

Huntsville/Lake of Bays Chamber of Commerce
Annual General Meeting Minutes
January 8, 2009
Delta Grandview Resort

Present:

Willy Hollett, Almaguin Campground	Bill Nunn, K.B. Wood Products
Ashley Schwemmer, Amba Health & Beauty Spa	Kenneth Donald, Kenneth Donald & Associates
Sharon Stock Feren, Artists of the Limerlost	Lorne Jolliffe, Motel 6 Huntsville
Susan Higgins, Artists of the Limerlost	Lorraine van Luit, Motivations Fitness Huntsville
Peter Schwarzl, BDO Dunwoody LLP	Bill Annand, Muskoka Computes
Lori Beecroft, BDO Dunwoody LLP	Curtis Armstrong, Muskoka Magazine
Gord Bell, Beauview Cottage Resort	Norma Prior, Norma Prior Bookkeeping
Alison Withey, Blue Whale Communications Inc.	Linda Mann, Noveltymann
Bob Woodall, Bob the Plumber	Frank Mann, Noveltymann
Nancy Tapley, Bondi Village Housekeeping Cottages on Lake of Bays	Richard Mann, Noveltymann
June Anne Crawford, Clothes Closet (The)	Janine Scott, Old Palmer House (The)
Dianne Mehaffey, Clothes Closet (The)	Garry Sanderson, Old Palmer House (The)
Sheila Givens, Cottages On The Web	Ken Bailey, Pinckard Bailey, Lawyers
Daniel Bradbury, Daniel's Computer Services & Web Design	Jim Schiedel, Portage Promotionals
Joseph Klein, Deerhurst Resort	Doug Campbell, RBC Royal Bank
Tammy Purvis, Delta Grandview Resort	Sue Ashley, RBC Royal Bank
Quinn Michell, Delta Grandview Resort	Rick Wearing, RE/MAX New Lifestyles Inc.
Esa Paltanen, Delta Grandview Resort	Bruce Frank, Royal Canadian Legion – Branch #232
Paul Rae, Dreams Becoming Reality Marketing	Tim Cantelon, Sandhill Nursery
Johanne Stewart, Dreams Becoming Reality Marketing	Steve Campbell, Sands Formed Hot Glass Inc.
Linda Martin, Driving Range @ Martin's Farm (The)	Gary Fisher, Saunders & Associates – Gary J. Fisher CMA
Jack Patel, Econo Lodge	Karen Pascall, Saunders & Associates – Gary J. Fisher CMA
Greg Hancock, figments of imagination	Steve Ainger, Scotiabank
Melissa Key, FITT Gym & Personal Training Studio	Terry Knox, ScotiaMcLeod
Scott Aitchison, Fowler Construction Company Limited	Christine Ceballo, Smooth Sailing Enterprise
John McCaig, Global Skate	Annette Donald, Staged by Design
Gayle McCaig, Global Skate	Ken Patel, Sunset Inn Motel
John Kenny, Green Point Cottage	Eleni Panoulis, TD Canada Trust
Clea Rains-Henderson, Hammond Transportation Ltd.	Curtis Eastmure, The Benefits Coach
Suzanne Willett, Home Depot Huntsville	Ali McDonnell, The Esthetics Lounge
Laurie Stimpson, Home Depot Huntsville	Doug Sullivan, The New Bickley Ford
Justine, McDonnell, Huntsville Association for the Performing Arts	Ramona Sullivan, The New Bickley Ford
Rob Saunders, Huntsville Festival of the Arts	Ken Inglis, The Springhill Fresh Water Co.
Brent Cooper, Huntsville Forester	Joan Smith, Thornbrook Small Engines
Martina Schroer, Huntsville Train Station Society	John Smith, Thornbrook Small Engines
Helen Luvison, Huntsville's Hometown I.D.A. Drugstore	Debbi Miller, Town of Huntsville
Lou Luvison, Huntsville's Hometown I.D.A. Drugstore	John Finley, Town of Huntsville
Ashwin Patel, Huntsville Inn	Fran Coleman, Town of Huntsville
John Weinstein, Inclined Elevation Inc.	Margaret Casey, Township of Lake of Bays
Kelly Haywood (Chamber of Commerce)	Carolyn Goldring, Trillium Management Group
Trish Kruusmagi (Chamber of Commerce)	John Krynicki, Window Quilt (Muskoka)
Kate Austin (Chamber of Commerce)	
Chantelle Armstrong (Chamber of Commerce)	Helena Renwick (Chamber of Commerce)

1. President's Welcome and Address

Simon Bevan

- Simon Bevan called the meeting to order at 6:07 pm.
- Simon thanked everyone for coming.
- Simon thanked Delta Grandview Resort for hosting the AGM at their wonderful location and thanked them for hosting the BAH before hand with the wonderful hors d'oeuvres and beverages.
- Simon advised attendees on the procedure of voting and voting cards.

