey Highlands and West Grey Township, allowing our businesses to discuss their concerns and to seek answers about COVID and its impact on the economy.

IV. In June we held a Zoom Meeting with Restaurants to discuss plans for Patios and a plan to develop Market Square. It was an opportunity for the Chamber and Municipality to understand the challenges from these local businesses.

V. Kim Ware is posting and sharing daily member business posts on Instagram and Facebook. She has expanded the weekly Chamber Chat eblast and we are now on

YouTube. In just a few months she has established an online Instagram following of over 400 - that means over 400 people who could be sharing and chatting up your business.

VI. The Meaford Chamber has begun submitting articles to the Meaford Independent every month or two, letting the community know what issues we are working.

VII. Our Dragons event is an important vehicle to support new and expanding Meaford businesses. In addition to the prizes awarded, contestants receive valuable insight and business mentoring, both before the event and after. Despite COVID 19, we will be running the event again this year, with an in-person gala, within guidelines. We hope to publish more in the coming fortnight.

VIII. Our Boardroom provides a meeting space for at least 4 community groups and we have supported multiple open houses for Chamber members, new and established. Speak to Kim Ware if you need some space to hold your meeting.

IV. Featured Speakers: Brian Johnson Introduction:

I) Rob Voigt
Director of Planning
Parkbridge Lifestyle Communities

Robert Voigt President of the Georgian Triangle Development Institute; the first Canadian member of the Urban Land Institute's, Health Leaders Network; advisory board member for ECOHealth Ontario; and, is an artist, writer and Registered Professional Planner practicing for 25 years in governmental and private sector organizations in Canada and the US.

He has a well-documented record of success with projects that have been recognized internationally in healthy community design, urban access to nature, and community engagement.

He has written over 40 articles for publications such as Municipal World, Ontario Planning Journal; APA Journal and Plan Canada and has twice been featured on CBC Radio's Spark to discuss urban planning issues.

Rob is also a member of CHMC's Expert Community on Housing (ECOH) which provides insights on the National Housing Strategy

II) Question and Answer Session

VI. Adjournment

7:30pm - Moved by Rob Uhrig and seconded by Joyce Adams

**ACTIONS TAKEN BY THE BOARD OF DIRECTORS -
YEAR ENDING DECEMBER 2019**

JANUARY

-The Chamber started the year with 141 members

FEBRUARY

- Started to plan what was needed to open the Apple after being closed for 3 years
- Donation requests are being made for the Auction
- Plans start for the Community Awards

MARCH

- Apple Budget approved

APRIL

- Application out for Apple Tourist Position
- Repairs Scheduled
- Dragon's Contestant and Sponsor Applications to be rewritten
- Vic Michener joins the board

MAY

- Brainstorming meeting with local businesses to plan for summer season
- Georgian Bay Community School Bursary approved
- Municipality Community Grant Program approved re Dragons Event
- Bruce Street Technologies provides free Apple Hot Spot, computer and phone for the Apple
- Chamber lobbies to have rules around A Frame signs relaxed
- Lobby to keep one lane open during Bridge reconstruction.
- Brandon Forder joins the board

JUNE

- Bruce Street Technologies provides the Chamber with internet free of charge.
- Photocopier upgraded
- Rob Uhrig joins the Board

JULY

- Promote Dragon Contestants
- Support Christmas in July with promotion

AUGUST

- Dragon's Facebook page created
- Dragon's Rebranded
- Free Friday swims through the Chamber a success

SEPTEMBER

- Social Media Seminar presented
- Economic Development Strategic Plan Meetings attended
- Volunteer as MIFF Popcorn Chefs
- My Favorite Marketer hosts website as cost savings

OCTOBER

- Successful Dragons event completed
- Santa Clause Parade planning begins

NOVEMBER

- Start to plan 2020 Community Awards event rebranding
- Apple planning starts for 2020 season
- 2020 Auction planning in motion

DECEMBER

- Planning how to utilize Market Square jointly with the BIA
- Coat and Food Drive started for Golden Town Outreach

CONTACT INFORMATION

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OFFICE HOURS

Tuesday to Friday 9:00am to 2:00pm.
Available by appointment

MEAFORD CHAMBER OF COMMERCE
FINANCIAL STATEMENTS
DECEMBER 31, 2020

**MEAFORD CHAMBER OF COMMERCE
BALANCE SHEET
AS AT DECEMBER 31**

	2020	2019
	\$	\$
Assets		
Current		
Bank	36,488	30,272
Accounts receivable	757	170
Prepaid expenses	-	395
	37,245	30,837
Liabilities		
Current		
Accounts payable and accrued liabilities	5,276	1,671
Retained income		
Retained income	31,969	29,166
	37,245	30,837

Approved on behalf of the board

_____ Director

_____ Director

**MEAFORD CHAMBER OF COMMERCE
INCOME AND RETAINED INCOME STATEMENT
FOR THE YEAR ENDED DECEMBER 31**

	2020 \$	2019 \$
Revenue		
Memberships	14,735	16,217
Special events	31,966	52,274
Recoverable expenditures	5,858	6,060
Grants and contracts	-	12,260
Miscellaneous income	2,466	1,976
Student grant	3,728	-
First aid	-	3,660
E-commerce	5,000	-
Apple	15,946	-
	<u>79,699</u>	<u>92,447</u>
Expenses		
Advertising	-	175
Apple expenses	5,185	-
Apple wages and benefits	11,103	-
Canadian Chamber of Commerce membership	543	496
E-commerce	1,844	-
GBSS student awards	800	800
Insurance	2,711	3,070
Interest and bank charges	1,038	3,407
Miscellaneous	756	659
Office	5,893	6,358
Payroll and benefits	26,427	33,569
Rent	4,744	4,349
Special events	18,062	30,689
Telephone	1,189	1,245
Utilities	2,044	2,197
First aid	-	570
	<u>82,339</u>	<u>87,584</u>
Operating income (loss)	<u>(2,640)</u>	<u>4,863</u>
Other income (expense)		
Wage subsidy	<u>5,443</u>	<u>-</u>
Net income for the year	2,803	4,863
Retained income at beginning of year	<u>29,166</u>	<u>24,303</u>
Retained income at end of year	<u>31,969</u>	<u>29,166</u>