



Minutes of the General Meeting  
June 21, 2017

Present:

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

Aaron Taylor	Taylorred Custom Fab
Cassandra Berkelmans	Taylorred Custom Fab
Alison Warwick	Warwick Equestrian Development
Mike Henry	Municipality of Thames Centre
Michelle Mundy	Forest City Painters
Marc Seguin	McFarlan Rowlands Insurance Brokers
Gord DeJong	Forest City Painters
Wendy Spence	The Signpost
Audrey Spoelstra	Elevate Yourself to Wellness
Michelle Davies	Michelle Davies Interior Design
Judi & Chris Pink	C.J. Pink Ltd.
Jack Blinkhorn	Printers Plus!
Gary McMillan	GEM Homes
Jim Maudsley	Municipality of Thames Centre
Greg Keegan	TD Canada Trust
Rob Lockie	N/A
Owen Wallace	Dorchester Insurance Brokers
Heather Graham	Dorchester Terrace
Doug Crockett	RE/MAX Centre City
Dave Hutchison	RE/MAX Centre City

1. Welcome:

President Doug Bailey welcomed everyone and requested that everyone sign in on the attendance sheet.

2. Introductions:

Everyone introduced themselves and provided the name of their business or place of work.

3. Review of the Minutes from last meeting:

The minutes of the April 19, 2017 general meeting were projected on the screen for people to read. There were no errors or omissions noted.

Moved by Alison Warwick and seconded by Kendell Hall that the minutes be approved.

4. Reports:

a. Treasurer: Erik Lasch

In Erik's absence, past TCBA Treasurer Greg Keegan reported that the bank balance is almost \$19,000 and that filing of the TCBA taxes is almost complete.

b. Vice President – Denise Winger

Denise reported that of the 90 renewal invoices that were sent out, 59 were returned with payment and 29 have been sent a second notice. There is now a file for each member which can be updated as needed. Denise encouraged everyone to promote membership in the TCBA and reminded that the membership form and the handout with the list of membership benefits are on the TCBA website.

c. Vice President – Eric Kirkpatrick

i. Canada Day

In Eric's absence, Doug reported that the TCBA will be involved in the Canada Day celebration with a display, member volunteers working the merchandise table, and providing stickers for the bags of popcorn.

ii. Golf Tournament

Doug provided details of the date, time, and cost. Eric is hoping for 100 – 144 golfers and hole sponsorships are still being sought. Those who don't golf are welcome to come for the dinner, cost to be determined.

5. Old Business:

a. Minute Archive:

During Denise's report, it was mentioned that all available past minutes have been put on a USB to make them more accessible.

6. New Business:

a. Home of Business signs:

Doug reported that there are two new signs that have been added to the rotation

b. Face on Business:

Doug reported that we are still in need of a bucket truck to mount the signs, so there is still time to have a banner made to participate in the program. The banners are made by Banner promotions and cost about \$200.00 plus the fee to have the banner erected and taken down. In response to an inquiry, Doug reported that businesses can request the location that they prefer.

Business Wall of Fame

c. Stevenson Camp

Doug reported that he had been contacted by Danielle Lockie regarding an opportunity for the TCBA to participate in a Corporate Challenge type of fundraising event in May or June 2018. There are no further details at this time.

d. Business Hall of Fame:

Doug distributed copies of the following proposal:

**Thames Centre Business Association – Business Hall of Fame**

**Proposal**

To recognize business owners and businesses that have made significant business and / or personal contributions to the community by creating a Business Hall of Fame located at the library in Thames Centre.

