

CALABOGIE & AREA BUSINESS ASSOCIATION

DATE: Monday, Nov. 29, 2010 7:00 P.M.

LOCATION: The Madawaska Room, Dickson Manor, Calabogie Peaks Resort

Attending: Cath Reynolds, Byron Hermann, Jane Hunter, Denise Leckie, Sue Lafleur, Lenore Guthrie, Sharon White, Dwyene MacNabb, Sherrill Riopelle, Rob Avey, Kim McKinty, Brian Hunt, Bruno Kierczak, Karen Lehnhardt, Glenda McKay, Mike Labelle, Heather Kennedy, J.P. De Grandmont, Sandra Downs, Richard Copeland, Bill Graham, Glen Timson, Juliette LeGal, Paul Murphy, Robb Avery, Liz Murphy, Lucy Lester, Dave Abraham, Carolyn Jakes, Deb Giffin, Bill Weiss, Sonya Morglan, Roberta Pringle, Chris Fleming, Peter Emon

7:00 WELCOME & SELF-INTRODUCTIONS

(Twp. Reeve & Councilors, Friends and Relatives of CABA Award Recipients, Press, CABA Members)

Approval of Agenda

Approved

Treasurer's Report & Member Status – David Abraham

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| Total income from July 1, 2010, to today | \$8,826.00 |
| Total expenses from July 1, 2010, to today | \$6,887.17 |
| Net income | \$1,938.83 |
| Paid membership.....78 | |
| Unpaid membership....28 | |

Approval of Previous Minutes

Approved

Business Arising from the Minutes

None

Round Table Discussion by all present – Sharing of current news and issues

Sherryl Riopelle spoke of the Lodge's new venture, the Lakeshore Café, opening 8 am December 1st. In order for the Lodge to meet all criteria it must have a restaurant. Guests were requesting one. Open for breakfast and lunch to begin....dinner maybe later, closer to Christmas.

Paul Murphy spoke about the snowcross event at the Peaks. It is a first for the community. The event, part of a North American circuit, will start with practice runs on Friday and continue with races on Saturday and Sunday. Paul said that it could attract huge crowds. It is a joint venture with snowcross organization. First time in Calabogie and participants come from all over, including the US. Gate is \$20 per day, \$30 for the weekend. It is a sport that defies science, physics and Newton's law...a great spectator's sport.

`Bogie Arts, a group of local artists, is showing 27 paintings at the Lakeshore Café.

Newly elected councilors attended this meeting. Each spoke of their support of community and local businesses. Brian Hunt, having had a business in Calabogie, said he knows the challenges we face and wants to be of assistance. Council is here to support the business community.

Byron Hermann spoke of his interest in the newly formed regional tourist organization RTO11 now called Ontario's Highlands Tourist Association . He reported on an information meeting recently held in Pembroke and how it might impact CABA and Calabogie . Deb made a motion that CABA contact OVRTA manager at county level (Mitch Wilkie) in order to take a proactive approach in letting them know

who we are and what our core attractors and tourism assets are. What information needs to be given to the organization will be collected by CABA.....Byron seconds. Surveys needed to be taken.

Jane Hunter "Calabogie Home Check", introduced her new business of looking after homes/pets.

Lenore Guthrie thanked The Peaks for the (snowcross) event early in the season. They are fully booked for that weekend.

Paul shared his recent promotion initiatives with the use of advertising via "closed captioning sponsorship" on Ottawa television stations. He pointed out the promotion of Calabogie in general as a tourist destination as well as The Peaks. This will run from mid-December to mid-February probably in the morning "school weather" time slot. He was very curious to try various new things to bring guests in and to help getting the "Calabogie Message" out there. Initiatives include partnerships with other local operators, HD web-camera allowing control of viewing angle on the slope, use of open e-mailings (10,500 – 15,000 in the next few weeks), use of Facebook and Twitter last year and blogging. These are labour intensive. Will launch a live video on improvements that have been done to the slope promoting the "Calabogie Experience".

Kim McKinty introduced NEAT Coffee and spoke of the coffee (roasted on site), food (wood oven, thin crust pizza, home grown food) and music evenings. Work is to start on new septic systems and perhaps enlarging seating for music events. Kim kindly shared with us her success stories of how tweeting works for their coffee business.

Liz Murphy works hard to build the conferences, wedding business. She brought up the fact that 'Polly's' runs a shuttle service. Lenore suggested that this service could be expanded.

For the past 4 years the Economic Development Committee has been chaired by Bruce Parker. He has been outstanding says Deb Giffin. Tourism map, lure brochure and development of trails are some of the successful projects that the committee has tackled. New trails continue to be developed.

Talk turned to the slow progress of taking internet service beyond Calabogie. Karen said that there are difficulties when funded by big phone companies; number of customers matter. It is not a project funded by township or county but partially by the province and mostly by large phone companies. If the tower ever goes in at Denbeigh the area will be looked at and bid on. Peter said that according to the latest information from Eastern Warden's Caucus the tower WILL be a go, so high speed internet will follow.

