

## **CALABOGIE & AREA BUSINESS ASSOCIATION INC.**

### **ANNUAL REPORT & ACCOMPLISHMENTS, 2008-09**

#### **1.0 ASSOCIATION STATUS**

CABA continues to maintain a membership of over 100 ending the year with 103 members. General meetings were reduced to three this year plus the annual meeting. Meetings were held Sept. 8, 2008, at Calabogie Peaks Resort, Dec. 8, 2008 at Double Bogie Lodge, April 20, 2009 at Neat Coffee Shop and the June 8, 2009 annual meeting was at The Duck Restaurant.

Topics, along with many others, covered at meetings included:

- 1) Hospice Renfrew, County water test results at beaches and high speed internet
- 2) Liberal Government's Plan to introduce Harmonization Sales Tax in July 2010
- 3) Provincial government commissioned report recommending Mandatory Destination Marketing Fee and realignment of tourism districts.
- 3) Presentation of CABA Awards (See below.)
- 4) Evaluation of CABA (suggestions included social hour at meeting, guest speakers such as Dai Bassett of Heritage Radio, CABA Trades and Services Plan, CABA decal)
- 5) Township Business presented by Reeve Emon: helicopter pad, three waste sites to become transfer sites, Committees for medical centre staffing and seniors' residence, lost taxes from crown owned land.
- 6) Collection and feedback to Municipal Council in formal report from business members.
- 7) Advertising/sponsorship opportunities within tourism pieces.

Minutes of the previous general meeting and the agenda for the next meeting were distributed by email or paper copy before each meeting. Minutes are posted on the CABA website. Annual fees remained at \$30.00 for the year beginning July 1, 2008. A motion was passed to increase the annual fees to \$40.00 for the year 2010-2011.

## **2.0 FUND RAISING**

CABA's sale, on July 1st, 2008, (Cath Reynolds and Carolyn Jakes) at the Canada Day Celebration in Calabogie, with "I partied on the lake in Calabogie" T-shirts, buttons and caps, raised \$328.00. Of this money, \$40.40 was donated to the Township's Canada Day Fund. There is enough stock to sell more buttons, caps and shirts on July 1, 2009.

In addition, CABA raised \$602.00 at its November general membership meeting through an online bidding auction to raise funds for the Festival of the Senses and geo-cache project. CABA businesses provided the items. Member – Double Bogie Lodge organized and conducted the auction and Carolyn Jakes assisted with emailing.

CABA's current strategy is to conduct one annual fund raising activity in the year: once the Canada Day products are sold out, leaving an internal CABA fund raiser, the live/online CABA auction. CABA continues to partner with the township on grant proposals to support community and economic development.

CABA's fund raising events will be project specific in the future.

## **3.0 GRANTS**

3.1 CABA partnered with the township in the township's grant proposals for broadband/high speed internet (letters from CABA members and in-kind support from CABA), the Barnet Park improvement grant, and trail development (cash support of \$2,041 from CABA).

3.2 CABA and CABA members sent letters of support to the County for its grant proposal for a county-wide trails initiative.

3.3 CABA sent letters of support to the Township for its grant proposal for Website upgrades.

## **4.0 ECONOMIC DEVELOPMENT**

4.1 Three CABA members served on the Greater Madawaska Township Economic Development Committee: Debora Giffin, Dan Nahon and Mirco Plozza. Issues addressed included: broadband service & grant, the production of a fourth, updated tourist brochure listing tourism related businesses and a map of the township, development of hiking trails and grant subsidies, new township welcome signs, formation of sub-committee to assist with implementation of Township's Strategic Plan. For the first time, several local businesses partnered with the Township and purchased co-op ad space in tourism pieces. CABA executive members worked on updating the map and business listings and points of interest. (Members were encouraged to promote and

participate in the updated tourism website [www.somuchmore.ca](http://www.somuchmore.ca).) Cath Reynolds volunteered to assist businesses with photographs if needed.

CABA continued to liaise with the Economic Development Committee and acted as a partner in grant applications. The 2,041 previously raised by CABA for trail development is being held over to the 2009-2010 year and will be used for trail signage in partnership with the township's economic development committee.

