

## **CABA Annual General Meeting**

Monday, May 9, 2011, 7 pm

Location: Lakeshore Cafe at Calabogie Lodge

### **Minutes**

**Attending:** Ross Richards, Ann Stubinsky, Byron Hermann, Joe Guthrie, Lenore Guthrie, Bill Weiss, Elizabeth Jost-Couture, Veronika Evers, Debbie Knaut, Lucy Lester, Deb Giffin, Susan Veale, Karen Phillips-Curran, Rhonda Landriault, Paul Murphy, Liz Murphy, David Abraham, Cath Reynolds  
**Special guests:** Councillors Karen Lehnhardt, Bruno Kierczak, Brian Hunt and Peter Clark from the Mercury

1. Welcome and self-introductions
2. Approval of minutes of last meeting  
Approved
3. **Treasurer's Report - David Abraham**
  - a. Only 6 outstanding (unpaid) memberships from last year. Request for payment will be sent.
  - b. Treasurer's report accepted as submitted and will be incorporated into financial report which is audited once annually.
4. **Update on Student Grant Application for Heritage Point Visitors' Centre**
  - a. The student grant application was submitted by CABA President and receipt has been acknowledged by Youth Employment Canada. End of May is the usual time to receive approval. Leesa Fleury (4 year term as our Ambassador) will not be returning due to University commitments - however - her younger sister, and resident of Calabogie, Colleen Fleury has been chosen as the student manning the tourist booth for July and August if grant monies received.
5. **Update on 2011 CABA Business Directory - Carolyn Jakes**
  - a. As the owners and publishers are taking a sabbatical from producing the Madawaska Highlander CABA has arranged for the directory to be printed. It will be ready at the end of May. 4,000 copies have been ordered for mail boxes, newspaper inserts and distribution at Expo 150 in June. The business directory has become a very useful and well used marketing tool for CABA members. Homeowners and visitors use it consistently for seeking local services.

- b. A motion was made that the budget for business directory be increased by \$100.00 Motion carried.

**6. Festival of the Senses - "What Next?" - Cath Reynolds**

- a. Members received a brief recap of the Festival and were asked for volunteers to sit on the organizing committee. The committee was formed 3 years ago with 5 members. Rhonda Landriault, (Calabogie Lodge) kindly volunteered. More volunteers are needed.
- b. Businesses will be approached in June for their participation ideas. This is a very unique type of Festival and CABA is hoping to expand the selection of activities to generate additional visitors.

**7. Information for CABA Members on Renfrew Chamber of Commerce**

- a. Debbie Knaut spoke of some of the benefits offered to members of this chamber such as merchant discounts (visa/MC/debit), insurance packages and Esso gas discount.
- b. Byron Hermann mentioned other local chambers plus tourist related organizations such as OVTA (Ottawa Valley Tourist Association) and OHTO (Ontario Highlands Tourist Organization) also offer member-to-member discounts, with many partnership and networking opportunities.
- c. Membership prices vary.

**8. Township Councillor's Participation**

- a. At the last CABA meeting, Councillors expressed a wish to be invited to CABA meetings so they are able to keep up to date on the Business community and share relevant information with members.
- b. **Waste Disposal Site and Waste Problems on Public Property**
  - i. Visitors leaving trash in public areas is a re-occurring problem. CABA has enquired to Council if they are considering a plan of action to alleviate/lessen the problem - the worst areas are all on Crown Lands but the negative impact affects our Municipality.
  - ii. It doesn't appear to be a "Crown" policy to enforce or penalize offenders.
  - iii. Suggestions:

1. Post appropriate signage in most heavily used areas (e.g. Wabun Lake)
  2. Expand waste site hours on weekends/holidays
  3. Use municipal staff and equipment OR organize a volunteer crew to clean up the most popular sites.
  4. Commercial establishments have found the Norway Lake disposal site cumbersome and labour intensive to properly use the mandated procedures. In addition, some commercial establishments are finding the general public disposing of their personal waste into business owned waste containers - which could be because of limited waste site hours.
  5. Cherry Point Park (County property but maintained by the Township) is also becoming a public waste disposal site and municipal staff are tasked with the clean up.
  6. Councillor Brian Hunt suggested that a more comprehensive list of poor conditions should be made and passed on to council. Garbage at Cherry Point (county property) is often seen beside the containers provided there, seemingly a problem that has been ongoing for 15 years.
  7. Byron suggested that CABA executive consider this problem and approach council with suggestions on behalf of members. CABA may contact some businesses asking for feedback on dump procedures.
  8. Byron asked Brian if Black Donald Waste Site will be reopened for the summer. It will not.
- c. Councillor Karin Lehnhardt advised of the new trails committee. As all members were new any help CABA could give would be appreciated. Deb Giffin was invited to join in the next trails committee meeting (1<sup>st</sup> Monday of the month, 4 pm in council chambers) CABA raised funds a few years ago to partner with township in order to provide signage on trails. The pictorial Manitou Mountain Trail signs have not been ordered as yet. Consideration being given to substituting with placing a mailbox at the trailhead containing trail maps so hikers could actually take the map with them on the trail
- i. Signage for the South K & P Trail is part of the Trail signage program

## **9. EXPO 150 and Economic Development Committee Reports - Bruno Kierczak**

- a. Bruno spoke of the upcoming Renfrew County celebratory event, Expo 150, June 9-12... CABA has a presence in the Greater Madawaska Township booth. The theme of the display is ``past``, ``present`` and ``future`` and showcases the many wonderful attributes of the township. This is an opportunity for businesses to be exposed to many visitors from outside the immediate area.
  - b. Economic Development Committee continues to work on its strategic plan. High speed internet and tourism are priorities.
  - c. Bruno has also proposed a committee of various like-minded businesses to work together for the benefit of the whole community. How we grow our business, improve our service and product, then so grows the community.
10. Mock up of business card board
- a. The business card board is for the display of our businesses in the municipal booth at Expo 150 in Pembroke in June. Members are reminded that we will also have a brochure rack and anyone with rack cards or brochures to display are welcome to drop them off to a member of the executive BEFORE May 25.

## **CABA NEW BUSINESS**

11. **Addition of formal Meeting**
- a. Notice of Motion submitted to change bylaws to read that "General Meetings are held 2<sup>nd</sup> Monday evening of three months of the year" plus an annual meeting instead of the current two general meetings per year plus an annual meeting.
  - b. Motion carried.
12. **Election of officers and board for 2011-12**
- a. Cath Reynolds will remain as Secretary. There were no further nominations
  - b. David Abraham will remain as Treasurer. There were no further nominations.
  - c. Carolyn Jakes and Deb Giffin will remain as directors.

- d. Byron Hermann was elected as a new director. Two positions still to be filled.
  - e. No further nominations.
  - f. Acknowledgement expressed of the desire to have a Burnstown merchant and a Griffith area merchant would be much appreciated as part of the CABA Executive.
13. **Round table**
- a. Animated discussions followed including the suggestion that strategic partnerships for charity and fundraising events are a great way to develop business. The Peaks hosted one such event recently in the form of a "fun ride". They also are in the midst of planning a music festival at the resort in August. Paul suggested that we formalize a way for local businesses to get involved through committee or groups. CABA could/ should be helpful with this leadership role. The recreation committee will be helping the music event with organizing, advertising and volunteers.
  - b. Byron suggested we look at `member to member benefits` (like OVTA and the chambers have) with CABA membership. The executive will consider this idea.
  - c. The Lodge is going to start time share sales shortly. There was some discussion on lack of visitors from the US. They have found that the American guests don't find it worthwhile to pay for the newly required passports to enter Canada. The new LakeShore Café is receiving a very positive flow of customer traffic.
14. Meetings for 2011 - 2012 year:
- a. Sept 12<sup>th</sup>, 2011 -General CABA Meeting with location - tba
  - b. Dec 12<sup>th</sup>, 2011 - General CABA Meeting (Awards) -
  - c. April 16<sup>th</sup>, 2012 - General CABA Meeting
  - d. June 11<sup>th</sup>, 2012 - AGM

Adjourned at 9:05

Respectfully submitted by Cath Reynolds (Secretary)