**Thames Centre Business Association (TCBA) responsibilities:**

1. The TCBA will commit to a 10 year sponsorship of the Library at an annual cost of \$250.00. This sponsorship can be extended with an agreement with both parties.
2. The TCBA will supply the equipment to be used for the Hall of Fame. The equipment includes digital signage, computer, mounting equipment along with the installation of the equipment, network cabling and electrical. The estimated cost is not to exceed \$2,000.00 plus taxes.
3. The TCBA will create a contingency fund of \$200.00 a year to cover maintenance and replacement of the digital signage and computer. It is estimated that the equipment will need to be replaced in 7 years.
4. The TCBA will create a committee of four members to review nominations and select inductees.
5. The TCBA will advertise for nominations for the Business Hall of Fame using The Signpost, the Thames Centre Business Association web site and social media (cost to be determined).
  - a. We're reviewing the nomination document used by Junior of Achievement of London for the London Business Hall of Fame. Our nomination document and process will be similar.
6. The nominations will be submitted by August 31<sup>st</sup> of the current year.
7. Inductees will be selected by September 30<sup>th</sup> of the current year. The selection criteria still needs to be finalized.
8. The TCBA will announce the inductees during Small Business Week in October of the current year.
9. The TCBA will supply the library with display material to be shown on the digital signage.

**Middlesex Library – Dorchester (Library) responsibilities:**

1. The Library will provide a location for the mounting of the equipment.
2. The Library will provide the appropriate insurance for the equipment.
3. The Library will provide electrical power.
4. The Library will provide a connection to their internal network.
5. The Library will ensure that the equipment is kept in good working order.
6. The Library will be responsible for creating and maintaining the display material with input from the TCBA.

**Shared responsibilities**

1. The induction ceremony will take place in November of the current year at the Library.

**Thames Centre Business Association – Business Hall of Fame****Equipment Usage**

The equipment will be used by both the TCBA and the Library on an equal basis (50/50).

The TCBA will use the digital signage for the Business Hall of Fame, promote TCBA activities and highlight the TCBA membership. The equipment will not be used to directly generate revenue.

The library will use the digital signage at their discretion – promoting library events, informational purposes, etc.

**Cost Summary**

1. Digital signage, mounting equipment, network cabling, electrical and installation - \$2,000.00 (one time cost).
2. Sponsorship - \$250.00 per year (10 year commitment).
3. Contingency fund \$200.00 per year.
4. Advertising (to be determined).

**The Library has agreed in principle with this proposal.**

**Discussion:**

During the discussion of the proposal, Mike Henry, Director of Community and Social Services for Thames Centre, raised a concern that the proposal needs to meet the lease agreement between the Municipality and the Library Board. It was suggested that Mike contact Library CEO Lindsay Brock to discuss any concerns or potential problems.

**Questions** during the discussion were:

Q. Where would the equipment be located in the library?

A. Library Supervisor Kathryn Suffoletta responded that there is an ideal location on the wall between the banks of computers.

Q. Why the \$250.00 donation over ten years instead of donating the \$2500.00 outright?

A. Doug responded that it shows a longer commitment by the TCBA and ongoing support.

Q. Would nominations remain on file?

A. Doug responded that details like that would need to be determined.

Q. Would nomination come from residents of Thames Centre only?

A. Doug responded that nominations could come from individuals outside the Municipality.

**Motion:**

Alison Warwick moved that the Executive move ahead with the proposal providing that Thames Centre and Middlesex County Library are in agreement with it.

Seconded by Doug Crockett

All were in agreement.

7. Guest Speaker:

Doug introduced Laurie Knechtel from emotivate Marketing + Design. Laurie spoke on Personal Brand which she defined as the experience people have with your product or service and you. She advocated taking control of your personal brand and elevating it. Laurie spoke about the three C's – credibility, consistency and community. She encouraged the use of social media to promote yourself and your business and to determine which ones are best suited to your business. Laurie suggested that people purchase their domain name which you can do for a small yearly fee.

8. Upcoming Events:

Doug quickly went over the upcoming events listed on the agenda:

a. Canada Day – July 1<sup>st</sup> – volunteers needed for the merchandise booth

b. Golf Tournament – August 14<sup>th</sup> – participation encouraged by golfers of all levels of skill

c. General Meeting – September 21 – location TBD

d. Small Business Week Dinner – **Tuesday** October 17<sup>th</sup> at Pine Knot, guest speaker from Railway City Brewery

e. General Meeting – November 15<sup>th</sup>

9. Adjournment: Doug thanked Laurie again, Denise for hosting and arranging for Laurie to be the guest speaker and everyone for coming.

Motions to adjourn: Dave Hutchison, seconded by Kendell Hall