



TRENT HILLS & DISTRICT
CHAMBER OF COMMERCE

MEMBERSHIP NEWS

The Voice of Business

January 2008

Our Mission

*To NURTURE,
SUPPORT and
SUSTAIN
the business
community of
TRENT HILLS.*

Board of Directors

Karen Gainor, *President*

Brian Redden—*Vice-President*

Dorothy Noronha, *Treasurer*

Doreen Sharpe, *Past-President*

Directors:

Donna Bennett

Vann Gouweleeuw

Denise Glover

Elaine Tweedie

Trent Hills & District Chamber of Commerce

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President's Message

Happy New Year! We begin 2008 with a look back at the Chamber events and activities that have taken place over the past year. Serving our membership and fulfilling our role in tourism, takes on many forms and, as you will see from the inside pages, we have successfully met the needs of a very diverse business community.

Our theme for the coming year is the Voice of Business! This has always been the primary focus of the Chamber and we are dedicating this year in recognition of past efforts as well as embracing new programs in the future to continue to serve you, our member.

First and foremost is you, our Chamber Member. We encourage you to take advantage of the many benefits we provide and to participate in the events and activities offered during the course of the year. Please share your ideas, insights and feedback on new or existing programs – they are for your benefit.

How important is signage to your business? Your government relations committee has been working with the municipality to review the sign bylaw. A public meeting is being held on Wednesday, January 30th, 7 p.m. at Hastings Civic Centre to review the proposed changes and receive feedback. Copies of the proposed bylaw are available on www.trenthills.ca or contact the chamber at 653-1551 for a copy. Don't miss this opportunity to share your input with council! Further details are on the back page 4.

We have an exciting new format for the Annual General Meeting and Celebration of Business Excellence. The AGM will be a breakfast meeting on Friday, February 29, 2008 and the Celebration of Business Excellence will take place later in April.

Wishing everyone continued success and prosperity in 2008!

Karen Gainor, President

Renewal Time

Don't forget to renew your membership to continue receiving the benefits of membership.

We look forward to serving you in 2008!



Annual General Meeting

Friday, February 29
8 am

Campbellford &
District Curling &
Racquet Club

\$15 per person includes
buffet breakfast

RSVP to 653-1551 or
info@trenthillschamber.ca

A Look at the Past Year

JANUARY

Service Excellence a customer service training program was launched. The program provides the basics of excellence and consistent customer service and focuses on the important role of the individual in building client loyalty and creating a positive impression.

FEBRUARY

The Celebration of Business Excellence awards profiled 37 nominees and recognized 14 recipients. Two new awards were presented—Accessibility and Partners in Action.

The Annual General Meeting took place with Karen Gainor continuing as President, and joining the executive committee were Brian Redden as Vice-President and Dorothy Noronha as Treasurer. Denise Glover, Glover's Farm Market, joined the board as a new director.

The four chambers of Northumberland hosted Excelling as a Supervisor workshop with more than 40 in attendance.

MARCH

Tourism committee restructures and clarifies goals and objectives, inviting tourism stakeholders to join the committee.

The government relations committee undertakes an online survey to collect feedback regarding the Trent Hills Sign Bylaw.

Trent Hills Tourism was at the Toronto Wine & Cheese Show March 23—25.

Chamber members were invited to attend a Municipal Public Information Centre regarding public works projects in the downtowns.

APRIL

First online membership survey was a roaring success—43 surveys completed, 14 provided additional input, and 5 volunteers to participate in an information-gathering session.

The fourth edition of the Visitor Guide was produced and distributed—receiving very favourable reviews.

Ellie Tweedie, Old Country Roses Bed and Breakfast, was welcomed to the Chamber Board of Directors.

President Karen Gainor participated in the Multi-Use Recreational Facility public meeting with more than 175 community members present.

The Chamber extended their appreciation to council and recognized the efforts of the Economic Development Committee as the Downtown Community Improvement Plan is announced on April 23rd.

MAY

The Eastern Ontario Development Program (EODP) announces a \$20 million, short-

term contribution to a program aimed at addressing socio-economic challenges in rural Eastern Ontario. Northumberland Community Futures Development Corporation delivers the program locally.

A Partners in Action Breakfast Meeting was an opportunity for members to hear from local, provincial and federal government representatives. Mayor Hector Macmillan (also County Warden), MPP Lou Rinaldi, and MP Rick Norlock, all made presentations followed by a question and answer session.

JUNE

Membership committee launched an exciting new program, Chamber e-Learning Centre, a major new World Class Award Winning training program that will assist member companies to be more successful and as a benefit of membership with the Chamber will receive a 15% discount off the already very low cost.

Fifty Trent Hills employees and business owners have received Service Excellence training. Receiving a special Organization Designation for training 100% of management and 60% of employees were: Adam Farm B & B; Old Country Roses B & B; Eclectic Mix; Campbellford Community Resource Centre; Lorrie Cole, RMT; World's Finest Chocolate; and Trent Hills & District Chamber of Commerce.

