

GRAND BEND & AREA CHAMBER OF COMMERCE

2016 ANNUAL GENERAL MEETING

TUESDAY, FEBRUARY 28, 2017, 1 - 2:30PM

ROYAL CANADIAN LEGION HALL, GRAND BEND

AGENDA

1. Opening Remarks / Scrutineer's Report
2. Approval of the Minutes of the 2015 Annual General Meeting
(Voting item)
3. Year End Report *(Discussion item)*
4. Presentation & Adoption of the 2016 Financial Statements
(Voting item)
5. Appointment of the auditors for 2017 *(Voting item)*
6. Confirmation / Election of Directors to the Board *(Voting item)*
7. Questions / New Business
8. Adjournment & Closing Remarks

**Minutes of the 2015 Annual General Meeting
of the Grand Bend & Area Chamber of Commerce
held at the Royal Canadian Legion
20 Municipal Drive, Grand Bend, ON**

Wednesday, February 23, 2016, 1pm-2:30pm

Members Attended (18): Glen Baillie (Baillie's Picture Framing), Mark Lewis (104.9 the Beach), Jane Girodat (Bluewater Cottage Rentals), Sheila Brooks (BMO), Valerie Boland (Denny's Drive-In), Phil Smith (Donnelly Murphy), Matt DeJong (GreenBucks), Neil Clifford (Lakeshore Advance), Lynda Hillman-Rapley (Lakeshore Advance), Paul Pittao (Medway Homes), Tina Sandre (Midori Sushi), Brianne Haist (MacLachlan Ins.), Mary Joe Schottroff Snopko (Pine Dale Motor Inn), Doug Pedlar (Re/Max Bluewater Realty), Bob Chapdelaine (Royal Canadian Legion), Geoff Greening (Sarnia Lambton Economic Partnership), Trish Bray (The Shoreline by Sharen Realty), Emily Carcamo (Sutton Select), Christine Bregman (Tourism Sarnia Lambton), Marilyn Smith (Trin's Trends).

By Proxy (0): No proxies were presented.

Directors in Attendance: Mary Joe Schottroff Snopko (President), Glen Baillie (Past-President), Mark Lewis (Vice President), Sheila Brooks (Treasurer), Paul Pittao (Secretary), Neil Clifford (Director), Doug Pedlar (Director), Marilyn Keunecke-Smith (Director).

In attendance: Susan Mills – General Manager, Grand Bend & Area Chamber of Commerce.

Quorum: Under Section 42 of the Bylaws of the Grand Bend & Area Chamber of Commerce, quorum is attained.

1. **Call to Order & Scrutineer's Report:** Meeting was called to order at 1:15pm by Mark Lewis (Vice-President and Meeting Chair). Opening welcome and remarks by Mark Lewis. Susan Mills (Chamber General Manager) confirmed quorum attained.
2. **Motion to Approve the Minutes of the 2014 Annual General Meeting as written:** Mark Lewis (Vice President) introduced the draft minutes from the 2014 Annual General Meeting for review and approval by members. Motion to approve the Minutes of the 2014 AGM by Neil Clifford (Lakeshore Advance); Seconded by Christine Bregman (Tourism Sarnia Lambton). All in favour: 15 votes. Carried.
3. **Year End Report:** Mary Jo Schottroff-Snopko (President) presented the 2015 Year-End Report (see Annual Report). Printed reports were distributed and PowerPoint used to highlight key achievements and milestones. Highlights included: active year with member and community events; importance of collaboration and partnership to increase promotional reach, such as the Outdoor Adventure Show (Toronto) and the International RV Show (Toronto), importance of local businesses acting as ambassadors for the area and need for quality product; awards night is a great opportunity to celebrate fellow business owners – so be mindful during the year and please nominate; this area is in competition not only with other Ontario beach towns, but with international destinations, so

there's a need for greater customer service and quality offerings to ensure local tourism product is competitive.

