

The regular scheduled meeting of the Crowsnest Pass Chamber of Commerce Board of Directors was held at The Rum Runner on Thursday, April 6, 2017.

**PRESENT:**

**PRESIDENT:** Brian Gallant  
**VICE PRESIDENT:** Donna Bilyk  
**TREASURER:** Tim May

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

**ABSENT:** Nathan Smigel

**RECORDING SECRETARY:** Jackie Woodman

**CALL TO ORDER**

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

**CONFIRMATION OF QUORUM**

Quorum confirmed.

**APPROVAL OF AGENDA**

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

**APPROVAL OF MINUTES**

*New Business: a. Registration for VIC Spring Training and Showcase (May 9 & 10, Edmonton)*  
Dates for VIC Spring Training in Edmonton should be **May 8-10**, 2017.

**Motion** to approve the minutes from the March 2, 2017 Board Meeting, as amended. (D. Bilyk) CARRIED

**APPROVAL OF FINANCIAL STATEMENTS**

Tim presented the March 2017 Financial Statements. It was noted that the difference in Net Income between March 2017 and March 2016, was mainly due to a \$6000 deposit sent to Lethbridge Exhibition for the Lifestyle & Outdoor Adventure Show. The deposit was not requested in previous years.

**Motion** to approve the March 2017 Financial Statements as presented. (S. Arbuckle) CARRIED

## **BUSINESS ARISING FROM THE MINUTES**

- a. **Economic Development Committee Proposal – Funding** –A motion was made at the February board meeting to: *support the goCrowsnest marketing plan, with funds and conditions to be determined after a budget review.*

**Motion** that the Chamber of Commerce authorize the transfer of \$2500 from the DMO Start-up Fund budget, for the goCrowsnest marketing initiative, with the following stipulations:

1. the money is only used for the goCrowsnest marketing plan.
2. if the project does not proceed, the full amount of \$2500 will be returned to the Crowsnest Pass Chamber of Commerce.
3. a follow-up report is provided, documenting how the funds were used.

Furthermore, the Chamber encourages the Economic Development Committee to engage with Community Futures and other groups to obtain matching funding. (D. Bilyk)  
CARRIED

Additionally, it was discussed that the Chamber should look into the possibility of incorporating the Municipality’s Community Guide into the Visitor’s Guide to avoid any duplication/confusion. Brian will talk to the municipality about this.

- b. **Shop Local Program Stickers** – 1000 stickers have been ordered from Shootin’ the Breeze and should arrive next week.
- c. **Outstanding Membership Dues** – Jackie has emailed everyone with outstanding invoices for 2017 memberships. Several businesses have replied and have been renewing their membership.
- d. **Workshop on New Safety Codes** – Jackie will follow up with the Municipality to see if they have contact information for a workshop facilitator.
- e. **DMO Sub-Committee Meeting Summary** – The DMO Sub-Committee met for the first time on March 16, 2017. Discussion was facilitated by Cameron Spence from Travel Alberta and touched on funding models used in other communities, along with successes/failures seen by other DMO’s. The group plans to review the goCrowsnest marketing plan and the Visitor Friendly Communities document, and pick three areas to take action on. There is some seed money available from the former Marketing Consortia. The group will meet again next week.
- f. **Visitor Services Innovation Fund** – We were awarded this grant for a customized pop-up tent. Once the grant agreement is in place and signed, Jackie will proceed with ordering the tent.

On a related note, VIC staff has been hired for the 2017 season.

Site Supervisor: Aislinn Maguire

Travel Counsellors: Emily Manzer and Carolyn Aspeslet

### **NEW BUSINESS**

a. **Office Manager Salary Review**

**Motion** to go In Camera at 9:48am. (S. Arbuckle) CARRIED

**Motion** to come out of In Camera at 9:55am. (T. May) CARRIED

**Motion** that the Board authorize the Chamber President to negotiate a salary increase with the Office Manager. (T. May) CARRIED

b. **Insurance Review**

**Motion** to remove the *requirement* of insurance for vendors at the Lifestyle & Outdoor Adventure Show, and instead *recommend* vendors carry insurance, pending the outcome of discussions with our solicitor. (P. Bubik) CARRIED

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

- Trade Show booked: Business = 46/67, HBB = 21/28, Outdoor = 11/15 + 3500 sq. ft., Food Trucks = 1
- 2017 Memberships paid: 97/128, including 16 new members
- Membership stickers are in
- Delivered some Visitor's Guides and feedback has been positive
- E-mail issues seem to be fixed
- Attended a Travel Alberta ATIS workshop on March 27
- Attended two more social media workshops hosted by Community Futures
- April luncheon is next Wednesday at The Rum Runner with Blair Painter speaking

### **ADJOURN**

**Motion** to adjourn the meeting at 10:17 am. (T. May) CARRIED UNANIMOUSLY

These minutes were adopted and approved by the Crowsnest Pass Chamber of Commerce Board of Directors on May 4, 2017.

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Director

\_\_\_\_\_  
Date