

CENTRE WELLINGTON CHAMBER OF COMMERCE
2010 ANNUAL GENERAL MEETING (AGM)
Held on Wednesday, May 25th, 2011 at Gorge Country Kitchen, Elora

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AGENDA
Centre Wellington Chamber of Commerce
Annual General Meeting
Wednesday, May 25th, 2011
7:30 a.m.
Gorge Country Kitchen, Elora

1. Welcome and Introduction of Directors and Staff
Michael Weinstein – President

2. Review and approval of the minutes from the AGM Meeting held on May 19th, 2010

3. Review of Standing Committees as presented in the Report Booklet

4. Review of Financial Statements as of April 1st, 2010 to March 31st, 2011 prepared by ***Keith McIntosh*** of Collins Barrow Chartered Accountants.

5. **Appointment of Collins Barrow Chartered Accountants** as auditors for a 3 year term beginning April 1st, 2012.

7. Ratification of the Actions of the Board for 2010-11

8. New Business

9. Questions and Answers

10. Adjournment of Annual General Meeting

11. Guest Speaker **Len Crispino, President and CEO**
Ontario Chamber of Commerce



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LETTER FROM THE PRESIDENT

Wednesday May 25th, 2011

To the Members of the Centre Wellington Chamber of Commerce

Time flies when you're having fun. That's how the saying goes so if that is true, we must be having a blast at the Centre Wellington Chamber of Commerce!

We continue our work as "the champion of business in Centre Wellington" and continue to take on new and exciting projects and initiatives.

As a member-driven organization, we need to embrace communication between both the chamber and its members. It's bi-directional and we need to have member involvement in order to remain both viable and sustainable.

We have a number of active committees that move us forward. Looking back on the hopefully now historic "global recession", we can focus on the future and work to strengthen ourselves and our community. I said last year that I believe our business leaders and workforce would contribute to working through the challenge and although it was not stress and casualty free, I believe we can start to look ahead to stronger times.

Highlights of the past year included:

- the annual Mayor's Breakfast
- ribbon cuttings celebrating business opening and expansions
- Business After Hours networking events to showcase local firms
- a foray into Victoria Day fireworks sales as a chamber fund raising event
- Networking Breakfasts for education and business networking
- attendance at local, provincial and national events to represent member interests
- the annual Golf Tournament and Christmas Party provided social and networking time
- the annual Awards of Excellence proved that we are "Outstanding in our Field"
- FERA completed its first year of activity and it is looking at future initiatives

As with any worthwhile project, it takes time, and we continue to look ahead for new opportunities.

Thank you to my board members and executive for their willingness to miss family dinners in exchange for meetings and to volunteer as couriers, writers, proof-readers and 'worker bees' for the benefit and success of the chamber.

Thank you to our staff for taking on various projects and tasks with enthusiasm and willingness. To our never-tiring General Manager, thank you for keeping us in line in spite of our best efforts to go astray! Your skill and dedication to excellence is not unnoticed.

While a crystal ball would be a great tool, we don't have that benefit so all we can do is to keep our eyes forward, our spirits high, and we will continue to make Centre Wellington a great place to live, work and play.

