



# BRIGHTON & DISTRICT CHAMBER OF COMMERCE

74 Main St., P.O. Box 880, Brighton, ON, K0K 1H0. Phone: (613) 475-2775 Fax (613) 475-3777

E-mail: [info@brightonchamber.ca](mailto:info@brightonchamber.ca) Web Site: [www.brightonchamber.ca](http://www.brightonchamber.ca)

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## Minutes

**Directors Meeting – Monday September 28th, 2010, 6:00 P.M.**

**End of the Thread Café**

**Present:** Mary Robertson, Don Parks, Gina Cowan, Emily Rowley, Steve Cooper, Chris Grouchy, Steve White, John Ostapuk,

**Regrets:** George Kamphorst, Ken Prue, Theo Georgatos, Catherine Stutt

**Absent:** Wayne Armstrong

- 1) Call to Order: 6:06pm
- 2) Approval of Agenda  
Moved by: Chris Grouchy  
Seconded by: Steve White  
Carried: Unanimously
- 3) Approval of Minutes August 23rd – See Attached  
Moved by: John Ostapuk  
Seconded by: Steve White  
Carried: Unanimously
- 4) Business arising from Minutes
  - a) Vision for the Chamber –Catherine Stutt
    - This will be taken care of by the Strategic Planning Committee.
    - Next Meeting we will do Committee Planning
  - b) Insurance Protection – Mary Robertson
    - Move this over to our next meeting.
  - c) myFM Chamber Day – Mary Robertson
    - Gina Cowan will contact Jodi Jenkins regarding doing a proposal that is specific to us.
- 5) President's Report
  - Attended Network Brighton meeting.
  - Esso site is still an ongoing process that will likely more over to the next council.
  - Codrington Community Centre is having a Roast Beef Dinner on November 6<sup>th</sup>.
  - Pirate Festival was not as successful this year, DBIA is looking for ideas to do something different for next year.
  - Light up Brighton is on November 19<sup>th</sup> the DBIA is trying to get parade route changed so that it starts downtown.
  - The park occupancy was up by 5000 this summer. Working on doing reenactment for the war of 1812.



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- Lighthouse is an ongoing issue. All three levels of government have been approached.
- Attended DDC Meeting and the County is going ahead with the pilot project for the Online reservation system. This system will allow tourists to purchase packages along with their accommodations. This will allow people to book a trip right across Northumberland and only pay once.
- October is Art Month and there are a number of events happening around Brighton. The Park is also offering free entry to the park with the Lyons Passport.

## 6) Treasurer's Report

- We are running very short right now and will be into next year.
- We are currently sitting over below budget for membership revenue.
- We are below budget for our expenses so this should help us a little bit.
- Income statements were presented to all those in attendance.
- A Budget comparison was also presented to those in attendance.
- John reminded everyone that the budget is issued in February and this needs to be referred to whenever an event is being planned.
- Don is going to talk with the Community Police regarding a rent increase.
- Rental of the spare office will also help the money situation.
- Mary Robertson suggested that The Apple Route rent that office and the Chamber speak with the Municipality about taking over The Community Events Committee to increase our service contract. This would allow the chamber to hire another employee to help take care of this.
- Steve White suggested we change our membership fee to reflect the size of businesses; this will have larger businesses paying a higher amount. The board agreed that we need to put this into effect this year. Steve and Gina will get together to discuss the cost per business.
- Steve also suggested that we include the cost of one AGM ticket in the Membership fee. The board agreed to give this a try
- Gina Cowan will also follow up with Catherine regarding the funding application the BAC was going to do for the spare office.

## 7) Chamber Office Report -See Attached

- Copies were supplied to all those in attendance.

## 8) New Business

- John Ostapuk inquired about the Business Buzz. Gina advised that she is not able to do it as she does not have experience using InDesign. Catherine Stutt helped with the last edition, Gina Cowan will follow up with Catherine about doing another edition in October.
- It is a good idea to look at another option for this so that Gina can do it in house on her own.

