

The regular scheduled meeting of the Crowsnest Pass Chamber of Commerce Board of Directors was held at The Rum Runner on Thursday, January 5, 2017.

**PRESENT:**

**PRESIDENT:** Brian Gallant  
**VICE PRESIDENT:** Donna Bilyk  
**TREASURER:** Tim May  
**SECRETARY:** Nathan Smigel

**DIRECTORS:** Sarah Dash-Arbuckle  
Keith Bott  
Peter Bubik

**RECORDING SECRETARY** Jackie Woodman

**CALL TO ORDER**

B. Gallant called the meeting to order at 8:35 am.

**CONFIRMATION OF QUORUM**

Quorum confirmed.

**APPROVAL OF AGENDA**

- *New Business a. 2017 Lifestyle & Outdoor Adventure Show – Board Input* moved to the end, after item *f*.
- Add In-Camera session to *New Business b. 2017 Visitor's Guide*

**Motion** to adopt the agenda as amended. (S. Arbuckle) CARRIED

**APPROVAL OF MINUTES**

**Motion** to approve the minutes from the December 8, 2016 Board Meeting. (S. Arbuckle) CARRIED

**APPROVAL OF FINANCIAL STATEMENTS**

T. May provided a summary of the December 2016 Financial Statements. It was noted that income from Christmas in the Mountains was down compared to December 2015, because the majority of payments were received in November. Also, Membership was up \$5238 over December 2015, because all members were invoiced in December, instead of invoicing over December and January.

**Motion** to approve the December 2016 Financial Statements as presented. (D. Bilyk) CARRIED

### **BUSINESS ARISING FROM THE MINUTES**

- a. **Outstanding Membership Dues** – Jackie e-mailed a letter to businesses that still have outstanding invoices for 2016 membership dues. A few businesses responded but several have yet to respond to any e-mail communication. Jackie will follow up with these businesses by phone. Jackie and Tim will consult with Dawn Rigby to determine how to write off unpaid invoices in QuickBooks.
- b. **Development Committee** – Brian e-mailed municipal CAO, Lorrie O’Brien, after the last board meeting, stating that the Chamber would like to work with the Municipality regarding development issues. She committed to getting back to the Chamber in January with ideas about how the two groups could best collaborate.
- c. **DMO Sub-Committee** – Six members have stepped forward to be on the sub-committee. Brian will approach the Economic Development Committee to see if they can provide a seventh member. Brian will talk to Cameron Spence from Travel Alberta about setting a meeting date. Discussion took place about the importance of engaging tourism stakeholders to build a collaborative and unified marketing voice. A funding model will be discussed when the DMO is actually formed.

### **NEW BUSINESS**

- a. **2017 Visitor’s Guide**
  - Motion** to go In Camera at 9:16am. (S. Arbuckle) CARRIED
  - Motion** to come out of In Camera at 9:32am. (S. Arbuckle) CARRIED
  - Motion** to engage with Claris Media to design the 2017 Visitor’s Guide. (P. Bubik) CARRIED
  - Motion** that the President seek out and engage a contract ad salesperson for the 2017 Visitor’s Guide, pending approval of the Board. (P. Bubik) CARRIED
- b. **Chamber Membership Stickers** – The Board agreed to return to issuing annual membership stickers instead of certificates.
  - Motion** that the President source out membership stickers. (K. Bott) CARRIED
- c. **Shop Local Program** – The Board discussed issuing “Shop Local” stickers to encourage local spending. Collecting information on local vs. out-of-town prices on certain products/services was also discussed as a way to promote the competitive pricing of local

businesses. Further discussion is needed before approaching businesses with price comparison requests.

d. **VIC Employment Ads**

**Motion** to go In Camera at 9:52am. (T. May) CARRIED

**Motion** to come out of In Camera at 10:03am. (K. Bott) CARRIED

The 2017 VIC employment ad will run in the Pass Herald and Shootin' the Breeze. Jackie will also send it to Alberta Works and any other relevant job-posting sites. Jackie will inquire about grant funding for VIC staff.

e. **Lease Renewal**

**Motion** that the President sign the office lease agreement with 840417 Alberta Ltd., effective March 1, 2017 to February 28, 2018. (N. Smigel) CARRIED

f. **2017 Lifestyle & Outdoor Adventure Show – Board Input** – Show hours will be Friday 3-9 and Saturday 10-4 (previously 10-5). Payment deadline will be later in March (previously March 1). The stage area will be used more for live music/entertainment than vendor presentations. Vendors will need written permission to take down early.

**Motion** to offer the 2017 Lifestyle & Outdoor Adventure Show Event Manager position to Jackie Woodman. (S. Arbuckle) CARRIED

### **OFFICE MANAGER'S REPORT**

- The office manager will be away from January 26 – February 5, 2017.
- Membership renewals have already started coming into the office.
- Alberta Chamber of Commerce fees are due in January. We had 111 members as of December 31, 2016, down from 118 in 2015 and 134 in 2014.
- Time-permitting, the office manager will contact new businesses about becoming members.

### **ADJOURN**

**Motion** to adjourn the meeting at 10:29 am. (T. May) CARRIED UNANIMOUSLY

These minutes were adopted and approved by the Crowsnest Pass Chamber of Commerce Board of Directors on February 9, 2017.

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Director

\_\_\_\_\_  
Date