

**Marketing Committee  
Annual Update  
2009-2010**

---

**Chair: Art Pultz**

**Co-Chair: Debbie Browne**

**Mandate**

The Marketing & Communications Committee is a standing committee of the Timmins Chamber of Commerce. It provides overall guidance and direction for the Chamber's marketing communications, including publications, fund-raising, sponsorship, membership services and promotional programs, and contributes towards their implementation. The committee is also responsible for the *Member of the Month* program and guides the Chamber's public communications initiatives.

**Members**

Wendy Adams, Northeastern Catholic District School Board

Debbie Browne, *Sun Life Financial*

Heather Duhn, *De Beers Canada Victor Mine*

Rob Galloway, *Galloway & Galloway Executive Services*

Fred Gibbons, *Northern College of Applied Arts & Technology*

Cynthia Hagen, *RioCan Timmins Square*

Lori Murphy, *BDC*

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

**2009-2010 Year in Review:**

**Member Engagement**

- Hosted *New Member Breakfast* to welcome the Chamber's newest members (September 2009)
- Hosted *New Member Wine & Cheese* for new members unable to attend the breakfast (April 2010)
  
- Steered the year's *Inside Their Business Luncheons*:
  - Laurentian University (September 2009)
  - Ontario's Labour Market Future (April 2010)
  - Domtar (July 2010)
  
- Lunch 'N' Learn sessions:
  - Chamber Group Insurance Plan (September 2009)
  - Pandemic planning (October 2009)
  - Doing business with the Ontario government (November 2009)
  - Northern Ontario School of Medicine (November 2009)
  - Northern Ontario Heritage Fund Corporation (March 2010)
  - Ontario Tax Reform (April 2010)
  - Grand & Toy GreenOffice (April 2010)
  - Employment Insurance Special Benefits for the self-employed (May 2010)
  
- Ask the Expert sessions:
  - "How to know if the time is right to incorporate your business" (October 2009)
  - "How to read financial statements" (November 2009)
  - "How will HST affect your business?" (March 2010)
  - "What NOT to do as a business" (June 2010)

- Partnered with local businesses to host Business After Five events throughout the year:
  - Juniper’s Dream (September 2009)
  - Wyatt Image Solutions (October 2009)
  - Ambiance Esthetics (December 2009)
  - Sugar Rush (December 2009)
  - RBC (December 2009)
  - Days Inn & Conference Centre (January 2010)
  - Boston Pizza (February 2010)
  - Bio Restorations (February 2010)
  
- Selected the recipients for Member of the Month for the 2009-2010 Chamber year:
  - N. Lacroix Plumbing & Heating Ltd. (September 2009)
  - Shiny Pine Music (October 2009)
  - Near North Video Productions (November 2009)
  - CNIB (December 2009)
  - Dental Hygiene Care Clinic (January 2010)
  - Belanger Media / Koffee Tyme (February 2010)
  - Seizure & Brain Injury Centre (March 2010)
  - Timmins Family Health Team (April 2010)
  - Bentley’s Kitchen (May 2010)
  - Advanced Security & Investigation Services (June 2010)
  - Big Bear Camp (July 2010)
  - Little Bit Western Feed and Supplies (August 2010)

#### **Value-added Services**

- Reviewed results from the 2008-2009 Annual Membership Survey (October 2009);
- Considered new member benefit, Hotline to HR program (ongoing);
- Planned a “Meet the Purchasers” conference for Fall 2010 (February 2010);
- Considered a redesign of the Chamber logo (May 2010);
- Discussed the possibility of producing a smart-phone friendly membership directory (May 2010).

#### **Operational Guidance**

- Approved new Chamber members for the 2009-2010 Chamber year on a monthly basis (ongoing);
- Reviewed St. Thomas Business After Five Planning Guide and considered how our model could be improved (November 2009);
- Reviewed criteria for becoming a Chamber member (November 2009);
- Reviewed and revised Member of the Month criteria (December 2009);
- Approved a membership schedule increase of 3% for the 2010-2011 Chamber year (May 2010).

#### **Key Objectives**

- 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.