

**Minutes of the 2016 Annual General Meeting  
of the Grand Bend & Area Chamber of Commerce  
held at the Royal Canadian Legion  
20 Municipal Drive, Grand Bend, ON**

**Tuesday, February 28, 2017, 1pm-2:30pm**

**Members Attended (14):** Glen Baillie (Baillie's Picture Framing), Jane Girodat (Bluewater Cottage Rentals), Sheila Brooks (BMO), Valerie Boland (Denny's Drive-In), Matt DeJong (GreenBucks), Veronica Brennan (Grog's / MacPherson's), Lynda Hillman-Rapley (Lakeshore Advance), Neil Clifford (Lakeshore Advance), John Scatcherd (Oakwood Resort), Mary-Jo Schottroff-Snopko (Pine Dale Motor Inn), Doug Pedlar (Re/Max Bluewater Realty), Ted Zatylny (Sarnia Lambton Economic Partnership), Jim McCoy (Sea Jewels), Mike Corrie (Stone House Brewing Company).

**By Proxy (6):** Southwind Corporate Development, McIntyre TV & Appliances, Bee & Bee Bed and Breakfast, Northville Auto Sales & Service, MacLachlan Insurance, Grand Bend Riverfront Condo.

**Directors in Attendance:** Glen Baillie (President), Sheila Brooks (Treasurer), Doug Pedlar (Secretary), Matt DeJong (Director), Veronica Brennan (Director), Mary-Jo Schottroff-Snopko (Past-President).

**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 1:18pm by Glen Baillie (President and Meeting Chair). Opening welcome and remarks by Glen Baillie. Susan Mills (Chamber General Manager) confirmed quorum attained.
2. **Motion to Approve the Minutes of the 2015 Annual General Meeting as written:** Glen Baillie (President) introduced the draft minutes from the 2015 Annual General Meeting for review and approval by members. Motion to approve the Minutes of the 2015 AGM by Neil Clifford (Lakeshore Advance); Seconded by Veronica Brennan (Grog's /MacPherson's). All in favour: 14 votes. Carried.
3. **Year End Report:** Glen Baillie (President) presented the 2016 Year-End Report (see Annual Report). Printed reports were distributed and PowerPoint used to highlight key achievements and milestones. Highlights included: advocacy success resulted in the Municipality of Lambton Shores hiring a special events and marketing coordinator, our assistance to the Rotary Club of Grand Bend and the construction of the Rotary Community Stage, ongoing member services with established and well-attended events and several professional development workshops, community outreach in the support of the new Holiday Home Tour event and strengthened partnerships and working opportunities with Southwestern Ontario Tourism Corporation and Tourism Sarnia Lambton. Challenges this year includes the new Noise Bylaw that does not take into account local business needs and the failure to obtain the Rural Economic Development Plan that would have injected about \$300k into the local economy.
4. **Presentation and adoption of the 2016 Financial Statements:** Sheila Brooks (Treasurer) presented the audited 2016 Financial Statements and explanation of financial activities (printed copies distributed). Net revenue generated from Member Services is used as a cash contribution to

