

New-look chamber hopes to work more with BIA this year

BY HANNELORE VOLPE
Staff Writer

If you're a Whitchurch-Stouffville Chamber of Commerce member, circle Jan. 15 on your calendar for the annual general meeting to find out what's old and what's new.

The meeting was moved from its usual April date after the chamber changed its fiscal year to coincide with the calendar year.

Chamber CEO Helene Johnson is looking forward to new initia-

tives. That includes having hour-long lunch and learn-style meetings. A recap of the previous year's activities will also be presented.

The chamber and the downtown Stouffville Business Improvement Area worked on the town's business retention and expansion initiative, Mrs. Johnson said.

She's hoping for the chamber to do as many things as possible with the BIA, including helping with revitalizing the downtown and

attracting new businesses.

"There is a great potential in this town," she added, "but I think we are not directing it in the right direction."

"We should shop our downtown," she added. "It is important that they (businesses) stay here."

One of those initiatives is the YLM Business Directory, which is on the townofws.com website.

The directory was introduced to the chamber of commerce and BIA

just before Christmas, the town's economic development intern, Rebecca Mustard, said.

The directory allows companies to list for free, a cost for upgraded listings.

It is handy for you to find businesses and services and for businesses to find each other.

Company listings can be updated to highlight sales and other events and the number of viewers can be tracked.

The directory is already in many towns in Ontario, New Brunswick and other areas.

Go to YLM.ca to find out more. Decisions on which programs will be carried out for 2008 are up to the chamber's new board of directors, which will be elected at Tuesday's meeting.

The meeting is at the Stouffville Train Station at 6 p.m.

Call 905-642-4227 for more information.

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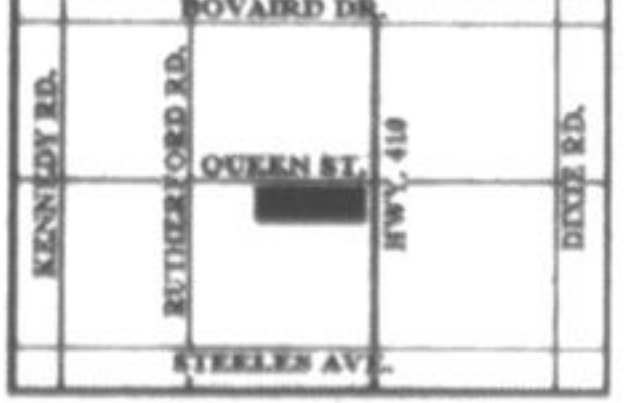




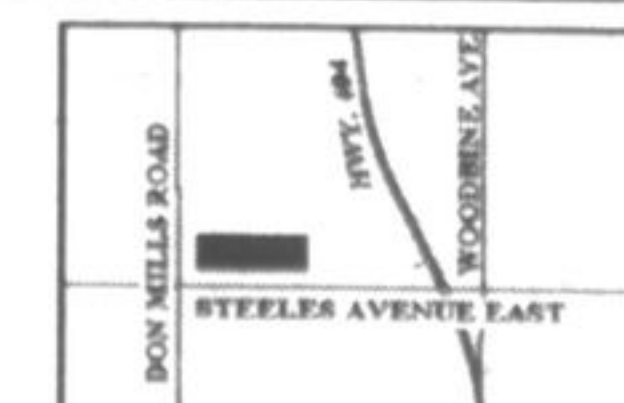

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