4.2 Communication continued with other community groups to focus resources/effort to achieve common goals. For example, CABA updated the township's "Welcome to Calabogie" events board for the promotion of local events. CABA calls local organizations and posts events on the board on Highway 508 at 511.

4.3 CABA president, Debora Giffin, continued to serve on the Renfrew County Chambers of Commerce Council. The goal is to share ideas and experiences and to select projects to benefit both the rural and urban economic sectors of Renfrew County. Issues and projects included all-candidates sessions for the federal election, Buy-Local initiative and training workshops. CABA is the only member that operates without paid staff support and were commended for our accomplishments.

## **5.0 GENERAL PROJECTS AND ACTIVITIES**

5.2 CABA members Shelley Monaghan, Karen Warren, Debora Giffin and Carolyn Jakes wrote "CABA Corner" articles for several editions of the Madawaska Highlander newspaper which were distributed to all residences and businesses in the Greater Madawaska Township and the Burnstown and Denbigh areas at no cost to CABA. New and existing businesses and CABA activities are highlighted. (Distribution of the Highlander is twenty-eight hundred copies.)

5.3 In July 2009, a four-page directory insert was included in the Madawaska Highlander at a cost of \$650 with CABA businesses listed under categories similar to the directory available on the CABA web site. Twelve hundred extra copies of the directory are available for distribution through businesses in the township as of July, 2009.

5.4 The CABA web-site, [www.calabogie.org](http://www.calabogie.org), was updated by web master David Lester and includes minutes of meetings, CABA's Strategic Plan, the annual report and a business directory. The web master forwards enquires which tourists send to the CABA web site to the appropriate CABA member for action.

5.5 Members were encouraged to access a link into the Google network for posting specials and promos, by using the monthly events calendar link on our [calabogie.org](http://calabogie.org) website. Passwords are provided to members to access, change, post and refresh their monthly in-house events. All changes are tracked. CABA members contact David

Lester (info@calabogie.org) directly for detailed information. This calendar of events can be accessed through the CABA and two township web sites as well.

5.6 Shelley Monaghan represented CABA at the Remembrance Day ceremony in Calabogie and presented a wreath. CABA purchased a tree for the Calabogie Seniors' Bogie Lights Christmas tree display at Heritage Point. Debora Giffin, Carolyn Jakes and Catherine Reynolds carried the CABA banner on an ATV decorated with Christmas boxes and driven by Billy Weiss in the Calabogie and Area Lion's Club Santa Claus parade.

5.7 The 2008 CABA award winners were Marjorie and John Watts for Excellence in Community Service (community member category) and Gilles AuCoin (CABA member) for Excellence in Community Service, Carole and Bert Kauffeldt of Pine Valley Restaurant for Excellence in Customer Service, Cheryl Babineau and Richard Gill of Bittersweet Gallery and Fog Run Studio for Excellence in Ambiance (commercial category) and Hank and Henny Schaly of Schaly's Greenhouse for Excellence in Ambiance (home-based category).

5.8 CABA continued for a fourth year in the County's Adopt-a-Road Program covering the stretch of 1.2 km of Highway 511 from Highway 508 to the bridge in the village of Calabogie. CABA has two highway signs provided free and installed by the County. The CABA team of Laura and Doug Bevington collected bags of garbage in the spring of 2009.

5.9 CABA again applied to Services Canada and received funding for a summer student for 2008 (Calabogie resident, Leesa Fleury), who worked five days a week at the Calabogie Information Centre at Heritage Point. CABA President managed this project.

5.10 The issue of teambuilding continued to be addressed resulting in a better and more effective distribution of activities to CABA members, thereby spreading committee workload. This initiative will continue.

5.11 CABA received from The Renfrew County Health Unit, the results of the annual water tests at local public beaches for 2007 and 2008 which follows up on the testing CABA had done previously.

5.12 Catherine Reynolds coordinated the third annual Scarecrow Contest on the grounds of Murphy's Landing Restaurant and Pub.

