



South Bruce Community & Business Association

Serving the Municipality of South Bruce



South Bruce Community & Business Association – March 11, 2013 Council Meeting

The SBCBA Council met at 7 a.m. at Boomer's Cozy Restaurant, Teeswater, hosted by Huron Bay Co-op on March 11th. In attendance were Les Nichols, Shirley Kuntz, Valerie Gillies, Jim Gowland, Adam Ireland, Elaine Fischer, Nichole Wise and Steve Tiffin.

Les opened the meeting and the Agenda was adopted in a motion by Jim, seconded by Steve. Minutes for the February 18th Council meeting were adopted by Jim, seconded by Nichole and carried.

There is one new member this month.

Elaine and Valerie are working with Peter Evans to get the on-line Business Directory set up. Shirley reported that the printed Directory has been mailed and some copies will be delivered to some addresses outside the mail routes to cover our membership area.

Jean Culliton has now been listed as SBCBA community contact on the site as contact for rural areas outside of the main communities.

A discussion was held on the General Meeting that was held on February 26th. It was advised that we need to get more attendance at the General Meetings for them to be effective. I was suggested that we should be booking them at non-public venues. Touring businesses in the membership during the meeting could attract more attendance. Les will check with Carrick Wines as a venue to try this. It was advised that we should look at rotating the venues to balance it out by business type to highlight the various sectors represented.

Nichole discussed the Customer Service Training offered through Bruce Community Futures. She is still trying to get information and a final date. Nichole has volunteered to take this on. She gave information on women's sessions she has attended and will talk to the Botanical Gardens about setting up sessions. Nichole gave an update on an agricultural tour route that she is working on through the municipality. She reported that the Bruce Passport Tour this year is based on water. The committee for that tour has decided to add more, but smaller gifts for those who complete the activity.

Membership cards and discounts were discussed. Elaine will e-mail members to find out how the members who are offering discounts would like them done and to ask if other members wish to offer discounts. It was agreed that Membership Cards should be printed and possibly laminated. It was suggested that we should supply a laminated poster to participating businesses to indicate that they are offering SBCBA member discounts. It will be determined how these discounts will be shown on the SBCBA website.

Jim discussed the budget. He would like us to explore how we can work closer with the Municipality, especially concerning the Strategic Plan for 2013. It was agreed that Sharon Chambers be kept in the loop with SBCBA as she has indicated an interest in working together. Les will contact her about accommodating her schedule to attend one of our Council Meetings.

Elaine asked for clarification on the process for determining the appropriateness of SBCBA members sending out bulk e-mail to the membership. It was agreed that we will operate on the suggestions outlined in the original membership invitation letter and Elaine will use her discretion on what is sent using these as guidelines.

Mission Statement: The SBCBA is a group of community minded citizens dedicated to promotion and economic development within the Municipality of South Bruce.

It was decided that there is not enough budget or volunteers to host a community Christmas Party for members this year. It was suggested that there may be ways of partnering with others to support this type of project. Nichole advised that there may be one being organized this year through the Optimists Clubs. She will look into seeing about partnering with them, especially for promotion, as it is just not viable for SBCBA to host on our own this year.

Steve advised that there will be a speaker coming to his business on April 3rd to discuss "Understanding Grief. This is a co-operative venue.

Adam will summarize the results of the survey completed at the General Meeting. He suggested that there were 3 areas of interest indicated for involvement and would like to bring in speakers to General Meeting to address these topics.

The next meeting will be Monday, April 15th at 7a.m. Pending approval it will be held at the Municipal Office in Teeswater to accommodate having Sharon Chambers attend. This has been confirmed since the meeting date.

Steve moved that the meeting be adjourned.

Signatures of Officers on Approval:

President/Vice President

Secretary

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