

## **Commercial Member Steering Committee Meeting**

Meeting Summary – Thursday, August 18, 2011

EDA Offices

9:30 AM – 11:30 AM

### **Members in Attendance:**

Chair, Neil Sandford, Bob Mason, , George Kelly, Eamon Hoey, Richard Booy, Bart Burman, Brad Marks, James Mason, Kelly Lorincz (teleconference), EDA Staff Support Ruth Gyebi, EDA Staff Marica Macura,

### **Apologies:**

Paula Zarnett, Julia Dalla Rosa,

### **Absent:**

Brian Hollywood (EDA Board Rep), Gary Ebersberger, Taki Eliadis, Richard Lehmann, John Millar, Angelo Gravina, Bryan Duarte,

### **• Welcome and Call to Order**

At approx. 9:40 am Chair Neil Sandford called the meeting to order.

**EDA Activity Update** – Marica Macura provided an update on EDA activities.

Marica informed the committee of the upcoming district meetings and encouraged members to attend as it is a great platform for networking. The chair of the OEB will be speaking at the Georgian Bay & Upper Canada District Annual General Meeting and the Northeastern & Northwestern District Annual General Meeting.

The 2011 District AGM's are:

- September 7-9, EDA Northeastern & Northwestern District Annual General Meeting, The Marriot Fairfield Inn & Suites, Sudbury, ON
- September 13: EDA Western District Annual General Meeting – FireRock Golf Club, Komoka, Ontario
- September 14-16: EDA Georgian Bay & Upper Canada District Annual General Meeting, The Rosseau, J.W. Marriot, Minett, ON
- September 28: EDA Niagara Grand District Annual General Meeting – Peller Estate Winery, Niagara-on-the-Lake, ON

Registration forms and details on the EDA website.

She also reviewed the work done so far towards the 100th anniversary celebration activities for next year and showed samples of the logo that is being used.

Marica informed the committee that the OEB has published its yearly book of compiled LDC's statistics and figures provided quarterly for the year before. She encouraged the members that it was an excellent tool. The report will be available on August 28<sup>th</sup>.

## **Forums**

There are two more forums remaining for the rest of the year in October and December. Members were encouraged to send in suggested topics for future forums to Marica Macura.

## **Member Survey**

Summary was reviewed. Recommendations have already been actioned. M Macura advised that Kathryn Quail, EDA's Communication's Manager has great ideas for quick member surveys and will therefore be invited to the next meeting to share these ideas and others with the committee.

## **AOB**

The AGM was discussed briefly in regards to commercial members' limited participation and engagement. Members expressed the need for more profiling and intentional 'pre-sell' encouraging more attendance and participation. It was agreed to table this item for the next meeting.

- The next meeting is scheduled for
  - **Oct. 26<sup>th</sup> at 9.30-11:30 am at the EDA Head Office**
- **Meeting Adjourned**  
Chair Neil Sandford adjourned the meeting at approximately 11.35 am