Michael Weinstein
President
Centre Wellington Chamber of Commerce

MINUTES OF AGM HELD MAY 19TH, 2010

ANNUAL GENERAL MEETING MINUTES

Held on May 19, 2010
At Elora Mill Inn

1. Call to order at 8:13 a.m.
2. Chamber President Michael Weinstein welcomed all present and introduced Board of Directors and Staff present. Thanks to Elora Mill Inn for a wonderful breakfast.
3. Review and approval of minutes from the 2008 AGM held on May 27th, 2009. Motion to accept by Barney Tracy. Seconded by Mark Burton. Carried.
4. Michael Weinstein directs everyone to the Annual Report booklet for the work done by Standing Committees. Please read at your leisure.
5. Robert Davies (contract accountant) gave an overview of the Financial Statements to March 31, 2010, as prepared by Helen Orok and Keith McIntosh of Collins Barrow Chartered Accountants. Motion to accept the Financial Statements as presented was made by Barney Tracy. Seconded by Janet Harrop. Discussion. Carried. Michael Weinstein thanked Robert for his work and for stepping in for Paul Walker, Secretary Treasurer today. Also thanks to Collins Barrow for their work.
6. Motion made by Garth Green to appoint Collins Barrow Chartered Accountants as auditor of record for the year ending March 31, 2011. Seconded by Aileen Hawkins. Carried.
7. Motion made by Aileen Hawkins to ratify the actions of the Board of Directors for the year ending March 31, 2010. Seconded by Barney Tracy. Carried.
8. New Business:
 - a) First ever Warden's Dinner is tonight at the Elora Legion.
 - b) As a fundraiser the Chamber will be selling Fireworks this weekend.
 - c) 12th Annual Golf Tournament on June 9th at WildWinds Golf Course.
9. Questions and Answers
10. Motion to adjourn AGM 8:28 a.m. made by Roger Hicks.
11. Guest Speaker Stuart Johnston, Vice President Policy and Government Relations, Ontario Chamber of Commerce.

Stuart spoke on the topic of Advocacy. Some highlights of his dialogue are:

- On average if a Chamber member stays on for 3 years, they will remain a member for life.
- The key is to be engaged with the community. Chambers bring the community together. Work with service clubs, groups, etc. If the Chamber is not engaged then it is just a service club. The Chamber needs to express an opinion to affect change.
- Engage local MP and MPP to keep them in the loop with the grassroots level.
- Work respectfully with decision makers. It's all about building relationships. Work with bureaucrat and staff then engage politicians.

Minutes by Roberta Scarrow

MEMBER SERVICES COMMITTEE

The Member Services Committee, previously known as the Events & Affairs Committee and Membership Committee coordinates events, functions and meetings on behalf of the Board of Directors. The goal of the committee is to promote the Chamber to its members and the community and provide membership value through networking opportunities where attendees can interact, learn, exchange ideas and promote business in Centre Wellington.

This committee takes the leadership role and responsibility for organizing Networking Breakfasts, Business-After-Hours, Chamber Plus Networks (CPN), Training Seminars, Keynote Luncheons, Ribbon Cuttings, Business Showcase and the annual Chamber of Commerce Christmas Party. We also work to encourage new members, renewal of memberships and to provide value to our members.

There have been several discussions regarding non-dues revenue ideas. The goal is to increase funds for the Chamber without increasing membership dues.

It is now possible to join the Chamber on line, and, as necessary, the process will be changed and enhanced in order to assist our membership. We plan to work with the Communication committee to prepare an on line survey which will help us to serve our members and to meet their needs.

Category	2009 Membership	2010 Membership
1 – 5 employees	239	232
6 – 15 employees	45	45
16 – 25 employees	13	13
26-50 employees	10	6
51 + employees	10	3
Additional Businesses	13	15
Associations	2	3
FEBBA & CWCA Members	37	33
Joint Members with Guelph and East Wellington Chamber of Commerce	17	17
TOTAL	386	367

Between April 2010 and March 2011 we held 9 Networking Breakfasts, including the AGM. The Breakfast meetings are held monthly from September through to June with our annual Mayor's Breakfast in January attracting 154 guests this year. Attendance at our Regular Breakfast Meetings was 206 guests throughout the year. Local Biz Night at Grand River Raceway attracted 170 guests

We were pleased to do Grand Opening Ribbon Cuttings for 10 new businesses this year. It's a good sign to see that businesses are still opening during the tough economic downturn that many have experienced.

In October, Julie Bond was our guest speaker at our annual Business Luncheon. She is the recipient of the RBC Woman Entrepreneur of the Year award in 2009. While the numbers of attendees was a disappointing 36, Julie Bond told an intriguing story of her "Pathways to Success".

Business-After-Hours are a great opportunity for a business to showcase what they do best. We look for a member to host the event by providing refreshments and in turn they have a captive audience to talk about their business and/or provide a tour of their facility. The season runs from September to June, so if you are interested in hosting a BAH contact Roberta or Heather.