Tourism & Visitor Services, over and above 50% of our shared cost of running the Welcome Centre. This year, the Member Services net revenue of \$11,504 was used to offset the Tourism & Visitor Services net deficit of \$7,489. The Chamber's cash-in-the-bank snapshot at year end (or Statement of Financial Position) had a net asset of \$116,270, which includes the money remaining at the end of fiscal 2016 (\$75,694), money owed to the Chamber (\$26,771), and 2017 expenses already paid (\$13,805). Our liabilities and net assets include money we owed, but had not yet paid, such as various bills, 2016 HST payable, and funds being held in trust for the Holiday Home Tour (\$14,611), and 2017 program and services revenue of \$89,994, which includes membership dues, visitor guide ad sales, home tour advertising sales and sponsorships, and celebrate the season tickets. The Chamber's net cash assets going into fiscal 2016 (as of November 1, 2015) were \$7,650. We ended the year on October 31, 2016 with \$11,665 in the bank. We finished fiscal 2016 with a positive net revenue of \$4,015. For each activity, the Chamber's goal is to break even or make a little money. For each program or service, there's a cost to providing that activity, called the cost of sales. For example, the revenue generated from visitor guide ad sales was \$53,517 – and the cost to produce the guide was \$45,264. This project provided a net revenue of \$8,250 that was then used to provide other tourism and visitor services initiatives. Likewise, the Celebrate the Season Business Awards Night resulted in a \$1,503 deficit, while the golf tournament provided a \$6,490 net revenue. Other revenue of \$9,243 includes all other Chamber events and services – such as Weblinks and Upgraded Listings on GrandBendTourism.com, ad sales from the Outdoor Message Centre, ticket sales from Breakfast with the Mayor, Member Mixer sponsorships, referral fee residuals from the Chambers' Group Insurance Plan, and workshop fees. The net income generated from all of these other initiatives was \$6,477. Starting with the 2014 fiscal year, the reporting of "membership dues" no longer contains revenue from Weblinks and Upgraded Listings on GrandBendTourism.com. This change was made because the revenue of these items is not reliant on membership and therefore cannot be considered a true membership fee. This year, revenue from membership dues dropped by \$2,672 – this is the second consecutive year dues have dropped and by a similar amount. Unfortunately, in 2016 we had a number of businesses close their doors for good.

Government and Municipal support revenue of \$24,435 is comprised of \$18k from the Municipality of Lambton Shores in support of Tourism & Visitor Services, plus \$6,435 in federal and provincial wage grants. That represents a \$2k reduction of wage grant money in comparison to 2015. As a consequence, we were only able to hire one student instead of two to work at the Welcome Centre and this in turn reduced our overall salaries and wages expenses.

The Chamber's total gross revenue of \$145,400 is an increase of \$10,837 over 2015. When we subtract \$63,986 of Cost of Sales from Gross Revenue of \$145,400, the result of Gross Profit is \$81,414. The Gross Profit margin (expressed as a percentage), means for every dollar the Chamber generated through sales, sponsorship, donations or grants, we are left with 56 cents to cover basic operating costs and net revenue. This is slightly less than last year, as it cost relatively more to present the golf tournament and business awards dinner in comparison to the net proceeds these events generated.

There were a number of expenses lines that were reduced in 2016 in comparison to the previous year, including Bad Debts, Insurance, Mileage, Membership & Subscription fees, Professional Fees, Welcome Centre Repairs & Maintenance and Salaries & Wages. A few member businesses that closed permanently were unable to pay their outstanding debt with us. Travel, meetings and conference costs were reduced by almost 60% due to the fact that two directors taking turns representing the Chamber and this area on the Tourism Sarnia Lambton Board of Directors and volunteered not to ask for reimbursement of their gas expenses.

There were three expenses that increased – Advertising, Bank Charges and Office costs. After 15 years of use, two of the office chairs needed to be replaced as did a non-functioning printer. Two of the three computers were so old they could no longer be upgraded to handle today's software and instead of replacing them with desktop computers, a well-equipped laptop computer was purchased. The laptop provides the flexibility needed for off-site presentations and while providing additional computing power during the summer.

Non-monetary exchanges are situations in which the Chamber exchanges advertising in the visitor guide for a reciprocal advertising opportunity of the same value with a Chamber member. This year, we had reciprocal agreements with Bayshore Broadcasting, Huron Tourism Association, Tourism Sarnia Lambton, the Lakeshore Advance and Drayton Entertainment. These non-monetary exchanges enabled us to advertise and market the golf tournament, business awards dinner, garner multiple listings and an organizational sponsor listing in Ontario's West Coast, and display ads in Navigate and Drayton's playbill. The value of these exchanges came to \$4,029, which is itemized in our financials for the first time.

