



# *South Bruce Community & Business Association*

## *Serving the Municipality of South Bruce*



### **South Bruce Community & Business Association – November 18, 2013 Council Meeting**

The SBCBA Council met on November 18, 2013 at 7 a.m. at the residence of Les Nichols. In attendance were Les Nichols, Dale Loughheed, Jim Gowland, Shirley Kuntz, Valerie Gillies as well as Adam Ireland by telephone conference.

Les opened the meeting and the Agenda was adopted, with the addition of a discussion by Adam on cell phones and a review of a letter for new businesses, by a motion from Jim and seconded by Dale, carried. Jim moved to adopt the minutes for the October meeting, seconded by Dale, carried.

The November General Meeting at Harley's Pub & Perk will include a half-hour PowerPoint presentation by Jill Roote and a report from Adam on the SWOT meetings. The meeting will start approximately 8 p.m.

A discussion was held on the Strategic Plan for the Municipality. SBCBA will supply a letter of support for Rural Support for funding for this position. Three applications have been accepted for people for the Strategic Plan and the applicants will be interviewed through the Council to appoint the position. Two of the applicants are very experienced in Rural Development as contractors of consulting firms. The position will begin in 2014 and will entail approximately a 6-month process of analysis. The contract conditions will be dependent on funding. SBCBA will be kept in the loop during the process. It was noted that one of the major accomplishments of the SBCBA in its inaugural year has been to become a liaison between the Municipality and businesses.

Adam has been researching cell phone plans and has talked to several companies about trying to reduce cell phone bills for businesses. He has been working with a person to try to set up a program, manage the plan and handle the administration. This person would require one person from SBCBA as his contact with the entire group and to manage payments to ensure the plan is paid. A fund would need to be set up to cover unpaid bills if a business goes under without paying in full. A discussion followed. Adam should also look into high speed internet availability throughout the municipality as part of the cell phone plan. Access needs to be unlimited. The plan would need to actually be cheaper than what people can get privately. To set up a plan would probably require looking at about 100 cell phones. This program has the potential to be a good benefit to SBCBA membership.

Adam brought up the topic of a business search. SBCBA needs to let growing businesses know we are here and are keen for their business in South Bruce. We should target businesses related to what is identified in the SWOT analysis. This would produce a data base that would need to be managed. Adam will write a draft letter to businesses and will volunteer to work on the data base. This needs to be tied into the Strategic Plan to get the plan implemented. Adam suggested we may even consider having an Eco Park such as the one in Dundalk.

It was asked if SBCBA should have a process to welcome new businesses. Welcome Wagon is not to do with businesses however Shirley will contact the area hostess about this. We need a process to identify businesses to avoid inadvertently missing some. This would require creating a cost-effective and non-alienating process. This would require manpower in the 3 main communities, perhaps the designated community contacts for SBCBA. Perhaps the contacts could drop in and give them a copy of the Business Directory, point them to the SBCBA website

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and make them aware of the Member Discount Program. It was suggested to start this informally now and then pass a motion in the future.

A letter has been circulated from Legal Shield. A representative would like to give a presentation at an SBCBA General Meeting.

The Annual Meeting is set for February, 2014. Speakers need to be arranged and the suggestion was made to invite someone from the Woodworker's Alliance. We need to book a venue and Formosa Community Hall was suggested for this purpose. We need to decide on a date that will accommodate Municipal Council. The election of new SBCBA Executive Council will be at this Annual Meeting.

Jim gave an update on the Nuclear Waste Management Organization, which is the parent organization that will be providing funding to the Municipality surrounding the Strategic Plan, therefore providing big benefits in the short term. Studies will be done on such issues as socio-economic impact. This study will be carried out by an interview process of businesses by their consultant. Participation in this process has brought recognition to the SBCBA. The Municipality is generally busy with damage control, especially throughout the sewer process, whereas SBCBA can focus on forward thinking projects.

A discussion was held on the proposed SBCBA Membership Fee for 2014. According to the Bylaws, the fee amount is recommended by the Executive Council, but must be accepted by the General Membership at a General Meeting. In the information that will be circulated leading up to the Annual Meeting it will state that we propose to raise the fee from \$50 to \$100 per business and retain the fee of \$25 for Service Clubs and Churches. If anyone wants to prepay and the proposed rise in fee is not passed, then the difference will be refunded.

The next Council meeting will be Monday, December 16 at 7:00 a.m. and the residence of Jim Gowland.

Dale moved that the meeting be adjourned, seconded by Adam.

*Signatures of Officers on Approval:*

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President/Vice President

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Secretary

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