



Selkirk Chamber of Commerce

Selkirk Chamber of Commerce

Wednesday, May 20, 2026 | 7:30 p.m. | Selkirk Centennial Hall

AGENDA

1. Welcome & opening remarks

○ Introductions

- President Erin Jenkins called the meeting to order at 7:30 p.m. and welcomed new members. Round table introductions were conducted for all attendees.

○ Membership review

- Current membership is at 34
- Certificates and digital badges will be issued in the next few weeks
- Membership cards will contain a QR code for member benefits
- Nominees for the open executive positions of Secretary and Treasurer were named
 - Secretary – Leisa Trainer
 - Treasurer – Jenny Wilson Farrell
 - No further nominations.

Votes were held by show of hands. Motion carried.

- Remaining executive will stand for the second year of their term.
 - President – Erin Jenkins
 - Vice President – Phil Freeman

2 Social Media Presentation and Round Table discussion - Anita Levesque

- Anita (Anita's Web Design) delivered a social media presentation focusing on tips to effectively use common platforms.
 - Know your audience and use the appropriate platform
 - Plan your content ahead and schedule posts in advance
 - Consistency of posts builds trust



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- Showing behind the scenes content projects authenticity
- Engage your audience with comments and questions
- The group shared lessons learned from their personal experiences with social media and marketing
 - On Facebook, join relevant groups and share content across each
 - Leverage search engine optimization (SEO) to improve visibility
 - Use the platform for your demographic

3 Reports

- **Treasurer's report**
 - Current balance is approximately \$40,000, much of which has been earmarked for specific projects (storage shed). With the Treasurer position now filled, a more detailed report will be provided at the next meeting.
 - Due to the closure of the current branch, the Chamber is in the process of switching financial institutions.
 - Haldimand County Beautification grant approved: \$5,000 for 2026
 - Haldimand County Operating grant approved: \$3,500 for 2026

ACTION: Erin Jenkins and Jenny Wilson Farrell to complete the new bank account opening and fund transfer at the earliest opportunity.

4 Committee updates

- **Governance (Val)**
 - Bylaws have been reviewed and formal version will be ready for adoption later this year
- **Membership (Anita)**
 - Member services
 - The Selkirk Chamber of Commerce is considering joining the Ontario Chamber of Commerce. This affiliation would provide additional member discounts and access to the Chamber Plan health & dental benefit plan. Cost of membership is \$10 per member annually.



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MOTION: The Selkirk Chamber of Commerce will join the Ontario Chamber of Commerce, and will cover the full membership cost for all members in 2026.

Moved by: Val Patrick

Seconded by: Teresa Ingram

CARRIED

- Member benefits / Referral Program
 - Currently 2 active member benefits offered
- Networking (Leisa)
 - So Brilliant has offered to host the June networking event. Date to be determined.

ACTION: Leisa to confirm the date of the networking event and arrange member notification with Anita.

- **Marketing & communications** (Anita / Erin)
 - Website (Anita)
 - No updates to report
 - Advertising
 - Newsletter to be issued in July
 - Placemats need final listing of members, then to be approved by Hall Board for use at spaghetti dinners
 - Social media/press (Erin/Anita)
 - No updates to report
 - Tourism (Phil)
 - Local tourism and historical maps are running low and require reprinting. The previous printer has closed, and no digital files are known to be available.
 - No recent Haldimand Tourism meetings; no upcoming dates set
- **Events** (Erin)
 - Tractor parade (Erin)
 - This will be the 13th year on November 28



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- Spring bike to the lake (Phil) NEW DATE June 20th
 - Date has been changed to accommodate other events in Haldimand County
 - Committee meeting will be held next week to confirm details
- Municipal council debate (Phil) Oct 7th with the ward Councilors
 - No updates to report
- Sports Day July 31st – Aug 3rd (Mike & Erin Jenkins)
 - Not a Chamber event; however, the group may wish to consider contributing to the weekend activities.
 - To be revisited at a future meeting.
- Remembrance Day (Jeff Mathews)
 - Held annually on the Sunday before Remembrance Day
 - Jeff Mathews is seeking a volunteer to take the lead on coordinating this event going forward.
 - Selkirk Chamber needs a new wreath

ACTION: Erin to follow up with purchase of new wreath

- **Special Projects**

- Remembrance flags – Lisa Bassindale
 - Historical Society has approved a donation of \$1000 towards this project
 - As the previous printer has closed, a new flag manufacturer will need to be sourced. Follow up with the Hagersville group.
 - Women of Selkirk may be able to offer assistance with research and phone calls for this project. Wendy will reach out to Lisa.

- **Beautification**

- Director of Beautification seat is open
- Seasonal décor
 - Committee chair seat is open



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- Watering team – co-op students welcome. The team is seeking 2–4 additional members.
- Flowers are up

ACTION: Wendy McIsaac (Women of Selkirk) will discuss the possibility of maintaining the 3 flower beds at the entrance to town with her group.

- **Government Relations** (Phil)
 - No updates to report

5 Correspondence

Business Planning Sessions

- Arnie Stubb of Grand Erie Business Centre is hosting business planning sessions. There is no cost to attend for members of a Chamber of Commerce. A preliminary outline has been circulated; dates are not yet confirmed.

Walkaround 2026

- Phil Freeman and Erin Jenkins attended the annual Haldimand County Walkaround. The tree line behind the hall is being cleaned up. Several residents have requested a “slow down” sign for the main road.

6 New business & information exchange

- Leisa encouraged all members to bring forward ideas and suggestions for the benefit of the group. New ideas for advertising member businesses, cooperative ads, events, guest speaker topics, and other networking opportunities are welcomed.

7 Next meetings

Networking – June (TBA)

General Meeting - September 23, 2026

General Meeting - November 18, 2026

Adjournment

Moved by: Phil Freeman

Seconded: Leisa Trainer

CARRIED