



## **St. Martins & District Chamber of Commerce**

### **Board of Directors Meeting Minutes**

**Date:** March 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:**

- Kathleen Holland
- Jess White
- Elaine Shannon
- Guest: Michelle Dougan

#### **3. Approval of Agenda**

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

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#### **4. Community Proposals & Presentations**

##### **4.1 Michelle Dougan – Chambers Plan Presentation**

Michelle Dougan, Insurance & Benefits Associate with Impact Wealth and advisor for the Chambers Plan, presented information regarding the Chambers Plan benefits program.

Discussion included:

- Overview of group benefits available to Chamber members

- Support services available through the St. Andrews office
- Benefits of participation for small businesses
- National reach and reputation of the Chambers Plan

The Board thanked Michelle for her presentation and discussion.

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#### **4.2 GMIST / ACTivate Request**

The Board reviewed correspondence from Nora Fever and Jess Popp regarding participation in the Collective Impact Action Summit.

Discussion included:

- Preparing a short video highlighting local ABCD and ACTivate initiatives
- Sharing the story of community-led projects including the night market and Dark Sky initiatives
- Creation of a shared folder for photos and supporting materials

The Board agreed to participate and support the project.

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#### **5. Chamber Member Proposals & Presentations**

No additional Chamber member proposals were brought forward.

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#### **6. Updates**

##### **6.1 Membership Update**

The Board reviewed current membership renewals and outreach efforts.

Discussion included:

- Direct member follow-up regarding renewals
- Outstanding renewals and member engagement
- Continued updates to the Chamber membership tracking sheet

Action Item:

- Members to continue direct outreach and renewal reminders.

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## **6.2 AGM Preparation & Elections**

Discussion took place regarding preparations for the upcoming AGM scheduled for March 18, 2026.

Action Items included:

- Elaine Shannon to send AGM agenda and election notice to members by Friday
- Board members to assist with member outreach and election notifications
- Jess White to update the membership tracking sheet with AGM contact status

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## **7. Old Business**

### **7.1 AGM Speaker Series Planning**

The Board reviewed final logistics for the AGM and speaker presentation featuring Ayman Jaouni from WorkingNB.

Responsibilities confirmed:

- Jess White to provide projector and cords
- Kathleen Holland to arrange sweets and cold refreshments
- Elaine Shannon to provide coffee, tea, milk, and cream

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### **7.2 Great Backyard Bird Count Recap**

The Board reviewed the success of the February 14 Great Backyard Bird Count event.

Highlights included:

- Participation in the international citizen science initiative
- Observation of 18 bird species and approximately 145 birds
- Positive visitor experience and community engagement
- Contributions to bird conservation research

Financial Summary:

- Total event expenses: \$1,348.95

- Total funding revenue: \$1,500
- Event surplus: \$151.05

The Board acknowledged the success of the event and the positive feedback received from participants.

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### **7.3 Council Presentation & March 3 Council Motions**

The Board reviewed outcomes from the February 17 Council presentation and subsequent March 3 Council discussions.

Updates included:

- Approval of \$500 in funding support for the ABCDE event
  - Decision by Council to postpone the Outdoor Lighting By-law until after the municipal election
  - Andrew Fry indicated willingness to continue collaborating with the Chamber on the initiative in the interim
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### **7.4 International Women's Day Recap**

The Board reviewed the March 8 International Women's Day event.

Highlights included:

- Approximately 25 attendees
- Positive community engagement and networking opportunities

Event Financial Summary:

- Bird Count surplus applied toward event expenses
- Total event expenses: \$131.46

Expenses included:

- Food
- Printing
- Flowers

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### **7.5 Dark Sky Week – April 13–19**

The Board discussed capacity considerations for organizing activities during Dark Sky Week.

Discussion included:

- Sharing Dark Sky resources with schools and the community
- Potential astronomy-related educational opportunities

Action Items:

- Elaine Shannon to follow up with Stephane regarding potential sky events and educational content
  - Bev Dallon to share information with the local school
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### **7.6 ABCDE Event Planning**

The Board confirmed that the ABCDE event planning meeting would take place on March 11, 2026.

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### **7.7 Board Meeting Minutes Online**

Jess White provided an update regarding posting Board meeting minutes online to improve transparency and public access.

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### **7.8 Strategic Plan Review**

The Board reviewed progress related to the Strategic Plan and ongoing project management initiatives tracked through Google Sheets.

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### **7.9 Chamber Promotional Materials**

The Board reviewed concepts for Chamber promotional materials, including:

- QR code stickers

- Generic Chamber business cards for Board networking

The Board supported proceeding with updated designs.

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### **7.10 Board Insurance Update**

Elaine Shannon advised that the Board Insurance application had been submitted to Sherry Spencer for quotation review.

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## **8. New Business**

### **8.1 Funding Partnership Summit**

The Board discussed potential Chamber involvement and sponsorship opportunities for the upcoming Funding Partnership Summit.

Discussion included:

- Ticket purchases
- Potential member discounts
- Financial contributions and support options

Further discussion will continue at future meetings.

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### **8.2 Website Content Updates**

Jess White provided updates regarding Chamber website content development, including:

- Dark Sky initiative content
  - ABCD initiative updates
  - Development of an initiatives section on the website
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### **8.3 Covered Bridges of Fundy–St. Martins**

Discussion took place regarding:

- The upcoming 100-year anniversary of the Tynemouth Creek Covered Bridge in 2027
- Ongoing bridge repair advocacy

- Potential celebration and festival opportunities

The Board discussed exploring funding and partnership opportunities for future event planning.

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#### **8.4 Bursary Update**

Bev Dallon advised that work would begin on promoting Chamber bursaries.

Discussion included:

- Updating bursary posters
- QR code integration for applications
- Additional fundraising opportunities for the Jennifer Huttges Bursary

Action Items:

- Bev Dallon to coordinate poster distribution
  - Jess White to update bursary poster designs
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#### **8.5 Saint John Art Centre Letter of Support**

The Board revisited the previously discussed letter of support regarding arts programming funding.

Action Item:

- Elaine Shannon to follow up with Robin Bradshaw to clarify project details and funding distribution.
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### **9. Next Meetings**

#### **9.1 Board of Directors Meeting**

Next Board meeting scheduled for April 14, 2026 at 6:30 PM.

#### **9.2 Upcoming Events & Meetings**

- March 18, 2026 – Annual General Meeting
- July 2026 – Tapestry Wellness for Entrepreneurs Social Event

- September/October 2026 – Coastal Tides Networking Event
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## **10. Adjournment**

Motion to adjourn carried by Jess White and Kathleen Holland.

The meeting adjourned at 8:01 PM.