5.13 CABA members have increased their participation in township committees and attendance at township committee/council meetings to contribute to the community as a whole and to keep up to date with current issues. In addition to CABA members noted previously in this report, Ross Richards is the CABA representative on the

Township's Strategic Plan Implementation Committee. Debora Giffin, and Al Harris (Harris Construction) serve on the township's Committee of Adjustments. Gary Reed serves on the Barnet Park Committee.

Gilles Aucoin serves on the Emergency Planning Committee and is Captain of Communications and Suppression for the Fire Dept. Betty Oattes was the CABA representative on the Township's new Noise Committee. Debora Giffin and Carolyn Jakes presented to council the results of the CABA 2008 evaluation of Township Council and related the input to the Township's Strategic Plan.

In the Burnstown area, Heather Miller-Wolff is president of the Burnstown Merchants' Association and Moira Hutchison is the chair of the McNabb-Braeside Business Association and the Burnstown rep on CABA executive.

5.14 During the Winter Carnival in Calabogie, the CABA president, Debora Giffin, organized a chili contest. Catherine Reynolds was one of three judges. The goals of community participation by CABA and positive press coverage were met.

5.15 CABA launched the first annual Festival of the Senses and 22 sites offered special events. The evaluation showed that the event was a success and should be repeated in October 2009. Catherine Reynolds, Carolyn Jakes and Debora Giffin were the organizing committee in 2008, joined by Moira Hutchison and Skip Hale for 2009.

5.16 CABA president, Debora Giffin, created and placed 15 new geocaches in key sites including Centennial Lake, Belanger Lake, Limestone Lake, Kennelly Mountain and along the K & P Trail. Carolyn Jakes wrote historical information to include in the caches. The sites were introduced October 3, 2009 as part of the Festival of the Senses and have continued to be visited ever since, including the winter months, by visitors who log their finds on the [www.geocaching.com](http://www.geocaching.com) web site.

As part of this initiative, Debora organized a GPS workshop, in partnership with volunteer trainers from County Forestry and Economic Development departments. Member, Calabogie Peaks volunteered their conference room and refreshments. The registration fee was used towards the cost of the geo-caches.

5.17 The annual Burntown Affair of the Arts in May had a new focus on local talent and added historical interest signs. The Burnstown merchants created a new brochure which has been well received due to it's creative, artistic look.

5.18 CABA President, Debora Giffin managed the design and installation of the new Welcome signs to replace the deteriorated "Loon" signs.

5.19 CABA President created a database of key distribution points for the Tourist Map outside the general area. Telephone contact was made by summer student, Leesa Fleury and the Municipal office staff then sent the packages of maps.

- 5.20 Members Jim & Ruth Weatherall hosted Bob Izumi of fishing fame and the Calabogie Lake Fishing Expedition was broadcast on two occasions nation wide.
- 5.21 Business owners generously provided their facilities and refreshments – free of charge – to host CABA Meetings. Over the past year these include: Calabogie Peaks, Adam & Kim of Neat Café, Catherine Fortin of Double Bogey Lodge, Kristina Chapman of The Duck and Catherine Reynolds of The Fans for Executive meetings.
- 5.22 President, Debora Giffin represented CABA at the Renfrew County Discovery Workshop in October 2008. The purpose of the workshop was to engage community leaders and academics to identify Eastern Ontario knowledge needs and resources.

## **6.0 Major/Outstanding Issues for 2009-10**

- 6.1 During the 2009-10 fiscal year, it is the responsibility of the Executive and the Board of Directors of CABA to ensure that the actions identified in CABA's Strategic Plan are prioritized and implemented to the extent possible while both fostering respect for the ecosystem's integrity and producing economic gains.
- 6.2 Lucy Lester volunteered to create and implement a Members' Trades and Services Directory Plan.
- 6.3 Chris Fleming offered to organize a meeting to discuss ways to get tourists to return to the area.
- 6.4 Develop and implement a professionally designed CABA logo including a member identification package.
- 6.5 Fulfill our commitment to promote and assist the Broadband Outreach program.
- 6.6 Develop a plan for co-operative advertising with the Township of Greater Madawaska and their Economic Development Committee in a way to improve, promote and grow business to all members.