The Business Showcase was held at the Grand River Raceway during Small Business Month in October. The number of exhibitors was down in 2010. The Committee is looking to redesign the 2011 Business Showcase to incorporate a keynote speaker and dinner as well as a way to provide more value for exhibitors and visitors.

Once again the annual Chamber Christmas Party was held at Ariss Valley Golf and Country Club in November 2010. Ariss Valley makes an event sensational and easy with the décor done, excellent food and great service.

2010/2011 full of great networking events! As members of the Centre Wellington Chamber of Commerce, we urge you to make the most of your membership by attending and participating at these events, or by sitting on the committee that organizes them. Please contact the Chamber office if you are interested in hosting a Business-After-Hours, speaking at a Networking Breakfast, or wish to get involved in the Member Services Committee.

Barney Tracy – Co-Chairperson – Tracy Group Benefits & Financial Services
Lindsey Gray – Co-Chairperson – Thomson Funeral Home
Aileen Hawkins – M&M Meat Shops
Janet Harrop – Harrcroft Acres Ltd.
Sherry Clarke – The Wellington Advertiser
Janice Lamont – TD Canada Trust

BUSINESS & GOVERNMENT AFFAIRS

Based on strategic planning done by the Board of Directors our goal is to be the champion of business in Centre Wellington. Our Committee's Goal is to promote business growth In Centre Wellington.

The year began by hosting a "Green Jobs conference" at the Lighthouse Restaurant to educate members about Green technology and let businesses and government know that Centre Wellington is open for business. The Committee invited Robert Foster to a meeting to discuss the new sign by-law and input from members and the Chamber were incorporated into the new by-law. The Committee organized two all candidates meetings for the municipal elections and along with the e-form lead by the Communications Committee the meeting and forum were well attended and received.

The structure and mandate of the committee was reviewed and in keeping with our mandate and goals the committee decided to approach liaising in a slightly different manner. To continue to help develop Sector- based Business Growth plans by inviting department heads from the municipality, county officials, MP and MPP to communicate the concerns of our members and try to:

- identifying barriers to growth in each sector
- gaining input from business leaders on how to resolve these
- identifying sector specific growth opportunities and areas needed to develop
- identification of "new" industry/business opportunities.

The committee has begun to meet in small groups with each of our main sectors to identify needs and potential areas of improvement.

The main Sectors identified are:

- Financial & Business Services
- Manufacturing & Industrial
- Retail
- Construction
- Agriculture and Agri-business

Breakfasts, Luncheons and Business after Hours showcased our Industry and business partners. The Chamber continues to participate jointly with the BIA's, and Council through FERA. As technology changes and members communicate and receive information through the internet via social networking, etc the Committee is looking at how to gather and communicate information better. The Committee continues to look for ways to liaise with members and Government for the benefit of the membership.

Thank you to all committee members and staff for their time and ideas.

Business & Government Affairs Committee Members

Janet Harrop – Chairperson – Harrcroft Acres Ltd.

Paul Walker - Chairperson – LCBO, Elora

Garth Green – Lackner-McLennan Insurance Ltd.

Dave Rushton – Manager of Economic Development - Township of Centre Wellington

Joanne Ross-Zuj – Mayor of Township of Centre Wellington (ex-officio)

Staff: Roberta Scarrow

COMMUNICATIONS COMMITTEE, INCLUDING NEWSLETTERS & WEBSITE

As the 'voice' of Centre Wellington Chamber of Commerce the Communications Committee assists with a number of online and offline publications.

The main goal for our Committee is to make our website relevant to our members, followed closely by making the Chamber website and all electronic media relevant to everyone in Centre Wellington.

The website is an important communication tool, and receives a lot of attention from staff and committee members. We created an online platform where both Chamber members and the people of Centre Wellington at large could pose questions to the candidates in the 2010 municipal elections. The support and enthusiasm of most candidates made this project a very successful one and we are looking into ways to build further on this success. The replies from elected officials have been logged on the Chamber website and can be found by clicking the "2010 Election" link in the main navigation of the website.

Website statistics show that the number of visitors on www.cwchamber.ca continues to grow, and a lot of the visitors are local. This is a great place to advertise your business! Consider placing a banner on the Chamber website, and benefit from the trust that associating your company with the Chamber of Commerce brings.