Motion: That the 2009 Annual General Meeting agenda be accepted as presented.

Moved by: Joseph Klein (Deerhurst Resort)

Seconded by: Susan Henderson (TD Canada Trust)

CARRIED

Huntsville/Lake of Bays Chamber of Commerce
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Welcome ladies & gentlemen to the Annual General Meeting of the Huntsville/Lake of Bays Chamber of Commerce.

I'd like to begin by thanking you for your support not only for your attendance tonight, but for your ongoing support throughout the year.

Special thanks to tonight's sponsor Delta Grandview Resort and their team, who have generously provided this venue, appetizers & beverages.

2008 saw a number of significant and exciting opportunities. The Chamber's concentration & commitment to you as members is strong and focused. Guided by our dynamic Board of Directors and volunteer committees we continue to embark on initiatives like External Marketing and Event Tourism. With the strong support and partnership of the Town of Huntsville and the Township of Lake of Bays these projects have proven to be very successful, sustainable and proactive for our local business community.

While 2009 is predicted to be challenging with the current state of the economy I do believe that Huntsville and Lake of Bays are in excellent shape to weather the storm and still be *the* place to both visit and bring up our children. It is even more critical now that we work together, be creative and support all of our community endeavors.

Tonight's meeting marks the end of my two-year term serving as President for the Chamber. It has been a very rewarding for me to see many of the initiatives that have been proposed come to fruition. I have seen the Chamber grow, in membership and budget, enabling an even stronger and more proactive voice for the community. While I plan to remain on the board, I wish the new president candidate; Tim Cantelon the very best success and commit to supporting the Chamber for many years to come.

I would like to thank our board of directors for their involvement, commitment & of course, their support. I have had the great pleasure of working with such a dynamic and dedicated group. Regretfully, there are 4 members of our board who will not be returning having completed their terms ... They are: Michelle Gibbons from Rosseau Lake College, Joseph Klein Deerhurst Resort, Linda Martin The Driving Range at Martin's Farms and Dawna Whipp from Assante Wealth Mgmt. I would like to recognize their dedication, energy & efforts to the Huntsville Lake of Bays Chamber of Commerce and wish them the very best. Present tonight are Joseph Klein and Linda Martin. Michelle and Dawna have sent their regrets. Linda, Joseph; can you please join me to accept our thanks....

The Chamber is a "not for profit" organization that relies heavily on fundraising initiatives to support our operating costs. We currently have 11 paid staff & 18 volunteer directors. We strive to promote not only you as members, but also our communities as a destination for tourism. For the part we play in tourism, we do receive 'a fee for service' from the Town of Huntsville & the Twp of Lake of Bays. This financial support helps with the administration costs of our information booths in Dwight & Baysville as well as similar costs incurred at the Chamber office and Kiosk in Huntsville. Many thanks to the Town and the Township for your continued support of our communities.

Of course an organization such as the Chamber relies on the strengths of their team. On behalf of the board of directors we would like to thank all of the staff at the Chamber, for their hard work & commitment. These individuals are bright, intelligent & best of all, committed to finding ways to support our members & promote our community. We are very fortunate to have this dedicated group working with us.

On a personal note I would also like to recognize our General Manager, Kelly Haywood. Kelly is an integral part of our community and her dedication to the Chamber is unsurpassed and we are extremely lucky to have her. Not only have I had the privilege of working with her the last 2 years but I now consider her a very good friend. Thank you Kelly for making my job so easy.

In summary, I speak on behalf of the board when I say it's been a fantastic year, & we look forward to 2009 with anticipation & excitement.

In closing I would again like to thank you for your ongoing support of The Huntsville/Lake of Bays Chamber of Commerce & wish each of you prosperity for the coming year.

2. Minutes from 2008 Annual General Meeting

Simon Bevan

Motion: That the January 17, 2008 minutes of the Annual General Meeting be accepted as presented.

Moved by: Lorraine Van Luit (Motivations Fitness)

Seconded by: Kenneth Donald (Kenneth Donald & Associates)

CARRIED

3. General Manager's Report

Kelly Haywood

Event Tourism Presentation was given by Kate Austin

The Event Tourism Committee was proud to report accomplishments surrounding improvement in Community Education, a growing Volunteer Database as well as developing partnerships.

