



South Bruce Community & Business Association

Serving the Municipality of South Bruce



South Bruce Community & Business Association – June 5, 2017 Council Meeting 7:00 AM

Meeting at Adam Ireland's Boardroom, and enjoying fresh baked muffins and coffee were: Adam, Elaine, Les, Jim, Dale, Joe, Shirley, Jean, Dave, Mark, Leanne, Rhonda and Kathy. Thank you Adam!

Adam opened the meeting, welcoming everyone. Adam mentioned the new Forms for Committee reporting that will aid Kathy with minute reporting.

Minutes of April and May meetings were approved. Kathy clarified with Joe his attendance, no changes necessary. Adam recommended that should there be future changes, an amended note is to be made on the minutes. Everyone agreed.

Elaine gave the treasurer's report updating the total in accounts and any bills. There was discussion on the Directories and how many there are to be distributed and where. It was discussed that sending them via post even if it cost a dollar per piece would be more economical rather than driving to hand deliver. Jim made a motion to use Canada Post versus hand delivering, Les seconded, all were in favour. Motion carried. Elaine is going to find out the costs of including RR1 Holyrood, RR2 Wingham, RR4 Hanover, RR3 Walkerton, RR1 Clifford and RR1 Holyrood as these areas all border South Bruce. Adam noted that once we get the figures it can just take a phone call to approve. Last year we had printed 2500 with a number left over. We might get all of these additional places for only an additional 1200. Elaine will find out and be in contact.

Kathy gave the membership report. 75 renewed Active Members, 1 Non Active Member for a total of 76 Members. Included of those are: 5 Service Groups, 2 Free Members, and 10 Business Card Ads for the Directory. 5 had not renewed but at day end, another had renewed so now only 4 had not renewed, and now a total of 77 Members! Kathy made a motion to remove unpaid members from the site in order to begin the creation of the directory for 2017. Jim Seconded and all in favour. Motion carried.

Municipal Report: Rhonda began by highlighting the Door's Open with 46 Locations. Touched on the upcoming training available on Working at Heights and First Aid and CPR. The word needs to get around to increase attendance and enable more accessible, cheaper training in other areas. She talked about the Coupon Country site and how that initiative won't succeed unless more people utilize the site. There are 44 offerings now, with 14 of them from South Bruce, but the site needs 500 to be live. Leanne reported on the Business to Bruce initiative. Tenzing Group has been hired as a 3rd party to gather information from some of South Bruce's stakeholders and create marketing materials and strategies to promote new business to South Bruce. This process will determine what businesses would be the best fit to attract to South Bruce and promote it effectively. Mark discussed his trip to Toronto's Queen's Park and a meeting with Sylvia Jones and Lisa Thompson to discuss concerns of the Municipality of South Bruce. Issues being critical infrastructure needs, Ag based funding and farm tax rebate, dwindling population versus funds and needs, rising taxes over the years to compensate. He was able to stress the concerns to Lisa Thompson who seemed unaware. This brought about discussion asking if this meeting included all Municipalities or just South Bruce, what were other municipalities doing and wondered if

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there was a formula on the population status. Adam considered the next step to be a continuing of communication with Lisa Thompson. Mark would be in touch with her to see if it could be worked into her scheduled a meeting with the SBCBA.

Committee Reports:

- A) Agriculture: Les had nothing new to report.
- B) Industry: Dave reported on upcoming Training available in Teeswater, wanting to meet with various companies and get a plan of action in place. work with South Bruce list of businesses.
- C) Main Street: Although Nik was not here to report Leanne and Rhonda talked about the Mildmay Spruce the Bruce. They weren't able to secure funding this year as the deadline wasn't met. However due to donations from the Chamber and South Bruce Tourism, they are still going to create the banners for the Bavarian town theme. Jim made a motion to donate \$1000 dollars to the project. Which brought about a topic of SBCBA funds and what to do with them. Jim said we have approximately 3 years of funds available for projects and suggested a yearly budget of suggested \$8000 dollars divided by the various committees/categories ie: Main Street, Tourism, etc. Elaine suggested a percent of membership ie: 20-25 percent of your memberships goes towards the following initiatives: examples here. Adam said that more discussion to be made on this to create an active budget. Jim made a motion to donate \$1000.00 to the Mildmay Banners, Elaine seconded and all in favour, motion carried. Jim made a motion to establish an annual budget to support the various projects, Les seconded, all in favour, motion carried.
- D) Tourism: Joe said there wasn't much new to report other than the upcoming Doors Open and Farm Tractor Tour. He went onto to discuss the "Light House Effect" and said we should build one. Talking about all the people who flock to areas where there are "Light Houses". We need to slow down traffic before they get there. Tap into the Business for Bruce initiative. Adam mentioned that South Bruce needs a grass roots initiative to promote. Dave said the branding of Mildmay is the Biggest Advertisement. Mark mentioned the loop of German tourists heading to Tobermory, the Ferry, Manitoulin Island than the drive back down the 400 to the city again to fly back. Mildmay is in that loop and being a Bavarian town will reap those rewards. Dave mentioned advertising, and Rhonda mentioned the bookmarks that were created to promote the doors open. Adam said things are happening just not fast but there is progress!
- E) Outreach: Adam said that with the business of Spring and Farming there wasn't much to report.

Old Business

- A) Borth Development: Adam suggested that if there was nothing new to report that this can be removed from the agenda and be deemed complete. No news is good news.

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New Business

- A) Business to Bruce : Leanne had touched this previously.
- B) Teeswater Industrial Land Rumours: Adam wondered if there was anything to report here, the answer was no, nothing can be reported at this time. He enquired further about other available land and was told there was some that could be available if needed. Discussion was then drawn towards property standards.
- C) Property Standards: Adam mentioned that there are some deplorable structures in the community and in the rural setting that is not good for first impressions of the area. He printed off the Property Standards from the Municipalities site and although he hadn't read it yet felt that somewhere in there would be/should be a policy. Jim suggested first talking to Dieter Welts as the Building Inspector. It was decided to invite Dieter to come to an SBCBA meeting and enlighten those there on the steps and costs involved with finding a building to be unfit etc. Joe brought up the numerous Commercial Business on Residential/Rural property and the amount of tax dollars that are lost in this manner. Joe wondered if there was a policy on this. Jim suggested first talking to Dieter and then move into the tax base. Adam suggested that this could go on another agenda. Leanne going to ask if Dieter would be interested in an information session with SBCBA.
- D) NMWO: Jim reminded us about the meeting tonight in Formosa on reprocessed fuel. 7 PM. Adam said that he would make sure to include space for the NMWO news on the next agenda.
- E) Lisa Thompson: Mark is suggested inviting Lisa Thompson to an SBCBA meeting so she can remain informed on hot topics in South Bruce. Les made a motion to invite Lisa Thompson to an SBCBA meeting. Jim seconded All in favour, motion carried.

Next Meeting: Tuesday July 4th @ Adams 1460 Conc 4 Culross 7:00 AM

Meeting adjourned.

Signatures of Officers on Approval:

President/Vice President

Secretary

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