

The regular scheduled meeting of the Crowsnest Pass Chamber of Commerce Board of Directors was held at the Community Futures Boardroom on Thursday, April 5, 2018.

**PRESENT:**

**PRESIDENT:** Sacha Anderson  
**VICE-PRESIDENT:** Peter Bubik  
**TREASURER:** Tim May  
**SECRETARY:** Claire Rogers

**DIRECTORS:** Koral Lazzarotto

**ABSENT:** Kyle Schofield

**RECORDING SECRETARY:** Jackie Woodman

**CALL TO ORDER**

S. Anderson called the meeting to order at 8:35 am.

**CONFIRMATION OF QUORUM**

Quorum confirmed.

**APPROVAL OF AGENDA**

Additions to the agenda:  
*7.c. Update on Energy Futures Lab Roadshow*  
*7.d. Visitor's Guide Distribution*

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

**APPROVAL OF MINUTES**

**Motion** to approve the minutes from the March 6, 2018 Board Meeting. (C. Rogers) CARRIED

**APPROVAL OF FINANCIAL STATEMENTS**

Tim presented the March 2018 Financial Statements. There are still several unpaid memberships. Jackie will follow up on these after the trade show. The Visitor Services Innovation Fund grant was received in the amount of \$7000. Once the expenses are tallied for the 2018 Visitor's Guide and the Lifestyle & Outdoor Adventure Show, the chequing account balance will normalize.

**Motion** to approve the March 2018 Financial Statements as presented. (K. Lazzarotto, seconded by T. May) CARRIED

## **BUSINESS ARISING FROM THE MINUTES**

- a. Construction Mitigation Program** – Sacha met with CAO, Patrick Thomas, and presented a proposed communications plan for the Municipality to utilize during the Coleman Revitalization Project. Designs are being finalized and then a stakeholder meeting will be held. The Chamber is committed to working with the Municipality and businesses through this process.
- b. Member Survey Results** – The survey wrapped up on April 2 and Dawn Rigby of Country Encounters was drawn for a free booth at the Lifestyle & Outdoor Adventure Show. Sacha and Claire will review the survey responses and come up with a list of action items for the board to consider. Jackie will include highlights in the member email.  
A quick review of the survey summary generated the following discussion:
- New businesses responded that they didn't have the money to pay for a Chamber membership when first starting out. Perhaps businesses in their first year of operation could qualify for a free/reduced rate Chamber membership. This would have to be voted on at the next AGM.
  - Many respondents cited marketing as a challenge. This could be the focus of future workshop (e.g. how to create a good ad). Perhaps the Chamber could offer an advertising package to members and administer ad creation/placement with pooled resources.
  - Where are Municipal tenders posted? Jackie will look into this and possibly include that information in the weekly member emails.
- c. 2018 Visitor's Guide – wrap-up** – The guides were delivered on March 19 and feedback has been very positive. Sacha will write a thank-you note to David Thomas for the articles he submitted. Jackie will send Brian Gallant a thank-you for all of the work he did in organizing content. Work can start this fall on the 2019 guide – soliciting articles and creating a 2019 schedule of events.
- Motion** to purchase a \$50 gift certificate at Stone's Throw Café as a thank-you gift. (T. May, seconded by P. Bubik) CARRIED
- d. VIC Hiring – update** – Three employees have been hired for the VIC and, pending approval, a fourth person will be hired shortly. A Roaming Travel Counsellor has also been hired and will start at the beginning of May. She will need a bike, uniform and iPad. A radio contest to "Spot Anna" might increase visibility. The Chamber has been approved to put up a Crowsnest Pass booth at VIC Spring Training in Edmonton. Jackie and staff will man the booth. Jackie will reserve the Municipality's trade show booth set-up to bring to Edmonton.

- e. **Best of Crowsnest Awards – launch plans** – Claire will design a *unique* logo. Jackie will look into hosting the voting through Benchmark. Paper nomination forms will be available at the trade show and at a few local businesses from April 13 – May 15. Jackie will put a link on the Chamber website and look into creating a page on the Chamber site specifically for the Best Of Awards. Voting will take place from May long – September long. Cards with voting info will be distributed to nominated businesses to hand out to customers.
- f. **Vacant Board Member Position** – Three nominations were received but two withdrew. Sacha will contact the remaining nominee.
- g. **Lifestyle & Outdoor Adventure Show – update, volunteer sign-up, Chamber booth design** – Space at the show is almost sold out. The Home-based Business Marketplace has been moved to the curling arena. Still looking for a group to direct parking. Claire will make a large wooden photo frame for a DIY photo booth. The Chamber booth will include the Chamber’s 10 x 10 pop-up tent, Visitor’s Guides, shop local stickers, postcards and Best Of nomination forms.
- h. **Tourism Calgary Partnership** – Jackie is waiting to hear back on the logistics of getting guides distributed through this partnership.

## NEW BUSINESS

### a. Alberta Chamber Executives Membership

**Motion** to purchase an ACE membership for \$60. (T. May, seconded by C. Rogers) CARRIED

b. **Chamber Committees** – Board members will ponder committee ideas and discuss at the May board meeting. Possibilities could include a Value Committee and Membership Committee.

c. **Update on Energy Futures Lab Roadshow** – Peter submitted an Expression of Interest on behalf of the Chamber to host the Roadshow, including letters of support from Community Futures and the Municipality.

d. **Visitor’s Guide Distribution** – Peter will drop off at MEC and other locations in Calgary. Jackie will continue to drop off to local advertisers.

**Motion** to hire ABC Brochure Distribution to distribute Visitor’s Guides for a full year, in all of their locations from Cranbook to Lethbridge, at the quoted rate of \$1250. (K. Lazzarotto, seconded by C. Rogers) CARRIED

## ROUNDTABLE

Sacha

- Sacha and Jackie attended the Regional Chamber Meeting on March 29. It was very informative as other chambers shared their best practices. Of interest: Fernie's Ambassador Program, tiered memberships, Pincher Creek's digital communication project.
- Received positive feedback on the Chamber on Tap format – will try to host one every three months.
- Sacha will ask for an agenda for the joint meeting with Council on April 18.
- The Visitor Friendly Business Program has been well-received. Perhaps this could be discussed at the June luncheon.

Peter

- Would like to coordinate a public viewing of the next Destination Development Association webinar on how to attract the ideal mix of businesses. This could also lead to a Chamber on Tap discussion.

Claire

- Riversdale is looking at gaps that need to be addressed for the Grassy Mountain Project. Contractors can register their business on the Riversdale website.

Tim

- March was a busy month at the Rum Runner. A critique from a secret shopper has been very helpful.

Koral

- A Burrows show home is finished and will host a Chamber After Hours in the next month.

## OFFICE MANAGER'S REPORT

- Trade Show Committee met on March 22 and April 4
- Jackie and Koral recorded a radio ad for the trade show
- Jackie did a radio interview for the trade show
- There are ten new members so far this year

## ADJOURN

**Motion** to adjourn the meeting at 10:59 am. (C. Rogers) CARRIED UNANIMOUSLY

These minutes were adopted and approved by the Crowsnest Pass Chamber of Commerce Board of Directors on May 3, 2018.

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Director

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Date