



St. Martins & District Chamber of Commerce

Board of Directors Meeting Minutes

Date: February 10, 2026

Time: 6:35 PM

Location: Zoom

1. Call to Order

The meeting was called to order at 6:35 PM.

2. Attendance

Present:

- Elaine Shannon
- Kathleen Holland
- Jess White
- Bev Dallon

Regrets:

- Wendy Grozik

3. Approval of Agenda

Motion to approve the agenda carried by Jess White and Kathleen Holland.

4. Community Proposals & Presentations

4.1 Friends of Fundy – Rain Harvesting Workshop Support

The Board reviewed a request for support related to the upcoming Rain Harvesting Workshop taking place on Wednesday, February 25, 2026, led by the Kennebecasis Watershed Restoration Committee and Friends of Fundy.

Discussion included:

- Promotional support through Chamber channels
- Community outreach opportunities
- Target audiences including municipal representatives, residents, businesses, and community organizations

The Board expressed support for promoting the initiative.

5. Chamber Member Proposals & Presentations

5.1 Peter Salmon Art Centre – Letter of Support Request

The Board reviewed correspondence regarding a funding application through the Saint John Community Foundation to support outreach art programming in the Fundy region.

Discussion highlighted:

- Proposed youth and senior art programming
- Community benefits and artist employment opportunities
- Existing interest from local schools and seniors groups

Motion:

- Motion to provide a Chamber letter of support carried by Bev Dallon and Kathleen Holland.
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6. Old Business

6.1 Holiday Gathering Financial Review

The Board reviewed attendance numbers and revenue related to the Holiday Gathering event.

Online ticket sales totaled \$247.84, with an additional \$65.00 collected at the door.

6.2 Chamber Promotional Materials

Discussion continued regarding generic Chamber promotional materials for Board networking and outreach, including:

- Sticker concepts
- QR code handouts
- Generic Board business cards

Action Item:

- Jess White to continue development of design concepts.
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6.3 Great Backyard Bird Count Proposal

Elaine Shannon presented the proposed budget and event coordination plan for the Great Backyard Bird Count scheduled for February 14, 2026.

The Board reviewed:

- Event objectives
- Community engagement opportunities
- Budget allocations
- Strategic alignment with tourism and sustainability goals

Motion:

- Motion to approve the Chamber's participation and facilitation role carried by Kathleen Holland and Jess White.
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6.4 Membership Renewals Update

The Board reviewed current membership renewal progress.

Discussion included:

- Direct outreach to members regarding dues renewals
- Ongoing updates to the official Chamber membership list

Action Item:

- Jess White and Elaine Shannon to coordinate renewal communications.

6.5 Board Insurance Update

Elaine Shannon provided an update regarding the Board Insurance application being completed in collaboration with Wendy Grozik.

6.6 Payments & Reimbursements

The Board reviewed and discussed:

- Wix renewal payment
 - Elaine Shannon reimbursement for Chamber event attendance
 - Payment related to the Winterfest Dark Sky Event and Cliff Valley Astronomy
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6.7 Winterfest Dark Sky Event Debrief

Elaine Shannon provided a debrief of the Winterfest Dark Sky event.

Attendance included:

- 16 total attendees
- 6 attendees from Saint John
- 2 attendees from Sussex
- 8 attendees from Fundy–St. Martins

The event was described as a successful and enjoyable evening despite cold weather conditions.

7. New Business

7.1 Speaker Series Planning

Jess White presented survey results related to future Chamber programming and speaker series opportunities.

Planned initiatives discussed included:

- WorkingNB presentation featuring Ayman Jaouni as AGM speaker on March 18

- July social event in partnership with Tapestry focused on wellness for entrepreneurs
 - Fall networking event with Coastal Tides planned for September or October
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7.2 Backyard Bird Count Outreach

The Board discussed promotional outreach plans for the Great Backyard Bird Count event, including:

- Village communications
 - Facebook groups
 - Community promotion channels
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7.3 February 17 Council Presentation Review

The Board reviewed presentation materials and supporting documentation for the February 17 Council presentation regarding the proposed Outdoor Lighting By-law and Dark Sky initiatives.

Discussion included:

- Draft by-law review
- Public consultation approach
- Community messaging and communications strategy
- Alignment with DarkSky International standards and sustainable tourism objectives

The Board supported proceeding with the presentation materials as drafted.

7.4 International Women's Day Event – March 8

The Board discussed plans for an International Women's Day gathering to be held:

- Sunday, March 8
- At The Station
- From 1:00 PM to 2:00 PM

Discussion included:

- Networking format
 - Interactive name tags and discussion prompts
 - Community engagement opportunities
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7.5 Dark Sky Week – April 13–19

Elaine Shannon advised that planning for Dark Sky Week activities would proceed in collaboration with Stephane Picard.

7.6 ABCDE Event – April 18

The Board discussed planning for an upcoming ABCDE event scheduled for April 18, 2026. Location details remain to be confirmed.

7.7 Online Posting of Board Minutes

Discussion took place regarding making Board meeting minutes available online to improve transparency and accessibility.

7.8 Strategic Plan Review

The Board reviewed progress related to the Strategic Plan and associated Google Sheets project management tracking.

7.9 AGM Guest Addition

The Board discussed inviting Michelle Dougan, Group Benefits Representative, to participate in the upcoming AGM.

8. Next Meetings

8.1 Board of Directors Meeting

Next Board meeting scheduled for March 10, 2026.

8.2 General Membership Meeting & Elections

The Annual General Membership Meeting and elections are scheduled for March 18, 2026.

9. Adjournment

Motion to adjourn carried by Kathleen Holland and Jess White.

The meeting adjourned at 8:39 PM.