## 9) Committee Reports

### a. Country Living Show – **George Kamphorst**

- **No Available**

### b. After Hours – **Gina Cowan**



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- Our Last after hour Networking Event was at Beauty Reservoir, we had good attendance for this. The next event is at Steve Coopers on November 18<sup>th</sup>.
  - c. Breakfast Meetings – **Gina Cowan**
    - Next Breakfast meeting is on October 20<sup>th</sup> with Susan Brose talking about her new book History of Brighton Business.
  - d. Apple Route – **Mary or John**
    - Things are really starting to take off with The Apple Route.
    - Lee is currently working on doing a car rally along the Apple Route.
    - There is director meeting in October.
    - The September 10<sup>th</sup> Launch went very well and has helped to put The Apple Route on the map.
  - e. QMA Steering Committee – **George Kamphorst**
    - Not Available
  - f. Physician Recruitment and Retention Committee – **Don Parks**
    - There has not been a meeting. The next meeting is in October.
  - g. 160<sup>th</sup> Anniversary Committee – **Catherine Stutt**
    - Not Available
  - h. Golf Tournament – **Theo Georgatos**
    - Not Available
  - i. Applefest Committee – **Steve White**
    - Applefest was on the weekend and it was another great success.
    - Next meeting is in 2 weeks to start work for next year.
- 10) Brief from DBIA – Wayne Armstrong
- Not Available
- 11) Brief from Brighton Arts Council – Catherine Stutt
- Not Available
- 12) Brief from Municipality – Emily Rowley
- The Accessibility Advisory Committee would like to come and speak to the board at our October meeting. We will book them in at the front of the meeting.
  - 160<sup>th</sup> Anniversary will be the Theme of 2011 as it is the anniversary of the whole municipality.
  - Santa Claus Parade will be on November 19<sup>th</sup> and the parade route has been changed to start downtown as suggested by the DBIA.
- 13) Brief from ENSS – Christopher Grouchy
- September has been a busy month.
  - Thursday September 30<sup>th</sup> is Terry Fox run they hope to raise over \$50,000 this year. Last year \$42,000 was raised.
  - Terry Fox pancake breakfast is on September 30<sup>th</sup> and tickets can be purchased at the door.



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- The Quest for a track and sports field sold Olympic clothes at Applefest and was able to raise \$11,000
- Alumni dance also did well
- Progress reports are going out October 15<sup>th</sup>.
- This year the March break trip is to Egypt. Chocolate sales will go on sale soon.
- Chris attending Trustee board meeting on September 30<sup>th</sup>.
- Students will be doing a student vote this year for the municipal election.
- 4 students will be coming to help with the All Candidates Meeting on September 30<sup>th</sup>.

14) Date for next Meeting – October 26<sup>th</sup> – End of The Thread Cafe

15) Motion to adjourn: 7:34pm Emily Rowley



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## Office Report September 28<sup>th</sup>, 2010

### Chamber

- Attended Bay of Quinte Tourism meeting September 8<sup>th</sup> – This was a strategic planning meeting. Off season advertising has begun in the Ottawa area and the BQTC is asking all accommodators to keep track of visitors from that area to gauge how well it works. We can already see on the website that visitors from Ottawa have spiked since starting the campaigns. Region 9 is also doing advertising through radio, billboards and TV commercials on CTV.
- Attended Business Success Program Meeting with the Business Advisory Centre. This program is to help businesses that may be struggling. Other business owners are mentors and work with them for about 6 months. Currently the program is in the trial phase and will be fully launched in October.
- Attended a Welcome Cyclist meeting – September 9<sup>th</sup> - I have indicated to the County that the Chamber and The Apple Route are willing to welcome cyclist groups to this area.
- Attended the DMO Meeting on September 14<sup>th</sup> – We talked a lot about the potential launch of a Tourism Ambassador Program in Northumberland. We have a proposal from a company out of the USA that will come and specialize the program to our area. This program is a large amount of money and might be a good idea to take it to a regional level as it will be easier to get money. This program will be administered by Chambers Northumberland.
- Attended Tourism Awareness meeting- September 21 –More work on the Tourism Ambassador program along with some finalization of The Northumberland Action Plan for Tourism Awareness. (NAPTA) next meeting identify what is already being done by each area.
- Don attended DDC Meeting September 22<sup>nd</sup> on behalf of The Chamber.
- Attended a Chambers Northumberland meeting September 23<sup>rd</sup> – We met with Eileen Lum to discuss further the Tourism Ambassador Program. We will be getting another quote if we are to go with all of region 8 and then we will have a meeting with Peterborough and Kawartha Lakes to get support from them. We are confident they will feel this program is a good fit for us all. We have also discussed the possibility of developing a similar program with OTEC this would mean a lot more work, but the possibility of making some revenue on this project. Our next step is to get in touch with the other chambers and OTEC. Our hope is to have this launched by next winter.
- We have 174 Members for 2010, 22 are new members for 2010. 14 businesses did not renew for this year.



