

**MARKETING AND COMMUNICATIONS COMMITTEE  
ANNUAL UPDATE  
2008-2009**

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**Chair: Art Pultz**

**Co-Chair: Esko Vainio**

**MANDATE:**

The Marketing and Communications Committee is a standing committee of the Timmins Chamber of Commerce. It provides overall guidance and direction for the Chamber's marketing and communications efforts, including publications, fundraising, sponsorship, membership services and promotional programs. The committee contributes towards the implementation and monitoring of the services and programs offered by the Chamber.

**MEMBERS:**

Wendy Adams, *Timmins High Alumni Association*  
Syl Belisle, *HighGrader Magazine*  
Kurt Bigeau, *Sunlife Financial*  
Debbie Browne, *Sunlife Financial*  
Cynthia Hagen, *RioCan*  
Rob Galloway, *Galloway and Galloway Executive Services*  
Lisa Labelle, *Timmins Times*  
Gary Marriott, *NorthernTel*  
Art Pultz, *Rogers Communications Inc. (Q92/EZ Rock)*  
Esko Vainio, *Timmins and District Hospital*

**2008-2009 YEAR IN REVIEW:**

**Member Engagement**

- Hosted *Annual New Members Breakfast* at the Days Inn - a networking event to welcome the Chamber's newest members (November 2008)
- Steered the year's *Inside Their Business Luncheons*:
  - Gerald S. Panneton, President, CEO & Director – Detour Gold (March 2009)
  - Lunch N'Learn sessions:
    - Joy Galloway, Executive Director – Timmins Family Health Team (March 2009)
    - Timmins & District Hospital (May 2009)
- Partnered with local businesses to host Business After Five events throughout the year:
  - ANO Architects (October 2008)
  - KIA of Timmins (November 2008)
  - Cedar Meadows Resort & Spa (November 2008)
  - Centre Culturel LaRonde (February 2009)
  - Timmins Chamber of Commerce (March 2009)
  - Vintner's Cellar Winery (May 2009)
  - Three Small Rooms Boutique (June 2009)
- Selected the recipients for Member of the Month for the 2008-2009 Chamber year:
  - SMS Rents (September 2008)
  - ANO Architects (October 2008)

- Sam's Pump Services Ltd. (November 2008)
- Realty Networks Inc. (December 2008)
- Spruce Hill Lodge (January 2009)
- Praztek Construction (February 2009)
- G&N Self Storage (March 2009)
- Three Small Rooms Boutique (April 2009)
- Timmins & District Hospital (May 2009)
- Timmins Chamber of Commerce (in celebration of all members) (June 2009)
- Timmins Lock & Security (July 2009)
- Canticle Creations (August 2009)

### **Value-added Services**

- Began Young Professionals committee. The committee offers professional development, Chamber exposure and networking for members 35 years of age and under: first meeting held October 27, 2008. Group has run four successful events with strong attendance at all. Kick-off event had over 40 in attendance. Planning golf tournament for August.
- Website redesign: Jason Perratt of Logikal Code redesigned website in celebration of the Chamber's 60<sup>th</sup> Anniversary. New site has more opportunities for member input and engagement, new look & feel and is easy to update. Official launch planned for the week of June 15.
- Ontario Chamber E-Learning Program up and running (December 2008);
- Rebranding & re-launch of M2M Discount Program, now with over 50 participating member businesses and over 1950 M2M Access Cards distributed to the Chamber network (December 2008 & ongoing);
- Explored the idea of creating a Grand Opening Toolkit for distribution to new businesses, an expansion of an existing Chamber service (April 2009);
- Provided direction and feedback on 2008-2009 Annual Membership Survey (May 2009);
- Directed the nomination of the Chamber for recognition by the Ontario Chamber of Commerce at its AGM; Timmins Chamber received the OCC Advocacy Award (May 2009);
- Researched & explored the potential to host a home-based business trade show (April 2009);
- Considered new member benefit, Biddingo.com, an OCC-partnership initiative (June 2009).

### **Operational Guidance**

- Approved new Chamber members for the 2008-2009 Chamber year on a monthly basis;
- Chamber's 60<sup>th</sup> anniversary year – Assisted in the brainstorming, conception and development of initiatives in recognition of the anniversary: planned Member Appreciation BBQ for June 18; 60<sup>th</sup> anniversary logos to be added to correspondence and website; historical feature each week on the website/Chamber Inside (January 2009 - ongoing);
- Explored the concept and recommending moving to a digital "all in one" Chamber membership tool; a thumb drive containing membership benefits guide, directory access, Presidential welcome message, etc. Conducted cost-comparison (April – June 2009);
- Updated Chamber Communications Policy (June 2009);
- Approved a membership investment increase of 3% for 2009 / 2010 year (May 2009);

### **KEY ISSUES:**

- Increasing Chamber membership and networking engagement participation;
- Lead the development of member-events: Inside Their Business Luncheon, Business After Five ;
- Develop methods of how to increase Chamber profile within the community;
- Development and implementation of revenue-generating projects and creation of new events;
- Launch new Affinity Programs & member benefits;

- Monitor and continue to develop the Chamber's website through accessibility, advertising, polling and user-friendly features;
- Monitor existing and prospective value-added programming available to membership; decide on implementation and subsequent marketing strategies to promote programming to members;
- Encourage and solicit membership input on Chamber initiatives.