

The regular scheduled meeting of the Crowsnest Pass Chamber of Commerce Board of Directors was held at the Community Futures Boardroom on Tuesday, November 14, 2017.

PRESENT:

TREASURER:	Tim May
DIRECTORS:	Sacha Anderson Peter Bubik Cole Fawcett Koral Lazzarotto Claire Rogers Kyle Schofield
RECORDING SECRETARY	Jackie Woodman

CALL TO ORDER

T. May called the meeting to order at 8:37 am.

CONFIRMATION OF QUORUM

Quorum confirmed.

APPROVAL OF AGENDA

Motion to adopt the agenda as presented. (K. Lazzarotto) CARRIED

APPROVAL OF MINUTES

Motion to approve the minutes from the October 11, 2017 Board Meeting. (P. Bubik) CARRIED

APPROVAL OF FINANCIAL STATEMENTS

Tim presented the October 2017 financial statements. It was noted that the Scotiabank Savings Account is showing a balance of \$21,217.93 after \$7000 was transferred from the chequing account. Income from Christmas in the Mountains is from vendor payments for the Artisan Gift Market. Net income for October is similar to the same month last year.

Motion to approve the October 2017 Financial Statements as presented. (C. Rogers, seconded by C. Fawcett) CARRIED

BUSINESS ARISING FROM THE MINUTES

- a. **Business Mentorship Program – next meeting date**– Brian met with Inez and Helen on October 12 to discuss guidelines for the Mentorship Program, basic terms of reference and tools needed. Jackie will schedule another meeting in November. The Mentorship Program will be open to members and non-members, and will offer guidance for new businesses and established businesses needing help in certain areas. Sacha suggested that Larry, at Community Futures, would be a good resource, and also mentioned that Community Futures has information for people starting new businesses.
- b. **Construction Mitigation Program** – A Construction Mitigation Program would take a proactive approach to limiting the negative impact that construction projects can have on surrounding businesses. Jackie will talk to Patrick Thomas at the Municipality about any policies that already exist and get an idea of how to move forward with this initiative.
- c. **Savings Accounts** – Jackie will investigate short- and long-term investment options at Scotiabank, along with specific terms and conditions for cashing out.

NEW BUSINESS

- a. **Chamber Credit Card** – Jackie will inquire about having the President and the Office Manager as administrators of the Chamber’s Visa card and proceed with the changeover.
- b. **ACC Membership Fees & Associated Company Memberships** – The Alberta Chambers of Commerce membership fee will be increasing to \$12.75 in 2018. This fee is passed onto our members when they renew their membership each year.

Motion to increase the Alberta Chambers of Commerce membership fee to \$12.75, effective January 1, 2018. (C. Fawcett, seconded by S. Anderson) CARRIED

Associated Company Memberships were discussed by the previous board, as a way of accommodating members with more than one business where they would like each business listed on the Chamber website. This will require further investigation and discussion, including:

- Will we have to change the bylaws to add an Associated Membership?
- Would Associated Members have voting rights?
- Would Associated Memberships only be open to businesses that already have a regular membership?
- Could this be dealt with by adding an optional surcharge to memberships for extra website listings?

- c. **Combining Chamber Memberships with Business Licenses** – This idea was brought up at the AGM and Jackie asked other Chambers for feedback on their experiences, which were both positive and negative. As a starting point, it was proposed that the Chamber approach the Municipality to include Chamber membership information with business license renewals. Jackie will email the board with the current info sheet on the benefits of being a Chamber member. The Board would also like to survey members in the New Year. Board members will bring potential survey questions to the next meeting and Jackie will email results from the previous member survey. The idea of an exit survey - for members who choose not to renew - was also discussed.

Motion that the Chamber pursue the inclusion of Chamber membership information with Municipal business license renewals (P. Bubik) CARRIED

- d. **Year-Round Maintenance of Community Trail** – The Chamber received a member request to follow up with the Municipality regarding plowing of the community trails in the winter. Jackie will contact the Municipality to find out why the trails are not plowed and what actions can be taken to encourage year-round maintenance of the trails. Based on that information, the President may follow up with a letter of support for plowing of the trails.

- e. **Ski Hill Marketing Request** – Joey O’Brien approached the Chamber to contribute funding towards social media content creation for Pass Powderkeg Ski Hill. The Board is interested in supporting collaborative marketing efforts which deliver a regional message and add value to Chamber members. Jackie will ask Joey to present a more detailed proposition (including expected ROI), focusing on potential collaboration.

- f. **Representative on the Historic Resources Designation Board**

Motion that Brian Gallant remain the Chamber representative on the Historic Resources Designation Board (P. Bubik) CARRIED

- g. **RFP for Travel Alberta Visitor Information Centre (closing date November 22/17)**

Motion that the Chamber submits a proposal to manage the Travel Alberta Visitor Information Centre in Sentinel, as per RFP Number AB-2017-06679. (S. Anderson) CARRIED

- h. **Christmas in the Mountains – ads in booklet, parade route/volunteers, bonfire, market set-up/take-down, pictures with Santa, other ideas/activities?** – Jackie will send Board members a list of volunteer duties that need to be done for CITM. Jackie will look into staging the parade at the Cost Less parking lot. The Chamber will not do Santa photos this year, but will encourage businesses to pursue. Pass Powderkeg asked about doing a passport for CITM but the Chamber will not take this on in 2017.

Motion that the selling of ads in the Christmas in the Mountains booklet be contracted to J. Woodman at a commission rate of 18% (P. Bubik) CARRIED

- i. Lifestyle Show – booth pricing, Lethbridge Exhibition contract** – Details will be discussed with the Lifestyle Show Committee: Cole, Claire, Kyle and Koral. Jackie will organize a committee meeting in the near future.

OFFICE MANAGER’S REPORT

- October luncheon at Limber Pine with Aaron Hemphill
 - o December Mix & Mingle at The Rum Runner – date TBA
- CITM market – added Friday, December 1 to accommodate more vendors
- Audit – October 26
- AGM and Business Awards – November 7
- Revised VSIF grant report
- Category 3 funding request sent to Municipality to help with gazebo decorating
- Category 2 grant request for Lifestyle & Outdoor Adventure Show submitted
- Lethbridge Exhibition contract is ready for signing for 2018 Lifestyle Show
- Contacted accommodation providers to provide best rates for visiting ski teams at the request of Pass Powderkeg
- CITM – radio ads, poster, FB events
- Set up to accept e-Transfers up to \$200
- Attended the Castle Tourism Strategy open house – November 9
- 18.5 hours banked

ADJOURN

Motion to adjourn the meeting at 10:44 am. (S. Anderson) CARRIED UNANIMOUSLY

These minutes were adopted and approved by the Crowsnest Pass Chamber of Commerce Board of Directors on December 5, 2017.

Director

Date