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- Everything is in the works for The All Candidates meeting on September 30<sup>th</sup>. The committee has a meeting on Tuesday prior to our Director meeting.
- Will be mailing membership renewals at the beginning of October, will be offering 5% discount again this year. We are not raising the price of the membership for 2011.
- After Hours for September was at Beauty Reservoir and was another success. The next ever will be November 18<sup>th</sup> at Steve Coopers.
- Breakfast with the Chamber on October 20<sup>th</sup> with Susan Brose she is speaking about her new book History of Brighton Businesses.
- The Chamber Business Directory is printed and I have copies in the office, I will have Lee go out and do deliveries again this year. \$2,865.00 in advertising this will give the Chamber \$1,298.00 in revenue. We are still waiting on \$339.00 emails and mailed copies have gone out to the members we are still waiting for payment from.
- I have again applied for funding for a new website, Paul Portelli has advised me that he thinks without The Apple Route applying for anything we have a better chance. Application was mailed and deadline is September 30<sup>th</sup> so we will likely find out in October.
- With the Business Advisory Centre we are doing an E-Marketing Seminar on October 5<sup>th</sup>. The Chamber contribution is \$50.00 which will pay for the rental of the Community Centre. There are already 15 people signed up.
- Facebook page is getting more and more fans we are now up to 80 fans and 40 of those fans visit the page regularly throughout the month. I keep this page updated with the happenings with the Chamber and Brighton.

## **Apple Route**

- New website has launched and it looks great, be sure to check it out at [www.appleroute.com](http://www.appleroute.com). Lee is now able to update the site on her own.
- Revitalization Ceremony for The Apple Route was a great success on September 10<sup>th</sup>.
- Lee starting work on the Membership drive. The Apple Route Currently has 70 members.



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## **Summer 2010 Tourism Report**

### **May Visitors**

Throughout the month of May we had 194 inquiries. 177 of these inquiries were from walk-in visitors, 16 via phone calls and the remaining 1 was through mail.

The origins of our visitor groups in May were as followed:

89 Local	1 Ottawa
5 Quebec	4 Out of Province
10 Toronto	10 Northumberland County Cities
17 GTA Surrounding Cities	2 United States
6 Ontario- Other	4 Unknown
6 Europe	

### **June Visitors**

Throughout the month of June we had 239 inquiries. 228 of these inquiries were from walk-in visitors, and the remaining 11 were via phone calls.

The origins of our visitor groups in June were as followed:

83 Local	6 Ottawa
11 Quebec	7 Out of Province
18 Toronto	7 Northumberland County Cities
9 GTA Surrounding Cities	1 United States
12 Ontario- Other	6 Unknown
8 Europe	



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## July Visitors

Throughout the month of July we had 355 inquiries. 334 of these inquiries were from walk-in visitors, 18 were via phone calls and the remaining 3 were through mail.

The origins of our visitor groups in July were as followed:

118 Local	7 Europe
47 Quebec	5 Ottawa
24 Toronto	5 Out of Province
20 GTA Surrounding Cities	14 Northumberland County Cities
9 Ontario- Other	3 United State

## August Visitors

Through the month of August we had 398 inquiries. 390 of these inquiries were from walk-in visitors, the remaining 8 of these inquiries were via phone calls.

The origins of our visitor groups in August were as followed:

92 Local	13 Europe
32 Quebec	7 Ottawa
28 Toronto	7 Out of Province
30 GTA Surrounding Cities	6 Northumberland County Cities
19 Ontario- Other	2 United States/Mexico

## Total Visitors for the Summer: 1186

May Total: 194  
June Total: 239  
July Total: 355  
August Total: 398