A Look at the Past Year

The membership committee organized a Skills Development Fair with local organizations, showcasing all the available skills development programs in Trent Hills.

The tourism committee received \$2,500 in funding from the EODP to develop a Tourism Event Partnership Project, working with event partners to leverage funds for marketing and to host event-related workshops. Turning Community Events in Sales for Business was the first initiative, presented by Hollee Kew and Rita Byvelds, Economic Development Division, Ministry of Agriculture Food and Rural Affairs.

JULY

Visitor Information Centre was very busy—with a 50% increase in visitors this month and a 30% increase in boaters over last July.

The second phase of the Tourism Event Partnership Project began with a summer radio campaign targeting Northumberland County and Peterborough. Seven local events participated in this campaign driving radio listeners to the visittrenthills.ca site. The “answering-machine” style ads were unique and caught the listeners’ attention. Each ad was customized to the event and the resulting increase in unique website hits proved this campaign successful.

AUGUST

Visits to the Information Centre continue on a high note, and

inclement weather results in boating returning to typical numbers.

SEPTEMBER

The Chamber made a presentation to the Trent Severn Waterway Panel, stressing the economic impact of the Trent-Severn to the community and the need for marketing this valuable resource.

The Chamber hosted an All Candidates Night featuring the four candidates seeking to represent Northumberland-Quinte West at Queen’s Park.

OCTOBER

The Chamber hosted the Tourism Keys Internet Marketing Workshop in partnership with Getaway Country, Northumberland County and the Municipality of Trent Hills. 26 participants from across Central Ontario attended the session learning dozens of new tips and tools, tried and proven by other tourism businesses to help grow their business on the internet.

Mayor Hector Macmillan joined the board and chamber members for a breakfast round-table discussion covering topics of interest to participants. This was an opportunity to hear first-hand the activities of council.

A Chambers Northumberland county-wide shop local program was launched with 176 businesses participating. Consumers that

made a purchase collected “Thank you” cards from businesses that also acknowledged the local charities and organizations supported by the business. A \$5,000 shopping spree was given to the winner that collected all 176 cards.

NOVEMBER

The third phase of the Tourism Event Partnership Project is a Partners in Action workshop: Staging Successful Small Town Events. Jan Bonhomme, a 30-year event organizer, shared her success tips with local event organizers. Twenty-four events in Trent Hills were represented!

Trent Hills Tourism had a booth at the Cottage Life Fall Show in Toronto, Nov. 2- 4.

DECEMBER

New lower rates announced for Merchant Card Transactions for Chamber of Commerce Members: Visa 1.69%, Interac \$.09 per transaction, and MasterCard 1.79%.

The Chamber responds to a request for input from the municipality regarding the Giant Tiger rezoning application, expressing hope that council will view the opposing viewpoints expressed as an occasion to explore solutions, seek opportunities to open the lines of communication, and utilize resources to ensure that all businesses in Trent Hills continue to thrive.

Chamber Office & Visitor Information Centre
Phone: 653-1551 Fax: 653-1629
Monday to Friday—9 a.m. to 5 p.m.

Vehicle and Driver Licensing Office
653-1579
Monday to Friday—9 a.m. to 5 p.m.
Saturday—9 a.m. to 1 p.m.

Celebration of Business ExcellenceComing in April!

Nominations will open on February 1st, applications will be available online and in the February newsletter.

Sponsorship opportunities are available for Award Sponsor; Event Sponsor and Reception Sponsor. If you would like your business to join in recognizing the business community, call today!

Chamber Meetings and Special Events

Tuesday, January 15 8 am
Tourism Committee, Apollo's
Restaurant

Thursday, January 24, 5:30 p.m.
Membership Committee,
Chamber Office

Thursday, January 24, 8 p.m.
Board of Directors Meeting
Chamber Office.

Wednesday, January 30, 7 p.m.
Sign Bylaw Public Meeting
Hastings Civic Centre



The Voice of Business

PUBLIC MEETING Present and Gather Input Regarding the Sign Bylaw for The Municipality Trent Hills

The Municipality of Trent Hills invites you to attend:

Wednesday, January 30, 2007

7:00 p.m. to 9:00 p.m.

at the

Hastings Civic Centre

6 Albert Street East, Hastings

In response to a request by Council, municipal staff formed a stakeholder group to review and make recommendations regarding the municipal sign bylaw 2005-69. As a result, an amended draft of the sign bylaw has been prepared. Copies of the draft bylaw are available by request from the Municipal Office in advance of the meeting.

Prior to making a decision regarding the proposed changes to the sign bylaw Municipal Council is seeking public input and comments. The meeting will provide an opportunity for the public to provide input regarding this issue to Council; therefore your attendance is appreciated.

If you would like a copy of the draft sign bylaw or are unable to attend the meeting and would like to provide a comment in writing regarding this subject, please contact the Municipal Office:

Attention: Sign Bylaw

The Municipality of Trent Hills

66 Front Street South, P.O. Box 1030, Campbellford, ON, K0L 1L0

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