

Chamber Update

I wanted to recognize the accomplishments listed below so that Chamber Members are aware of what is happening in both villages-if there is anything you feel I should mention please feel free to make me aware!

“Hats Off” to Terri and Peter Dawson owners of the **Green Gecko**, who celebrated 10 years of being in business in the village of Lyndhurst.

“Hats Off” to the **Nest Egg** for a very successful 8th birthday. Serving a BBQ to over 100 valued customers, along with live music in the parking lot.

“Hats Off” Perry’s Place although not a member of the Chamber, had a very successful American Graffiti afternoon with all the antique cars down the streets.

“Hats Off” to **Wings Live Bait** who ran a very successful fishing derby for kids.

“Hats Off” to the **Lyndhurst Rejuvenation Committee** which ran a very successful “Ice Cream Social” ,and had over 100 people in attendance!

“Hats Off”, to the **LRC** again as this group is going **“mad over plaid”**. Check out the plaid house in downtown Lyndhurst

“Hats Off” to **Wendys Country Market** which continues to be one of the most talked about businesses by visiting tourists

Next Chamber meeting will be Wednesday, Sept 26th, at the Lyndhurst Fire Hall at 7:30pm

Last January I made a series of proposals to Council (approved by the Chamber). One proposal is now known as the “Spring Showcase”. The **original purpose** of this proposal was to stimulate the business ownership of our downtown section in both Seeley’s Bay and Lyndhurst. The idea was to invite people from outside our area like Kingston and Ottawa, and make them aware of existing business opportunities .

Our new “Partners Initiative Group”, led by Elaine Mallory, was very supportive of this endeavour. If successful, we would possibly pursue this initiative on a larger scale in the following years. At this point, I want to clarify **this is not the Chamber selling real estate, this is the Chamber bringing people into our area and making them aware of whatever real estate opportunities exist.**

Through additional discussion, members suggested expanding the real estate opportunities to residential properties and cottages. We then discussed other options such as a street sale in both villages, a central headquarter such as the Legion, possible Artisan displays, as well as a “farmers market”.

I explored advertising options and went as far as to have a radio commercial made. It was amazing how listening to a radio commercial gave this initiative real credibility.(See attached)

There were concerns brought forward with respect to the commitment of the real estate agents and whether or not they thought this initiative was valid. The suggestion was made at our last Chamber meeting, that I should go and speak to the real estate agents and see if they are “on board”. I’ve done this, and I also had an insightful discussion with a Toronto Real Estate Agent who was very enthusiastic about our initiative. If the opportunity presents itself, perhaps members could speak to a real estate agent in order to get their opinion of the “Spring Showcase” initiative. As mentioned before, the goal of this initiative is to encourage outsiders to come and look at our area and be aware of the opportunities that exist. Whether there are just 2 open houses or 22 open houses, visitors will still take note of our villages and see what opportunities might be there for them.

At our next meeting we need to decide as a group whether we move forward on the “Spring Showcase” or consider other economic development options.

Mel Magalas