



# *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 September 16, 2013 at 7 a.m. at the residence of Les Nichols. In attendance were Les Nichols, Dale Loughheed, Jim Gowland, Shirley Kuntz, Elaine Fischer, Valerie Gillies and Sharon Chambers.

Les opened the meeting and the Agenda was adopted by a motion from Shirley and seconded by Jim, carried. Dale moved to adopt the minutes for the August meeting, seconded by Elaine, carried.

Elaine gave the treasurer's report. There is still no invoice for the sign that was displayed at the Mildmay Homecoming.

A discussion was held on what type of information should be distributed to the membership. It was proposed to create a package to send out before the November General Meeting. Types of information that could be included are: business directory and advertising on it, Member to Member program, reminder/invitation to attend the General Meeting in February 2014, SWOT Report and the SBCBA website.

Nothing new to report on the SBCBA website. Dale asked if the Municipality of South Bruce will be adding our site as a link on theirs as a positive endorsement. Sharon responded that it will be done.

The business directory will be revamped for the next membership year.

A discussion was held concerning planning for the November 26 General Meeting. The date may have to move to accommodate Municipal Council. Nichole will be hosting the meeting at Harley's Pub and Perk. Elaine will check with her for details for the meal. A discussion was held to get suggestions for a speaker.

Elaine will e-mail out a message to the membership with information about the Mildmay Optimists Christmas party.

Sharon gave an update on Spruce the Bruce. Not a lot of progress has been made over the summer due to busy schedules. It was advised to identify at least two community champions for each community, in South Bruce this is Mildmay and Teeswater, to get things moving and keep them going. Teeswater is planning to rebrand the grocery store, based on "Stu Leonards" in the United States, as a destination. This would centre around the local farm fresh products. Dave Ireland will discuss this with the board of the co-op and will take it to the membership. The store branding will broaden into the community with the same concept. Mildmay already has an existing Chamber and had more ready at the beginning of the program therefore they had spent more time with Spruce the Bruce. The Mildmay representatives who attended Brand Camp are still struggling to find acceptance for a brand. They may tie a Bavarian feel with a food and homegrown theme. The local food tour being developed will tie into the communities including some interactive stops, tours and some information will be made available. The County is trying to help with the food tour. They propose starting with a smaller Mildmay loop. Branding and graphics must be in place for the funding application. It will begin as an itinerary style and build from there. The main focus now is to find the community champions.

A handout from the Bruce Nuclear Management was distributed.

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A handout from the Rural Ontario Institute was distributed. The focus was on workforce challenges.

Our next SWOT meeting will be September 25 at Adam's home at 7 p.m. The same group will be invited as had been to the original meeting.

There is a new Welcome Wagon representative in Mildmay who will be serving South Bruce. She is requesting to be notified of any new businesses the SBCBA becomes aware of.

A telephone conference was held with Adam to confirm details of the SWOT meeting.

A discussion was held on the Municipal website. They will establish a link to the SBCBA site. They are looking into other Social Media. The goal is to review the website by the end of the year and budget for personnel hours for this purpose for the next year. The Municipality will be asking the SBCBA for input.

Jim asked where things stood on acquiring an Economic Development person. It was asked whether this should be business driven, rather than by the Municipality. It was requested to look into the job creation program grant toward the food tour and see if that position may be able to do some economic development work. The Municipality has the most clout to obtain grants but encourages input of partnership dollars from the businesses.

Sharon reported that now that the infrastructure is in place in Teeswater that there are more positive comments from outside of the community, especially in developer interests. She stressed that we need to keep the momentum going. We need to be seen as doing something, not nothing.

Jim 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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