



“Serving the Municipality of South Bruce”

Monday April 17, 2023 at 6:00PM Harley’s Pub & Perk

Meeting Attendance: Adam Ireland, Jim Gowland, Les Nichols, Nicole Wise, Ann Marie Dietz, James Wilton, Jean Culliton, Patti Weiler, Andrea Cordes, Mike Steffen, Joe Hoffarth, Rhonda Niesen, Candace Hamm, Tyler Weber, Rita Groen, Mark & Debbie Ireland, Dawn Schiestel

1. Approval of Minutes : Mar 20, 2023 Minutes
Motion to Approve Minutes as distributed/emailed
Motion by: Les Nichols Second: Mike Steffen Carried
2. Approval of Agenda -
Motion made to Approve Agenda
Motion by: Anne Marie Dietz Second: Jim Gowland Carried
3. Treasurer’s Report – Patti Weiler
\$18353.17 - 2 bills to pay
Motion to Approve Treasurer's Report
Motion by: Adam Ireland Second: Les Nichols Carried
4. Municipal Report/Tourism Report/Economic Development -
Rhonda Niesen/Candace Hamm
Candace Hamm – Hired in January 2023, our roles
Ron Schnurr new Council Member to fill vacant seat – Audrey Bross

CIP Community Improvement Plan

- o Updating our maps to include all commercial businesses in our priority areas
- o Including Formosa – Branding and community tool kit ~ Process
- o CIP to include all of South Bruce – this will allow us to potentially include more grants to available from the County for: Agri-food Innovation Grant; Business Accessibility; product and experience development; Residential improvement grant

Spruce the Bruce Grants

- o To date – 1 successful application in 2023, had 7 major ones in 2022
- o Small amount left this year

South Bruce Downtown Revitalization Program – was just approved to proceed.

- o Up to \$2,500, 50% matching grant
- o Projects need to be complete by October 31, 2023
- o Can be used in conjunction with Spruce the Bruce Grants as long as the project is large enough



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o External and internal improvements

Digital Main Street Grant

o Will LeGrand here until July 28 th for all your marketing needs – for all of South Bruce – not home based businesses.

o Digital Transformation Grant - \$2,500 available for hardware, software, marketing, websites etc.

o 360 degree photos

Tourism:

23 Annual South Bruce Vintage Tractor Tour – Father’s Day June 18 th 9-6pm

o 14 locations – maps on the tourism website, visitsouthbruce.ca

o Fundraising BBQ at Mildmay Freshmart – Mildmay Optimist – new location Bruce County Plowman Association and queen of furrow there

2nd Annual Flavours of South Bruce – July 22 nd 5-9pm at Essentially Lavender

o Highlighting what South Bruce has to offer

o Tickets now on sale – tourism website or at the municipal office - \$75

o Only 100 tickets sold – almost ¼ sold

o Tour the lavender farm, boutique will be open, photo ops, live local music talent, harps playing during the meal, bar

5. Social Media Report – James Wilton

- Poster has been made for Membership Drive
- Wants to send out a form/email template to members for what they would like to have on Social Media, requesting a 1 week in advance minimum to have schedule
- Let members know that if they are posting to tag the SBCBA and we can repost and share.
- Looking for advice or are there general rules on what we post and share?

Motion to form a committee for social media to layout guidelines/rules for social media

Moved by: Jim Gowland

Seconder: Mark Ireland

Carried

Interested people to talk to James

6. Committee Reports -

Agriculture: Les Nichols

- Date still not available for EV Tractor for Demo

Industry Chair: Mike Steffen

- Nothing to report



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Mainstreet Chair:

Mildmay - Nicole Wise

- Nothing new at this time

Teeswater- Andrea Cordes

- Dawn to provide a list of current/past members

Outreach: Adam Ireland

- Nothing to report

7. Old Business

a. Nik Wise - Social event with the Chamber

Summer Party - Date undetermined.

Christmas Social -Save the Date postcard for businesses

December 2nd Social evening for Groups/Companies to book tables

Family Feud type of Entertainment

b. Patti and Jean met with Medical Clinic for Cheque presentation and photo

c. Summer BBQ idea - Discussion with different ideas, Invite the Mildmay Chamber of Commerce . Date and Location to be locked in at April Meeting.

8. New Business -

- Jean -Smart Serve - all Smart Serve Certificates issued prior to 2018 will expire at the end of June. Lots of interest within the municipality to the possibility of holding a group course. Nik has also been looking into info for this.

Motion for Jean and Nik to look further into holding a Smart Serve Course and

Motion by: Mike Steffen Seconder: Ann Marie Dietz Carried

9. Next Meeting Date: May 15th at 6pm Harley's Pub

10. Motion to Adjourn: Mike Steffen