4. **Presentation and adoption of the 2015 Financial Statements:** Sheila Brooks (Treasurer) presented the audited 2015 Financial Statements and explanation of financial activities (printed copies distributed). Total revenue from all sources - Chamber Members initiatives/projects and Government funding - was \$134k. Total Cost of Sales for the delivery of all programs was \$52k with an additional \$86k for administration (human resources and all costs related to the Welcome Centre), for a combined total of \$138k. Net revenue from Chamber Member services and programs was slightly lower than 2014, netting \$9k. Tourism & Visitor Services, as is typical, resulted in a deficiency of revenue over expenses, this year totalling \$13,533. There was an overall net deficiency of revenue over expenses of \$4k. This deficiency was due to increased payroll expenses to cover student wages not covered by government grants, increased tourism and visitor services expenses related to the operational costs of the Welcome Centre, and reduced net revenue from Member programs and initiatives. The Statement of Revenues & Expenditures provides a breakdown of money flowing in and out of the Chamber. For each activity there's a cost involved to providing that activity (Cost of Sales). The visitor guide's total revenue of \$30,826 with production cost of \$26,361 provided net revenue of \$4,465. Celebrate the Season Awards Night (November 2014) resulted in a net deficit of \$408, while the Golf Tournament provided net revenue of \$5,896. The Other Revenue line items and includes revenue and expenses from all other Chamber initiatives – such as Weblinks and Upgraded Listings on GrandBendTourism.com, Outdoor Message Centre ad sales, Breakfast with the Mayor ticket sales, Mixer sponsorships, Chambers' Group Insurance Plan fee residuals and Thanksgiving Market vendor fees. Net income generated from these initiatives was \$5,934. Membership dues were down from 2014, despite an increase of members (+7). Since membership fees are based on the number of employees and pro-rated for new members joining part-way through the year, a hand-off effect occurs whereby a member is lost at the beginning of the year, but another is gained later in the year. Government and municipal support of \$26,456 comprised \$18k from the Municipality of Lambton Shores in support of Tourism & Visitor Services, plus \$8,456 in federal and provincial wage grants. Under the Expenses section "bad debts" are listed as \$3,179 – however this does not represent unpaid invoices. In the transition from fiscal 2015 to 2016, it was discovered QuickBooks does not "lock" previous years' audited financial entries. In moving 2016 payments from "deferred income" to "current income", a cascading action within Quickbooks reversed previously voided/cancelled invoices. Although payment tracking is standard practice using Quickbooks, printed invoices and spreadsheets, \$3,179 of reversed receivables could not be verified to "audit standards". As a result, this amount was categorized as bad debt. The salaries and wages increase of \$7,311 is related to Welcome Centre hours of operational in the summer not covered by wage grants. This amount includes wages and mandatory employer costs (i.e. Employment Insurance, Canada Pension Plan, 4% Vacation Pay and WSIB). Subtracting total expenses of \$86,436

from gross profit of \$82,419 and adding \$4 of earned interest, results in a net deficiency over expenses of \$4,017. Member Services revenue and expenses are separated from those related to Tourism & Visitor Services, with each function taking on 50% of expenses related to the operations, maintenance and staffing of the Welcome Centre for two reasons: to show the Chamber's ongoing financial contribution to Tourism & Visitor Services and to respond to the Municipality's request to show how the money they provide supports Tourism & Visitor Services. Net revenue from Member Services was \$9,520, although the Chamber contributed \$13,533 to cover the Tourism & Visitor Services deficit gap, resulting in a net deficit of \$4,013. The \$4k difference was absorbed by the Chamber's year-to-year cash float, decreasing net assets at year end. Motion to approve the financial statements by Sheila Brooks; seconded by Marilyn Keunecke-Smith (Trin's Trends). All in favour: 15 votes. Carried.

5. **Appointment of the 2016 Accountants of the Corporation:** Sheila Brooks asked for a motion from the floor to appoint *The Fisher Group Chartered Accountants* as the accountants of the corporation, motion made by Brianne Haist (MacLachlan Insurance), seconded by Christine Bregman (Tourism Sarnia Lambton). All in favour: 16. Carried.
6. **Confirmation of Directors to the Board:** Mark Lewis (Vice-President), member of *The Nominations Committee*, presented the slate of returning 2015 directors to the 2016 Board and incoming directors Matt DeJong (Green Bucks), Tina Sandre (Midori Sushi) and Veronica Brennan (Grog's / MacPherson's). New directors were nominated during the announced Nomination Period which ran December 11, 2015 through to January 24, 2016 in accordance with Bylaw Article IV, Sections 17 and 18. The nominated directors accepted their nominations and Matt DeJong and Tina Sandre were present for confirmation by Members present. The Board of Directors is comprised of directors with staggered terms of office. The Board seeks to achieve representation on the Board of Directors from key industry sectors within our area of operation.
7. **Questions / New Business:** Mark Lewis (Vice President) opened up the meeting proper to questions and new business arising from the floor.
 - a. Glen Baillie (Past-President) provided information to members about several new initiatives, including a proposed holiday home tour for November 18/19/20. The Niagara home tour provided \$600k revenue over a period of years and with that type of financial potential it's worth doing that kind of event here. The tour will be planned and managed in collaboration with the West Coast Lions, the United Church of Grand Bend and the Jingle Bell Group. Another initiative related to the Outdoor Adventure Show and this area's offerings includes the Secret Agent School – where else in Ontario can you parachute, parasail, drag race, wakeboard and do similar activities all in the same area. The Chamber's Tourism Sub-Committee, comprised of Natalie Core, Mary-Jo Schottroff-Snopko, Christine Bregman and Glen Baillie, have been and will continue to work with Southwestern Ontario Tourism Corporation (SWOTC) and Tourism Sarnia Lambton (TSL) to establish key data points in order to access economic development grant opportunities. These data points include number of beach visits, how much area visitors spend and basic demographic data. In summer the lifeguards do a daily count of people on the beach and provide this to the Municipality, however to date the Municipality has not had reason to

tally the results. During the summer 2015, SWOTC and TSL staff and students began collecting data points on wayfinding and beach visitors. SWOTC's 2016 tourism focus on culinary and beach fits our product offering, thus there should be a natural progression of tourism promotional opportunities for this area in the coming year or so. The Municipality favours working with local service clubs and this fits nicely into grant applications that favour multi-partner collaborations, such as the RED Grant. The Rural Economic Development (RED) grant offered by the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) is a dollar-matching grant. Leveraging the fundraising results achieved by the Rotary Club of Grand Bend for the permanent bandshell for the Main Beach, the Rotary are the lead grant applicant on a community development RED Grant to market, promote and brand area tourism product and events and partnered with the Municipality of Lambton Shores and the Chamber of Commerce. Grant announcements are mid-April. The money from this grant can be used to cover trade show costs. This area needs to keep inviting people to visit and spend their money.