Chris Fleming spoke of the "good, solid year" the Highlands had and that the golf course is now closed for the season. He mentioned a strong push to share beds when their accommodations are at capacity. There is a new sub division in the making and he thanked council for the encouragement and help in overcoming difficulties.

Chris also spoke of new CABA member, Brent Egan. He is expanding his retail stock at the Marina. Chris invited members to drop in and see just what is there and the services available such as atv repairs and boat rentals. Make a new member feel welcome.

Motorsport started live streaming in March that ran 9:00-6:30 during the operating season. Most of the time it's pretty exciting viewing said Glen Timson. Check out their website for information on the Mustang Experience and other programmes/professional instruction/experiences available.

Library Guesthouse has made further improvements. They are accommodation catering to groups (8 bedrooms, 3 bathrooms) and are particularly busy during track season. Chris mentioned that,

to improve the tourist experience we need a night life in Calabogie. Many others agreed, giving us something to think about throughout the winter months.

Festival of Senses Report – Cath Reynolds

Third annual festival was a success

- . good feedback from 11 participants (objective)
- . good feeling when talking with visitors (subjective)

Movement/Change

- . 7 sites from 2009 opted out
 - . CABA geocache
 - . Trails Committee
 - . Renfrew County Forestry
 - . The Duck
 - . Images Studio Gallery (Burnstown)
 - . Inspirations Gallery (Burnstown)
 - . Creative Glass
- . 3 new sites added (community drum circle, open house and cooking school)
PLUS the churches each had their own site

The change was positive. We would be looking to mix it up a bit next year too. We would be looking at sites that INVOLVE people, perhaps develop some criteria, thereby eliminating static sites.

We would love to see Trails and, possibly, Forestry come back to encourage OUTSIDE activity and highlight some of our area's natural beauty.

We would love to see evening events that would keep people in the area for the weekend.

We would love to see something for kids (perhaps the Rec committee could be involved with a KID ZONE)

Follow up

- . 11 evaluation forms back highlighting room for improvement
 - . flyers out earlier
 - . better map
 - . more village participation in terms of decoration and anticipation (banners, town crier)
 - . more participation or recognition at least from council (announcement at meeting with press present, councilors out to some sites)

Next festival October 1 and 2, 2011. Expect a call at the end of June. If we need to get the flyers out earlier we need your commitment and details earlier. (We were still collecting that information at the end of August this year!!) Any new ideas? Share them with a committee member...Carolyn Jakes, Debbie Knaut, Deb Giffin, Skippy Hale or Cath Reynolds.

CABA's Annual December On-line Auction

Same format as previous years. Catherine Fortin, of Doublebogie Chalet, will coordinate bids, Carolyn will send out emails for first, second and third rounds and Cath Reynolds will hold all donated

items to be picked up by winning bidders. Bidding will start early-mid December. Thank you to all who donated.

Burnstown Business Report

Kim, from NEAT Coffee reported on what's happening in and around Burnstown. Heather at Somethin' Special will host an Open House for the official opening of the new art gallery, December 3, 4 and 5. The Cove Gallery is located beside Heather's shop. Bittersweet and Fog Run studio is honoring the Tree of Life wall plaque commissioned by Royal Victoria Hospital in Renfrew. NEAT is hosting works by Karen Philips Curren.

Peter Emon, Township update

Peter began by thanking council members for coming to the CABA meeting. He said there was a 'good exchange' during the election and he feels energized and optimistic for the coming years. Peter read a list of committees looking for volunteers. An ad in the Highlander will publish the exact committees and number of positions available. He encourages anyone/everyone to get involved. The first council meeting will be held December 9 at 7 pm in the Community Center.

Santa Clause parade will be held December 5.

There was a quick report on the progress of the rink. The cement is down, and will be open for hockey on/about December 20. The official opening will be in January.

John watts did an amazing job of organizing the Remembrance Day ceremony. Chris Fleming volunteered John's email address for those who would like to say thank you. (mlwraven@msn.com)

Peter offered a reminder of Expo 150, the exciting event coming this summer. Businesses should consider a booth.

Several questions were addressed by Peter.

Next meeting will be in April.

Adjourned 9:37 pm with thanks to The Peaks for hosting.

PRESENTATION of CABA ACHIEVEMENT AWARDS to

The Matawatchan Market Committee (Community Service)

Nominated by J.P.Grandmont

Griffith Building Supply (Customer Service)

Nominated by Bill Graham

D. MacNabb Studio (Ambiance, Home-based)

Nominated by Carolyn Jakes

The Library Guesthouse (Ambiance, Commercial Property)

Nominated by Skippy Hale

Cash Bar with treats provided by CABA Members was available at this "Christmas Season" members' meeting.