

SBCC Minutes, October meeting held November 3, 2020

Present:

Annalee Ladouceur, Mary Moore, Wendy Van Keulen, Roshan Aubin, Brian Purcell, Abby MacIntyre, Darren Gallacher, Sheila Fawcett, Mayor Pat Sayeau, Mel Shannon

September 22 Minutes approved by Annalee, seconded Sheila

Agenda approved

Chair Report:

- Grant was received – initially sent in the Spring but was misplaced. The cheque for \$395 was received in October. The executive asked that we be permitted to move the funds forward to 2021. Mayor Sayeau assured us as long as we use the money to the best for SBCC.
- In our executive meeting, we discussed the need for a community liaison who could represent the concerns and ideas of young families.
- The executive discussed waiving fees for 2021. Concensus came to be that we should discount but not waive. Annalee explained that we would like to extend community memberships at no charge for 2021.
 - Abby suggested that, as we are fostering engagement and encouraging people to get involved, we could offer a limited time option of, say, 6 months free, then a nominal charge. During the 6 months work hard make sure we are providing high value content. Keep our messaging relevant/fresh/engaging so that people will want to join and will see the worth. People want to be connected, and are seeking credible, reliable real-time information. Maybe offer a full year to new residents.
 - Brian Purcell: membership should be worth a fee payment, and if no charge membership has less value. The executive will put all the ideas together for a vote next meeting, November 27. Mayor Sayeau concurred.

Financial Report: Account balance is \$2016.84, which includes the \$395 from the council. We should be able to pursue some projects, like a newsletter and Music in the Square in 2021, but we would have to be careful, especially if we waive or reduce membership fees.

Newsletter discussion: The executive proposed we distribute one mailed newsletter in late November . To include: business adaptations to Covid; and article on Mulders new building; any Christmas happenings, Abby MacIntyre as Community Liaison. Moved and accepted, all in favour. Mayor Sayeau mentioned the efficiency of email campaigns, and Mary agreed and confirmed everything is in place to communicate digitally in future, but we need emails. This will be a focus in the letter as well as through Facebook, especially with Abby's help.

Christmas Activities: the Optimists are considering a tree-decorating contest in town, details to follow. SBCC would like to be involved, TBD. Hot chocolate offerings was mentioned, we need to see how to distribute under Covid safety guidelines. Also, Optimist tree lighting – Spencerville’s Village Voyces could provide some choral singing, perhaps from the balcony at ‘Joe’s’. Sheila mentioned that it would be nice if we could broadcast Christmas music as well. Also discussed, adding food drive locations. Brenda Mulder offered their business as a drop off location. Abby pointed out that any activity considered should be endorsed by the LG Health Unit. The Optimists will let us know dates soon. Abby mentioned that messaging needs to be clear and consistent. Abby will also pen an article.

SBCC Stickers: In our executive meeting Annalee proposed the idea, used in many communities, of producing stickers for SBCC business members to display, to increase visibility. For future consideration, Mary will price.

Announcements:

1. Grenville Futures development announced more relief funding to be available through the Regional Relief & Recovery Fund within the next two weeks. Details available on their FB page: <https://www.facebook.com/GrenvilleCFDC> and their website: <https://www.grenvillecfdc.com/>
2. There will be a ribbon cutting at Mulders in the works, awaiting signage. TBA.
3. There was to be a bake sale at the Presbyterian Church, but we have since learned it has been postponed until 2021
4. Abby announce she has accepted our invitation to sit on our executive committee and community liaison.