Collaborations make the reach possible. Construction on the bandshell is scheduled for March 1 with completion end of April. It is evident that TSL has not been as attuned as they should be to the Grand Bend Area's tourist marketing needs, but then we have not provided them the data points either. Once it's clear Pinery experiences 600,000 visitors annually, Huron Country Playhouse another 50,000 patrons and the beach averages 200,000 for a 3-month period, those data points argue for greater representation and budget spend of TSL's resources. With the latest collaborative efforts and the addition of Christine Bregman (TSL) as TSL's representative for this area, the future looks brighter.

- b. Mary-Jo Schottroff-Snopko (President): Mary-Jo announced she will be attending the Ontario by Bike conference March 4 & 5 and will be helping to staff the booth, taking with her copies of It Starts at the Beach visitor guide. Recent tourism developments favour this area, such as the Great Erie to Huron Waterfront Adventure – a cycling focused initiative – that ends at Grand Bend on August 12. This initiative runs August 7-12, 2016; it's a waterfront cycling trail tour of 1,600km. See www.waterfronttrail.org/events/great-waterfront-trail-adventure/great-waterfront-trail-adventure. From a phone conversation with a woman who is part of a ladies motor bike club holding a Billie Bird Motorcycle Ride – with about 200 riders - will be coming to Grand Bend on the same weekend as All Bikes Weekend (June 20) at the Motorplex. Mary-Jo said she's putting together "goodie bags" for the group – invited anyone wishing to put coupons or items in the gift bags – they can drop off at Pine Dale or the Chamber office. Scorpion Volleyball will be held on the beach July 23/24 (See: www.scorpionsbeach.ca/grand-bend-july-23rd24th.html).
- c. Geoff Greening (SLEP): Relative to discussions of the value of trade shows and local business participation and multi-agency cost-sharing partnerships, Geoff asked if there's been any thought to trade shows in the U.S. that would promote this area, especially in light of the exchange rate. Mary-Jo Schottroff-Snopko added that many years ago, attending trade shows in the States for promotional purposes was something that was done annually and that her father Erwin Schottroff participated, however lack of money to make these trips possible finally put an end to them. Christine Bregman (TSL) was asked if TSL has a list of appropriate trade shows – Canadian and US – that could be shared with local businesses in order to build-up the area's

presence again. Bregman confirmed she would pass along this information to the Chamber for sharing with Members.

- d. Mark Lewis (Vice President) commented on the well established wine region in Prince Edward County and how that industry had transformed and increased tourism in Picton and surrounding towns with very similar tourist product as the Greater Grand Bend Area. Lewis named the Hessenland Country Inn's wine initiative, a new local micro-brewing beer initiative, the new Dark Horse Estate Winery and Alton Hills Winery and Twin Pines Cidery as the promise of increased tourism potential locally.
- 8. **Adjournment & Closing Remarks:** Mark Lewis (Vice President) thanked everyone in attendance for coming out to the annual general meeting and continued support of the Chamber's efforts and called for a motion to adjourn the meeting at 2:30pm – motioned by Christine Bregman (TSL), seconded by Marilyn Keunecke-Smith (Trin's Trends). All in favour: 17. Carried.

Documents Submitted

- Year End Report
- 2015 audited Financial Statements
- 2014 AGM Minutes

Notes and Scheduling Items

- Date set for the 2016 Annual General Meeting: Tuesday, February 28, 2017.

Certification of Previous Minutes

- Minutes of the previous Annual General Meeting held Tuesday, February 23, 2015.

Minutes Submitted for the Official Record

- Certified by President/Chair:

CHAMBER MEMBER PROXY VOTING FORM

All members in good standing (i.e. all fees and dues are paid and current) of the Grand Bend & Area Chamber of Commerce have the right to vote at the Grand Bend & Area Chamber of Commerce Annual General Meeting.

If a Member is unable to attend, the Member may complete the Proxy Form below to authorize another Member to vote on the absent Member's behalf.

I, (print your name) _____, certify that I am a member in good standing with the Grand Bend & Area Chamber of Commerce and I hereby give my proxy to

(print name of designated proxy holder) _____

OR *Glen Baillie, President and Chair,*

and authorize him/her to vote on my behalf on any item or issue arising at the 2016 Grand Bend & Area Chamber of Commerce AGM held February 28, 2017.

Signed: _____

Dated: _____