Community Education and awareness surrounding events creates an atmosphere where participants feel welcome and residents felt proud. Continued community education garners interest in volunteerism, spectatorship and reduces angst from our community. This results in a better experience and overall picture for the visitor. Community education also encourages businesses and residents to get involved. Throughout the Muskoka Ironman 70.3, this was demonstrated by events such as the Downtown Ironman Festival and the numerous spectators along the route. Many athletes noted that they were especially grateful for the encouragement they received throughout Dwight, Dorset and Baysville.

Our volunteer database continues to grow and is managed with care and respect. The strength of our volunteers results in positive experiences. Another example from the Ironman is the many letters of thanks received from athletes over the months; in almost everyone, volunteers are mentioned and thanked for their amazing support and encouragement throughout the race.

The partnerships that have been created with our local services such as the MTO and the OPP, have facilitated a trusting working relationship and provides great opportunity for future events.

The inaugural Muskoka Ironman 70.3 brought great excitement to the community. This was an excellent learning experience and Event Tourism has signed a three year contract with Trisport North for the 70.3.

The Ironman resulted in increased community awareness. During the event, there was a considerable increase in traffic to the huntsvilleadventures.com site. The race also received an incredible amount of media attention throughout national and local newspapers, television, radio and online. This great intangible economic impact will continue while Ironman is aired on TSN throughout the year.

A recent survey compiled by Trisport North allows us to gain insight into detailed demographics pertaining to the event participants. Details such as athlete length of stay, income and number of support persons in attendance with each athlete were uncovered. Another success that was led by Huntsville/Lake of Bays Event Tourism is the Ontario Winter Youth Games which will be hosted in Muskoka in the winter of 2010. Much excitement surrounds the growth of this district wide event.

The Olympic Torch Relay will make a stop in Huntsville on December 30, 2009, as our town has been chosen to host a Community Celebration. As the only stop between Barrie and North Bay, Huntsville will be hosting all of Muskoka for this unforgettable experience. Event Tourism will have the role of coordinating the Community Task Force, which is the local committee responsible for the planning of our community celebration.

The Event Tourism Committee regularly hosts delegations from numerous interested events. Some events may not be a great fit for our community, but many are looking ahead several years. It is anticipated that an 'open for business' attitude will attract more events to our communities.

External Marketing Presentation was given by Helena Renwick

- Evidently; the tourism sector requires a great deal of attention.
- Highly competitive industry across Ontario and Nation-wide. We're competing for our target market with the likes of Ireland and Hong Kong. Countries.
- As a result; and because you can't just invite people to come to your communities; we have identified Event Tourism as the vehicle to drive more activity to our community. Events benefit our tourism stakeholders along with our service industry. Events also benefit our community socially by enabling our residents to become involved as Volunteers and dev't a new skill set.
- Improving our online presence is vital in this day in age, as the percentage of travelers researching destinations for vacation continues to rise
- We are also cooperating closely with tourism stakeholders as a united team to leverage our marketing dollars and have a larger impact on our target market.
- Launched a great new website, huntsvilleadventures.com and attracted a lot of interest.
- As Kelly mentioned earlier, the focus of the external Marketing committee chaired by Mr Jeff Suddaby, is to promote our area as a prime destination during the shoulder seasons. Also improving our on-line presence is vital in this day and age, as a percentage of travelers researching the internet for destination vacations continues to rise.

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- The committee retained a publicist Alison Withey of Blue Whale Communications to carry out a spring and fall media campaign. Both campaigns were very successful.
- And Looking forward: the committee is considering a Spring Time comedy festival of ; specifically with ‘Just for Laughs’ to generate interest in our community during the spring weekends.
- Our website did very well as a result of our media campaigns:
- Each spokesperson was trained by our publicist Alison to ensure that all interviews included mention of huntsvilleadventures.com
- The site saw good spikes during the campaigns and events that were held, in particular the Muskoka Ironman. The site continues to grow, and continues to be a generator of interest by our stakeholders.
- The Spring Campaign focused on Camping and the spokesperson was Rich Swift from Algonquin Outfitters.
- The subject enabled the committee to develop material that could be downloaded by viewers or listeners by being directed to huntsvilleadventures.com. Here the visitor has an opportunity to learn more about this community and plan their trip accordingly.
- We had excellent media coverage from the Spring campaign- specifically with an 11 minute spot on Breakfast Television.
- The Fall Campaign spokesperson was Robin Tapley a noted local naturalist. The campaign focused on the beauty of Autumn and the changing of the leaves.
- Also trained by our publicist; Robin did an excellent job of directing traffic to our site during his many interviews.
- Media coverage during this campaign was high, most notably with The Weather Network and Jim Fox’s ‘One Tank Trips’.
- External Marketing will be soliciting continued interest from our private businesses; creating sustainable tourism partnerships. The site has many possibilities for expansion to include leading edge technology to keep us current and competitive. Enhanced listing opportunities are available to include and highlight your business on adventures.com. The Listing will provide an opportunity for increased business exposure both on the website and in our visitor guide. If you are interested in learning more please see, or contact Helena.

