



Caledonia Regional Chamber of Commerce

Board of Directors Meeting Minutes

January 17, 2025

Directors: Brad Armes, Suzanne Athanasiou, Stacie Blakey, Joanne Dorr, Janice Doyle, Mike Estey, Larry Fay, Steve Hayward, Dan Lawrence, Ken Parr, Craig Peters, Randy Peirson, Anne Unyi (ex officio)

Administrative: Heather Mastromatteo

Guests:

1. **Call to Order:** Meeting called at 8:01
2. **Conflict of Interest Declaration: NONE Declared**
3. **Minutes from Previous Meeting:** Motion to approve the minutes of December 20, 2024
4. **Correspondence Review:** Seed & Garden Show: Discussion was had on what presence it would do for the Chamber. Suzanne volunteered to attend. Material to be produced for networking events and a brochure for the Chamber.

TOPICS FOR DISCUSSION:

- 1) **Membership Updates:** Update on how many members are in at 43 and 27 outstanding renewals. A discussion was had on what to do with these members. Craig volunteered to call outstanding businesses today and we will offer the early bird discount until Wednesday.
A discussion was held on a brand-new business getting single membership for the first year and then renewing at the regular rate. More discussion will follow.
A discussion was held on membership tiers and the need to be re-evaluated in 2025.
Heather brought up a membership who may not have paid the right tier received, it was discussed to leave it as is. It was discussed for the businesses who joined in June to get the 50% discount for this year. Heather will follow up with those 2 businesses.
- 2) **Events:**
 - a) **Networking Events:** The Olde Squire is open to hosting us, not for February as they are still busy with the opening. We will look at them for future events. We will look at the Legion for our first event to host it there. Mike and Craig will set up the event. Next breakfast is March 7th.
A discussion was held on allowing members to speak at these events, up to 5 minutes or live testimonials from member to member.
 - b) **Business Achievement Awards Update:** Date is set, March 26th. Warren Burger is not available to MC the event. We have put in a request to 92.9 The Grand for Rock N Ray, no response yet. Larry said he could contact Connie Smith. Waiting on a few sponsors to commit to the awards.
 - c) **Music in the Park:** Craig is taking it over.
 - d) **Golf Tournament:** Brad to start the planning process.
 - e) **Canada Day Update:** A meeting was had this week with a potential committee and there is an ask for the Chamber to put money forward. Kathy (BIA) is going to take it over with a committee and groups to help. Craig is a liaison with the committee and asked the Chamber for \$8000 to put forward towards Canada Day moving forward. A motion was put to give Canada Day an \$8000 investment towards Canada Day, it was motioned, moved and unanimously passed.

- 3) **Financial Update:** There will be a meeting with the accountant today at 9:30. A discussion was had on the review engagement and how often we need to do one. A motion was put up to pass on the review engagement, it was unanimously passed to forgo the Review Engagement for the 2024 year.
- 4) **Haldimand County Updates: NONE**
- 5) **Special Projects Updates: NONE**
- 6) **New Business:** AGM Meeting- may need to be deferred, we need Millard's account done. We will look at April.
Snow removal was brought up, Zen's was in to do it yesterday. A discussion was had whether we need a contract for this winter and we will do a per needed basis for the time being.
- 7) **Adjournment: 9:13 a.m.**

NEXT MEETINGS & Events

February 11- Business Network After 5 (tentative)

February 14 - Board of Directors Meeting

March 26 – CRCC Annual Business Achievement Awards