

The regular scheduled meeting of the Crowsnest Pass Chamber of Commerce Board of Directors was held at The Rum Runner on Tuesday, August 15, 2017.

PRESENT:

PRESIDENT: Brian Gallant
TREASURER: Tim May

DIRECTORS: Sarah-Dash Arbuckle
Peter Bubik

RECORDING SECRETARY: Jackie Woodman

ABSENT: Donna Bilyk

CALL TO ORDER

B. Gallant called the meeting to order at 8:34 am.

CONFIRMATION OF QUORUM

Quorum confirmed.

APPROVAL OF AGENDA

- Add 7.m. Audit Committee

Motion to adopt the agenda as amended. (P. Bubik) CARRIED

APPROVAL OF MINUTES

Motion to approve the minutes from the June 8, 2017 Board Meeting. (T. May) CARRIED

APPROVAL OF FINANCIAL STATEMENTS

Tim presented the June and July 2017 financial statements. He noted that two new members joined in June and one in July. A \$500 grant was received in June from the CNP Agricultural Society to purchase flowers for the planters in Blairmore. A new office safe and projector were purchased in July. Net income for both June and July was in the red, which is normal for this time of year. Net income for the fiscal year is considerably higher than last year at the same time (end of July).

- a. **Motion** to approve the June 2017 Financial Statements as presented. (S.Ar buckle) CARRIED
- b. **Motion** to approve the July 2017 Financial Statements as presented. (P. Bubik) CARRIED

BUSINESS ARISING FROM THE MINUTES

- a. **Business Mentorship Program** – Two members have expressed interest in becoming mentors. Jackie and Brian will meet with them in September to discuss the program and how to proceed. We have received a few tips for starting a new business from members. Jackie will continue to pursue this and will contact the Municipality to see what information they provide to new businesses.

- b. **Visitor’s Guide Distribution** – Another 5,000 guides were ordered and arrived at the end of July. ABC Brochure Distribution has taken most of them and we have approximately eight boxes left. It was discussed that the guide could potentially be started earlier next year and expanded, with an initial order of at least 15,000. ABC Brochure Distribution will leave the guides in their racks for the remainder of the year (at no extra charge) to give an idea of how many they could distribute in 2018.

- c. **VIC Update** – To the end of July, the door count is up 3% but the number of Visiting Parties who interact with the staff is up 32%. Emily and Aislinn were in the Canada Day parade and set up in Flumerfelt Park afterwards for offsite counseling. Emily also set up at the Coleman Sports Complex during Sinister 7 registration. All staff have completed their FAM Trips. This year, the VIC has several retail items for sale, free dog treats, a world map for visitors to mark their hometowns, and a free book library. Four online satisfaction surveys have been completed by visitors, all giving the staff top marks for service. Perhaps a tablet could be set up at the VIC for visitors to immediately do the survey. The lack of water at the sani-dump was leading to angry outbursts from visitors. Signage was changed and EDON Management installed a spring-loaded shut-off to prevent the well from tripping if the water is not shut off. The last day for the VIC will be Monday, September 4 and Jackie will meet Carolyn to close up on September 5.

NEW BUSINESS

- a. **Nathan Smigel – Letter of Resignation** – accepted as information.

- b. **Letter of Support for Digital Broadband Policy** – The Lethbridge Chamber of Commerce is seeking support for a resolution that would have the Canadian Chamber of Commerce recommend to the Government of Canada the following:
 1. Declare Broadband Internet Access to be an essential utility.
 2. Create a national broadband utility strategy which lays out minimum service levels, cost structures, funding, regulatory models, and timelines for full implementation and 100% digital inclusion, and work with jurisdictions and the private sector to institute the new strategy.

3. Evaluate funding mechanisms to help realize the recent CRTC ruling declaring broadband (<http://crtc.gc.ca/eng/archive/2016/2016-496.htm>) download speeds of at least 50 megabits per second and upload speeds of at least 10 Mbps will now be considered a “basic telecom service.”