Did you know that the website includes pages with the latest news from the Ontario Chamber of Commerce, Canadian Chamber of Commerce, Wellington County and Revenue Canada HST Information? Our members directory is also very much in demand, and our members can update their own page in it. So make sure that your personalized page contains an up-to-date description of your products and services, your logo and a link to your website and/or other online destinations like your Facebook Fan Page or Twitter Profile.

Other publications that Chamber staff and Committee members work hard on include our monthly newsletter The Blink, our space in the Business section in The Wellington Advertiser, the new CW Chamber of Commerce Facebook Fan Page ("like us" on www.facebook.com/cwchamber!), online surveys and email blasts. You will have noticed the improved look for our emails - thanks to the email service Constant Contact.

Member participation has always been very important for Chamber Communications. Send us pictures of your ribbon cuttings or workshops. Email us your news, events or anniversaries. We also welcome business-related articles for our various publications. Submissions are subject to Committee approval. The Business BLINK goes out to about 500 email addresses.

Interested in joining the Communications Committee? We meet on a monthly basis for 1½ to 2 hours, and there may be tasks assigned to be done between meetings as well. Your participation in this committee is an opportunity to help shape Chamber communications. Your assistance in developing great information for the membership of the Chamber helps to make Centre Wellington a more rewarding place to live, work and play.

The current Communications Committee members are Nardo Kuitert (Chair), Roberta Scarrow (Staff), Heather Andrews (staff), Garth Green, Michael Weinstein and George Loney.

SPECIAL EVENTS COMMITTEES

GOLF COMMITTEE

Our 12th Annual CWCC Golf Tournament was held at WildWinds Golf and Country Club on June 23rd – this was our Rain Date as our original date of June 9th was a cold morning with torrential rains...remember?? The registration was down over 2009 but still fielded 80 golfers.

Reliable Ford donated a car for a Hole in One, while Allen Financial Inc. and Lackner MacLennan offered up \$5,000 RRSP Hole in One Prizes. While none of the hole in one prizes were given away a lot of fun was had in trying to achieve THE PRIZE!

Even with the reduced numbers of golfers we still managed to net \$4,100 at this Chamber fundraising event.

We are winding up for our 13th Annual Golf Day on Wednesday, June 15th, 2011 at Ariss Valley Golf and Country Club and you still have time to sign up a team or become Sponsor. Hole Sponsorships (if we have a sign from previous years is \$100, if we have to have a sign made then the cost is \$150). We thank our 2011 lead sponsors ScotiaBank, Planet CPU and Township of Centre Wellington.

Now that we need to consider the HST as well, we have reduced our base price to \$115, for a total of \$129.95 including HST. The price includes a good quality Golf Shirt (so be sure to include the size required when you register), a box lunch, golf cart, 18 holes of golf, steak dinner & buffet – plus we'll have some Raffle and Silent Auction items. If you aren't a golfer or if your partner or co-worker wants to join us for the dinner – they can for only \$32.50 (includes HST). Registration and Sponsorship forms are on-line at www.cwchamber.ca under the "Golf Day" tag. Or call Heather to register.

Thank you to the volunteers and staff members who made the 2010 tournament a success and we look forward to another great day on June 15th!

2010 Golf Committee Members

Dan Allen – Chairperson - Dan Allen Financial Inc.
Scott Giddy – Graham A. Giddy Funeral Homes
Staff: Roberta Scarrow, Patti Jackson, Heather Andrews

AWARDS OF EXCELLENCE – “OUTSTANDING IN OUR FIELD!”

With a grand entrance way flanked by two massive harvesters, some barefoot local yokels and square dancers and the welcoming committee, live chickens at the ticket table, 4 lambs in the lobby and Grace, the Holstein heifer on sentry at the podium, how can you not say a good time was had by all?

The Centre Wellington Awards of Excellence is an event to recognize excellence in our community. It gives us a chance to say “well done” and “Thank you” to a wide group of businesses and individuals in the township. From business achievement (large and small) to community giving, corporate support and personal contributions, the Awards of Excellence does it up right! Most of the winners are kept secret and are not announced until the night of the event. The Citizen and Youth Citizen of the Year are “ambushed” in advance of the event.