As in previous years, revenue and expenses for Member Services and Tourism & Visitor Services are tracked separately and each functional area takes 50% of the expenses related to the operations, maintenance and staffing of the year-round Welcome Centre, such as insurance, repairs and maintenance, landscaping, utilities, summer student wages, staff wages, mandatory employer expenses, office supplies, mileage, and audit and bookkeeping fees. The shared expense amount of \$37,978 is obtained by taking the total administrative expenses of \$77,400, subtracting Chamber membership specific amounts like the \$1,445 of bad debt and dividing in half. The purpose of this allocation of overhead expenses and separation of costs shows the Chamber's ongoing financial contribution to the provision of Tourism & Visitor Services for the area and responds to the Municipality's request for the Chamber to identify how we use the money they provide in support of Tourism & Visitor Services. Member Services generated \$11,504 of net revenue over expenses and the Chamber directly contributed \$7,489 of that towards Tourism & Visitor Services.

The only activity that generates net revenue for Tourism & Visitor Services is the visitor guide. When the cost of providing Tourism & Visitor Services is deducted from the revenue, the resulting \$30,488 is not enough to cover the \$37,977 allocation of overhead expenses (i.e. 50% of the Welcome Centre operations costs), leaving a shortfall of \$7,489. This shortfall is covered out of Chamber Member net revenues. Motion to approve the financial statements by Sheila Brooks; seconded by Jim McCoy (Sea Jewels). All in favour: 18 votes. Carried.

5. **Appointment of the 2017 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 Neil Clifford (Lakeshore Advance), seconded by Jim McCoy (Sea Jewels). All in favour: 18. Carried.
6. **Confirmation of Directors to the Board:** Doug Pedlar (Secretary), member of *The Nominations Committee*, presented the slate of returning 2016 directors to the 2017 Board and incoming director Mike Corrie (Stone House Brewing Company). New directors were nominated during the announced Nomination Period which ran December 14, 2016 through to January 30, 2017 in accordance with Bylaw Article IV, Sections 17 and 18. The nominated director accepted his nomination and Mike Corrie was 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. Mike Corrie represents the area's burgeoning craft wine and beer industry.

7. **Questions / New Business:** Glen Baillie (President) opened up the meeting proper to questions and new business arising from the floor.
  - a. Jim McCoy (Sea Jewels) opened discussion of local bylaw officers, bylaws and the impact this has on local tourism, which could be good or bad depending on the personalities hired and how they interpret or apply bylaws. Attendees were in agreement about the impact and somewhat concerned how a new officer and the new noise bylaw will play out during the peak summer season. Concern over the latitude of bylaw interpretation entrusted to an individual with terms like "reasonable" written into the bylaw without definition or clarification.
  - b. Ted Zatylny (Sarnia Lambton Economic Partnership): Offered up the latest news from SLEP regarding the use of microsites to encourage the move to Lambton County - such as [www.ihatetraffic.ca](http://www.ihatetraffic.ca). [*A microsite is an individual web page or a small cluster of pages meant to function as a discrete entity within an existing website or to complement offline activity. Microsite's main landing page can have its own domain name or subdomain.*] Ted talked about SLEP efforts at various conferences, especially in British Columbia / Vancouver area, whereby the low cost of housing in southwest Ontario is being used to lure ex-pat Ontarians back.
8. **Adjournment & Closing Remarks:** Glen Baillie (President) thanked everyone in attendance for coming out to the annual general meeting and continuing to support the Chamber's efforts; called for a motion to adjourn the meeting at 2:30pm – motioned by Doug Pedlar (Re/Max Bluewater Realty), seconded by Valarie Boland (Denny's). All in favour: 18. Carried.

**Documents Submitted**

- Year End Report
- 2016 audited Financial Statements
- 2015 AGM Minutes

**Notes and Scheduling Items**

- Date set for the 2017 Annual General Meeting: Wednesday, February 28, 2018.

**Certification of Previous Minutes**

- Minutes of the previous Annual General Meeting held Wednesday, February 23, 2016.

**Minutes Submitted for the Official Record**

- Certified by President/Chair: