



# *South Bruce Community & Business Association*

## *Serving the Municipality of South Bruce*



### **South Bruce Community & Business Association – September 16, 2013 Council Meeting**

The SBCBA Council met on July 15, 2013 at 7 a.m. at the Municipal Office. In attendance were Les Nichols, Jean Culliton, Steve Tiffin, Nichole Wise, Shirley Kuntz, Jim Gowland, Valerie Gillies, Elaine Fischer as well as Sharon Chambers.

Les opened the meeting and the Agenda was adopted by a motion from Steve and seconded by Nichole, carried. Jim moved to adopt the minutes for the June meeting with the recommended corrections, seconded by Shirley.

Elaine reported that, as far as a Treasurer's Report, there is not a lot going on in the account.

There are no new members to report. It was suggested that we do a member's drive in September.

Website report is that there has been an e-mail from Mark Law with a suggestion for links in the Business Directory. That will be followed up. Elaine will contact Peter about the Member 2 Member Discounts online.

Spruce the Bruce is providing packages and toolkits to help brand the communities in South Bruce, specifically Teeswater and Mildmay. There is funding provided for downtown revitalization to create destinations. Elaine gave an update on what is happening in Teeswater. Teeswater is going to be branded as Tractor Town with an agriculture tourism theme. Nichole reported that Mildmay is tending towards a Bavarian theme for branding. Sharon indicated that there is funding available to go towards façade improvement and signage. The main criteria is to define what is the downtown. There are annual deadline dates for these grants that are open for applications every spring.

Sharon went on to state that through the Municipality of South Bruce, there are community improvement policies in the official plan. Applications must state the planning area therefore it can be opened up to cover more of the municipality than just the communities if grant funding is still available. In Teeswater the focus is on the grocery store as a destination featuring local foods and farm fresh products. A toolkit needs to be developed first before promoting can be applied to all parts of the community therefore a theme needs to be developed first to be able to blend projects together. The businesses are organizing clean-up days in the downtowns to be carried out by student volunteers.

New Business was now discussed.

Suggestions were given for possible topics and speakers for SBCBA General Meetings. Suggestions were County Planning Department to discuss Planning 101. Also the Bluewater Wood Alliance to discuss sharing of resources of wood related companies. We will contact Dairy Goat Cheese about supplying lunch.

A Strategic Plan SWOT meeting will be facilitated by David Ireland at the residence of Jim Gowland for the SBCBA Executive. People have been invited from various business sectors. When it is time to move ahead with making recommendations for a Strategic Plan for the Municipality, the County can assist with projects and questionnaires. Information may be available from OMAFRA.

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***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 were not enough available SBCBA council members to put together and man a float for the SBCBA in the Mildmay Homecoming 2013 Parade. Dale had gotten prices on signs. Nichole will be getting prices on banners. These are to be used in various settings and at events in the future to promote the SBCBA. It is the goal to have some signage prepared in time for display at the Mildmay Homecoming.

The Business Enterprise Centre will be having a meeting on August 7 at 12:30 p.m. at Harley's Pub & Perk. All council members are welcome to attend. The topic is to see how the Business Enterprise Centre can be involved with SBCBA and their members.

The next meeting will be arranged at the SWOT meeting, which will be Tuesday, July 23, 2013. Steve moved that the meeting be adjourned.

*Signatures of Officers on Approval:*

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President/Vice President

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Secretary

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