4. Financial Statements

Peter Schwarzl

Peter Schwarzl addressed the membership regarding the financial statements and advised that the financial statements had previously been provided to the Board of Directors for review. The financial statements were completed in accordance with proper accounting standards.

Peter Schwarzl took questions from the floor. There were no questions posed by those present.

Motion: That the financial statements for the year ending September 30, 2008 as prepared by BDO Dunwoody LLP Chartered Accountants be accepted as presented in the Annual Report.

Moved by: Scott Aitchison (Fowler Construction)

Seconded by: Gord Bell (Beauview Cottages)

CARRIED

Motion: That BDO Dunwoody, Chartered Accountants be appointed as accountants for the Huntsville/Lake of Bays Chamber of Commerce for its financial year commencing October 1, 2008 until September 30, 2009.

Moved by: Lou Luvison (Huntsville's Hometown IDA Drugstore)

Seconded by: Cheryl Pecore-Malone (RBC Royal Bank)

CARRIED

5. 2009 Board of Directors –Election

Simon Bevan

Nominations of Directors to the 2008 Huntsville/Lake of Bays Chamber of Commerce Board of Directors.

Motion: That the Board of Directors slate be accepted for nomination as presented.

Moved by: Annette Donald (Staged by Design)

Seconded by: Linda Martin (The Driving Range at Martin's Farm)

CARRIED

Motion: That the slate of Directors be elected as nominated:

Two Year Directorship Term

- Tim Cantelon (Sandhill Nursery)
- Terry Knox (ScotiaMcLeod)
- Scott Morrison (Coldwell Banker Thompson Real Estate)
- Tammy Purvis (Delta Grandview Resort)
- Janine Scott (Old Palmer House)
- Johanne Stewart (Dreams Becoming Reality Marketing)
- Doug Sullivan (The New Bickley Ford)
- Doug Vanden Broek (Wendy's)
- Tim Withey (Canada Brokerlink)
- Jo-Anne Young (Hidden Valley Resort)

Directors Completing Second of Two Year Term

- Scott Aitchison (Fowler Construction Company Ltd)
- Simon Bevan (Grandview Golf Club, ClubLink Corp)
- Jim Brendish (Brendish Computers)
- David Brushey (Muskoka Custom Kitchens and Cabinetry)
- Susan Henderson (TD Canada Trust)
- Lorraine Van Luit (Motivations Fitness)

Municipal Representatives

- John Finley (Town of Huntsville)
- Nancy Tapley (Township of Lake of Bays)

Moved By: Peter Schwarzl (BDO Dunwoody)

Seconded by: June Ann Crawford (The Clothes Closet)

CARRIED

7. Incoming President Candidate Address

Tim Cantelon

Tim Cantelon addressed the membership as the President Candidate

First of all I would like to thank Simon for the strong leadership he has provided the Huntsville and Lake of Bays Chamber of Commerce over the last two years as president. Simon's dedication to the Chamber has been evident, always creating ideas, challenging thoughts and continually contributing to make Huntsville and Lake of Bays the thriving community it is today. As a board member I am very proud of the accomplishments of the Chamber, and look forward to the prospects of taking over Simon's post and continue to lead the Chamber in the positive direction it is headed.

As Simon noted earlier what a dynamic Board of Directors. It has been a great pleasure of mine to have the privilege to continue to work with this highly motivated team. Their commitment to our community shows, and as our membership continues to strengthen. I know we will work hard to engage in igniting new interest and ideas to our membership. We may have some challenging times ahead however Kelly and her team work hard to expand initiatives such as External Marketing and Event Tourism. These projects allow Huntsville and Lake of Bays to have pro-active position and international visibility. When you have momentum I say *let's keep it going*.

As a business owner I have always appreciated and respected what our Chamber has done for my business and our community. Huntsville and Lake of Bays has a great thing going; bustling towns, growing communities and endless opportunities for new and existing business. I have come to realize there is no other place that I would rather work and play than the community of Huntsville and Lake of Bays. I am passionate about this community, what it has to offer, and the people in it. As the Chamber moves forward I believe we will continue to build stronger relationships between our residents, community partners and businesses.

9. Adjournment

Simon Bevan

Motion: Be it resolved that the Huntsville/Lake of Bays Chamber of Commerce Annual General Meeting be adjourned. Meeting adjourned at 6:57 pm on January 8, 2009.

Moved by: Scott Aitchison (Fowler Construction Company Ltd)

CARRIED