

MARKETING AND COMMUNICATIONS COMMITTEE ANNUAL UPDATE 2007-2008

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:

Art Pultz, *Rogers Communications Inc. (Q92/EZ Rock)* – **Chair**

Esko Vainio, *Timmins and District Hospital* – **Co-Chair**

Killyann Hull, *Tourism Timmins*

Debbie Browne, *Sunlife Financial*

Kurt Bigeau, *Sunlife Financial*

Wendy Adams, *Timmins High Alumni Association*

Marilyn Wood, *Mikro-Tek Inc.*

2007-2008 YEAR IN REVIEW:

Member Engagement

- Hosted *Annual New Members Breakfast* at the Days Inn - a networking event to welcome the Chamber's newest members (October 2007);
- Guided the direction and secured speakers for the year's *Inside Their Business Luncheons*:
 - Chris Cormier, Manager – Porcupine Gold Mines (November 2007)
 - Dr. Gary Nash, President, CEO and Director – Liberty Mines Inc. (January 2008)
 - Tony Makuch, President and CEO – Lake Shore Gold Corp. (March 2008)
- Partnered with local businesses to host Business After Five events throughout the year:
 - Northern Swing Golf Centre (December 2007)
 - Jim's Welding and Ironworks (March 2008)
- Investigated methods to increase attendance for the Business After Five events (October 2007)
- Selected the recipients for Member of the Month for the 2007-2008 Chamber year:
 - Branded Spaces (October 2007)
 - Northern Swing Golf Centre (November 2007)
 - Dubé Designs (December 2007)
 - Howard Johnson Inn (January 2008)
 - Easter Seals Society (February 2008)
 - Adrienne Hart Esthetics (March 2008)
 - Lisa's Fancy Paws (April 2008)
 - Haasen Farms Ltd. (May 2008)
 - Timmins Economic Development Corporation (June 2008)
 - R & S Vision Centre (July 2008)
 - Cochrane -Temiskaming Extend-A-Family (August 2008)

Value-added Services

- Recommended that the Chamber move forward with a partnership with the Ontario Chamber e-Learning Centre to offer affordable and effective employee training programs to the membership (October 2007); Launched the Chamber e-Learning Program in November 2007;

- Educated the membership on business crime and its prevention in Inside Business (November 2007);
- Investigated the potential for a future Chamber hosted Trade Show or Job Fair (February 2008);
- Approved the need for a Young Professionals Committee and referred the matter to the Board of Directors for approval and launch in September. The committee will offer professional development and networking for members 35 years of age and under (November 2007);
- Investigated the potential for a Timmins Speaker series (May 2008);
- Launched the Leads Generation Club, an exclusive, members-only club made up of business representatives who meet regularly to exchange valuable, qualified sales leads and referrals. (March 2008);
- Introduced a Think-Buy Local Campaign to educate members on the importance of customer service and promote the Chamber as a networking vehicle to member businesses. This included messaging in Chamber Inside, Inside Business to encourage members to shop locally & shop from fellow members (May 2008);
- Organized the Timmins Chamber of Commerce Recruiting week, a large-scale marketing blitz to recruit new members to the Chamber (June 2008);
- Monitored developments with *Positively Timmins*, a community pride campaign (ongoing);
- Monitored celebration plans for the City of Timmins centennial anniversary (ongoing).

Operational Guidance

- Approved new Chamber members for the 2007-2008 Chamber year on a monthly basis;
- Approved a new, one-time administration fee of \$25 for new members, in line with the practices of similar-sized chambers of commerce (January 2008);
- Approved a membership investment increase of 3% after review of other similar-sized Chamber dues and services offered (May 2008);
- Coordinated and implemented a monthly “Chamber” column for the Daily Press (April 2008);
- Investigated the potential for a new home and car insurance Member Affinity Program (ongoing);
- Investigated the potential for a new CAA roadside assistance Member Affinity Program (ongoing);

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 events;
- Investigate and incorporate new Affinity Programs for the membership;
- 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.