Tim McManus of Blown Away Glass creates custom blown, engraved glass platters that are presented to each of the winners. We thank our title sponsor OLG and our many other community sponsors whose help defrays the costs of this gala event. Van Gali's Inn and Café served a 3 course meal in country style (of course) and was enjoyed by the 350 guests who attended this sold out event.

Once again we thank those individuals who took time to Nominate themselves or another business – as the old adage goes...you can't win, if you aren't nominated! So don't let this happen next year to you or a business, group or individual that you adore...watch for the nomination forms online in early December.

The Awards of Excellence is one of only a few fundraising projects that the chamber takes on to support its business focused efforts. Past themes have included Outer Space, Circus, James Bond and Pirates. It has become one of the 'must attend' events in the community. If you are interested in joining this event focused committee, please contact Roberta at the office.

Awards of Excellence Committee Members

Michael Weinstein – Chairperson and Production - The Weinstein Group

Karen Welch – Adjudication Chair

Tammie Adams – Front of House – Scented Treasures

Phil Brace – Front of House – Ariss Valley Golf and Country Club

Rob Black – Script Writer and Voice Over – The Centre for Rural Leadership

Rebecca Hannam – Script Writer and MC

Paul Walker – Bar Chairperson - Elora LCBO

Bill Longshaw – Volunteer for Photography, Ticket and Program Design

Jackie Ranahan – Poster creation – MACH One

Deb Dalziel – Elora Fergus Tourism

Barney Tracy – Sponsorship Chair – Tracy Group Benefits & Financial Services

Roberta Scarrow – Staff

NON DUES REVENUE – FIREWORKS



The Chamber is always looking for opportunities to raise revenue, outside of the traditional "membership dues". The chamber does very little actual fundraising for itself - the Awards of Excellence and the Golf Tournament are the only major additional sources of revenue for many of the services offered to our members.

With this in mind, the chamber undertook a new, short term initiative by selling consumer fireworks over the Victoria Day holiday weekend. After securing the appropriate township approvals, our President (and resident pyro) secured inventory from Hands Fireworks in Milton. Hands is a Canadian manufacturer of fireworks which has been in the business for over 130 years!

From a tent located outside the Chamber office, we sold to local residents as well as travellers heading north on highway 6 for their holiday weekend. Many people who purchased the fireworks were happy to discover that it was a local project which would keep money in town, rather than the typical "roadside stand", buying out of the back of a truck from "who knows where"!

The results of the weekend sales were promising and indicated that it had the potential to turn in to an annual event. With increased advertising and awareness of this chamber project, we look forward to continuing this unique method of raising "non-dues revenue"



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May 25, 2011

TREASURERS NOTE TO 2010 FINANCIAL STATEMENTS

Year ended March 31st, 2011.

This is a statement of last year based on budget to actual;

- ✚ Income was \$18,940.41 over budget.
- ✚ Membership led the way by being up \$7,953.00 over budget.
- ✚ Breakfast meetings as well as other chamber activities helped to increase our revenue.
- ✚ Expenses for the year were over budget by \$13,700.42
- ✚ Information Services salaries increased by \$16,000.00 for the year, partly due to increasing a staff member's time to 4 days a week in Elora.
- ✚ Chamber salaries were also over budget by \$7,721.11 as we decided to "invest in ourselves" and we needed more staff to achieve these results.

Our net income for the year ending March 31st, 2011 was \$4,469.49 while our initial budget projection for the year showed our net income to be \$775.50

This is the second consecutive year that we have been in the black for net income at the year end. We have worked hard as a group to make sure we did not spend more money than we received.

I would like to thank all directors for their effort and the staff for working within the budgets set out to show a positive result for the year ending 2011.

Paul Walker
Centre Wellington Chamber of Commerce
Secretary-Treasurer

****PLEASE NOTE** – the Financial Statements will not be posted on the website. If you are a member interested in receiving a copy of them, please contact the Chamber office at 519-843-5140.