Motion to support the Lethbridge Chamber’s policy resolution for the Canadian Chamber of Commerce Policy Convention, entitled *Digital Broadband: The Essential Utility*, and authorize the President to sign a letter of support. (S. Arbuckle) CARRIED

- c. **Tourism Calgary and Other Marketing Partner Opportunities** – The cost of becoming a Tourism Calgary Marketing Partner is \$350 + GST. Among other things, this would give us the opportunity to have Crowsnest Pass Visitor’s Guides at the airport year-round. We will explore further in the 2017/18 budget and possibly ask the Municipality to explore this opportunity. Peter noted that there is not a map in the Guide showing where Crowsnest Pass is in relation to Calgary and other major points of interest. Also, Peter will reach out to *Experience the Mountain Parks* guide to see if we can contribute more information on Crowsnest Pass in their publication.
- d. **AVIP Conference in Brooks, September 25-27**
Motion to authorize the office manager to attend the 2017 AVIP Conference in Brooks, September 25-27, and reimburse mileage. (S. Arbuckle) CARRIED
- e. **Municipal Election Candidate Forum** – A request has been sent to the Municipality to rent MDM on October 3 and 4 for two candidate forums – one for councilor candidates and one for mayoral candidates. A letter was also sent requesting that rental fees be waived. Jackie will contact Val Danielson to see if she will moderate both forums.
- f. **New CNP Picture Book** – We are now sold out of the CNP photo book published in 2007 in collaboration with Southmore. A printing quote was presented and will be added to budget deliberations. Jackie will look into potential costs for professional photos of Crowsnest Pass, and ask Community Futures about contributing to the project. Perhaps some businesses would be willing to contribute financial backing for the project in exchange for logo recognition on the back cover.
- g. **Member Packages – how to proceed?** – Instead of presenting new/potential members with a folder of printed information, Jackie will develop of brochure that highlights member benefits and directs people to the Chamber website for further information. It was discussed that Board members could drop in on new businesses with Chamber information, but some sort of protocol needs to be developed to make this feasible.

- h. AGM – speaker, venue, Board members** – The Board will have three or four vacancies to fill at the upcoming AGM in November. Brian will create an online nomination tool. Jackie will pursue potential speakers with inspirational business stories.
- i. CITM Artisan Gift Market** – We have started accepting vendors for the 2017 Market.
- j. Small Business Christmas Party** – Due to a previous lack of interest, the Chamber will not pursue a Christmas party this year.
- k. Position Statement Regarding CNP Hwy 3 Twinning** – In discussion about the Chamber’s position on the twinning of Hwy 3 through Crowsnest Pass, it was agreed that access is critical for the livelihood of local businesses. Jackie will ask members to send their comments/concerns and the board will use this feedback to draft a statement.

Motion that the Chamber gather information and formulate a position statement regarding Hwy 3 twinning. (P. Bubik) CARRIED
- l. Expression of Support for Bamboo Bistro to Municipal Council** – Jackie will contact Bamboo Bistro for more information on how road closures have affected their business, and what actions they’ve taken. The Chamber will advocate for member businesses, but this is only possible if we are made aware of the need.
- m. Audit Committee** – Three members are needed to audit the Chamber’s finances before the AGM in November.

Motion to authorize the Office Manager to engage with business members to create an audit committee for the 2016/17 fiscal year. (S. Arbuckle) CARRIED

OFFICE MANAGER’S REPORT

- Summer office hours: Tuesday & Wednesday: 9-4:30, Thursday: 9-3:30, closed from 1-1:30
- VIC Meet and Greet on June 8 – approximately 15 people attended, which is modest but up from last year’s attendance of three
- Our pop-up tent arrived June 15 and it was set up for the Community Market on June 29 to hand out Visitor’s Guides and Shop Local stickers
 - Compass Fellowship used the tent during Sinister 7
 - Wheel Nutz used the tent for their Show and Shine on August 5

- A BenQ projector was ordered from Staples for \$379.99 and a safe was ordered from Home Hardware for \$219.99.
- Inez Hendrickson (Crockets) and Helen Belcastro (Crowsnest Real Estate/Crowsnest Convenience) have both offered to mentor new business owners. Inez would like to be a part of planning the Business Mentorship Program, so we will meet in the near future. So far, two members have submitted tips for new business owners.
- Lifestyle Show – looking into other options for table rentals, and no pipe and drape – will survey participants for their preference
- CITM Market – started contacting previous vendors
- Wrapping up outstanding invoices
- Chamber After Hours at the pool canceled
- Breakfast Meeting at Golf Course Restaurant tomorrow at 7:30am
- Vacation: July 17-21 and August 25 – September 4

ADJOURN

Motion to adjourn the meeting at 10:32 am. (T. May) CARRIED UNANIMOUSLY

These minutes were adopted and approved by the Crowsnest Pass Chamber of Commerce Board of Directors on September 7, 2017.

Director

Date