



Minutes of the General Meeting  
April 19, 2017

Present:

|                    |  |
|--------------------|--|
| Doug Bailey        | President/Thames Valley Solutions      |
| Kendell Hall       | Past President/Power Flower Web Design |
| Denise Winger      | Vice President/Dorchester Terrace      |
| Erik Lasch         | Treasurer                              |
| Kathryn Suffoletta | Secretary/ Dorchester Library          |

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|------------------------|--|
| Jeannie Bailey         | Thames Valley Solutions                        |
| Jack Blinkhorn         | Printers Plus                                  |
| Angelo Suffoletta      | AAS Engineering                                |
| Sharron McMillan       | Assist-2-Sell Homes Around London Realty       |
| Jack & Gisele Baribeau | Baribeau Construction (London) Ltd.            |
| Michelle Mundy         | NDAS/Forest City Painters                      |
| Mark Williams          | Bill Blaney Insurance/Dorchester Fiddle & Step |
| Michelle Davies        | Michelle Davies Interior Design                |
| Heather Graham         | VON  |
| Gordon Piciga          | Gordon's Custom Woodwork                       |
| Will Heeman            | Heeman's                                       |

1. Welcome:

President Doug Bailey welcomed everyone and thanked Will Heeman for hosting the meeting. Doug requested that everyone sign in on the attendance sheet.

2. Review of the Minutes from last meeting:

The minutes of the February 8, 2017 general meeting were projected on the screen for people to read. There were no errors or omissions noted.

Moved by Jack Blinkhorn and Sharron McMillan that the minutes be approved.

3. Financial Report:

Erik Lasch reported that the membership invoices had been mailed out. A bank balance was not available at this time as former TCBA treasurer Greg Keenan has the computer and all the files while working on filing the Association's taxes.

4. Reports:

- Vice President:

Denise Winger reported that she had started a membership file for every member which contains (or will contain) copies of the invoice marked paid, the payment cheque, and the information tear off form. The Executive is currently looking for a central, secure location for the files.

The Executive is planning a membership drive to reach out to former members and seek out potential new members.

- Vice President:

In Eric Kirkpatrick's absence, Doug reported that Eric has volunteered to look for an opportunity for the TCBA to be involved in the Thames Centre Canada Day celebration and that Eric is planning the Golf Tournament to be held on Monday August 14 at Pine Knot G&C. He is hoping for a minimum of 100 golfers at \$100.00 per person including dinner. He is also offering hole sponsorships for \$500.00 which includes the fee for 4 golfers. There will be networking from 12 – 1:00 pm and then tee off at 1:00 pm. There will be a \$10,000.00 prize for a hole in one. Information and registration details will be available soon.

- Social Media:

A comment was made that there wasn't a lot of promotion of local businesses on Facebook and shouldn't sharing posts be limited to member businesses and community events. Kendell responded that if Dorchester doesn't offer something then she promotes it in a neighbouring location eg the London Bridge Club and sharing posts from non members demonstrates a benefit of membership and may encourage membership. Kendell reported that she is now following every TCBA member who has a Facebook page, she is sharing week old coverage from The Signpost and number of views is up.

## 5. Old Business:

- Membership Lists:

Denise outlined some of the challenges the Executive has faced in trying to generate an accurate membership list. She encouraged everyone to return the completed information slip with their payment and make sure their business information is on the cheque. Denise displayed the window decal that renewing/new members will receive with their confirmation of payment.

- Minute Archive:

Doug proposed that the paper copies of the minutes from several years of meetings that are currently stored in binders, be scanned and saved electronically. Denise is willing to do the scanning but could use some help.

## 6. New Business:

- Business Wall of Fame

Doug reported that the Executive is continuing to work on the proposal that an amount of money over a period of years be pledged to the Dorchester Library to be used to recognize

businesses in the community. Criteria for the makeup of the selection committee and nominations need to be established. The location in the library and the format for the recognition wall need to be determined.

- Stevenson Camp

Doug reported that Danielle Lockie had spoken with him regarding a Corporate Challenge type of fundraising event that she is planning. She would like local businesses to participate and was hoping for TCBA involvement. Doug requested that Danielle put a proposal in writing.

- Membership Follow Up

Doug reported that the Executive will be aggressively seeking new members and encouraging membership renewal.

- Small Business Week

The Executive is working on a plan for an event to celebrate Small Business Week.

7. Upcoming Events:

- Social – May 17<sup>th</sup>, 7:00 pm at the Mill Pond Bar and Grill
- General Meeting – June 21<sup>st</sup>, 8:00 am at Dorchester Terrace
- Canada Day – July 1<sup>st</sup>
- TCBA Annual Golf Tournament – August 14<sup>th</sup>, 1:00 pm at Pine Know G&C

8. Guest Speaker:

Will Heeman welcome everyone to his family business and asked everyone to introduce themselves. He spoke about the early beginning of the strawberry growing business started by his Grandparents and the growth and diversification of Heeman's over the years. When asked about the keys to success, Will spoke about three. One is the Daymakers, the "experience deliverers" who are responsible for customer satisfaction and retention. A second key is innovation, for which Heemans has won several awards. A third key is doing what is right for the customer not what is easy. When asked about staff training, Will said that they look for people who are enthusiastic and quick, on the job learners. "They need to be authentic".

9. Adjournment:

Before calling for a motion to adjourn, Doug thanked Will again for hosting and for his informative and enjoyable presentation.

Moved by Jack Baribeau and seconded by Angelo Suffoletta that the meeting be adjourned.