

The regular scheduled meeting of the Crowsnest Pass Chamber of Commerce Board of Directors was held at the Community Futures Boardroom on Thursday, February 15, 2018.

PRESENT:

PRESIDENT: Sacha Anderson
VICE PRESIDENT: Peter Bubik
TREASURER: Tim May

DIRECTORS: Koral Lazzarotto
Kyle Schofield

ABSENT: Claire Rogers

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

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

APPROVAL OF MINUTES

Motion to approve the minutes from the January 9, 2018 Board Meeting. (K. Schofield) CARRIED

APPROVAL OF FINANCIAL STATEMENTS

Tim presented the January 2018 Financial Statements. Because invoices were issued earlier than last year, income from Visitor's Guide ad sales appears higher than the previous year. (In fact, actual ad sales are very similar to 2017.) Income from Lifestyle Show registrations is up compared to January 2017.

Motion to approve the January 2018 Financial Statements as presented. (P. Bubik, seconded by K. Lazzarotto) CARRIED

BUSINESS ARISING FROM THE MINUTES

- a. **Construction Mitigation Program** – Sacha, Jackie and Peter met to discuss construction mitigation. Jackie compiled a contact list for businesses that will be affected by construction during the Coleman Revitalization Project, and met with the majority of them to record their concerns. Sacha has contacted Banff and High River and is working on a communications

plan to present to the Municipality. Jackie is working on a Construction Survival Guide for businesses.

- b. Member Survey** – Claire put together a set of member survey questions. Board members will provide feedback to Claire by February 28, 2018.
 - c. Collaborating with Nearby Chambers**– Fernie, Elkford, Sparwood, Pincher Creek, and Fort MacLeod Chambers have all been contacted about meeting in Crowsnest Pass on March 21 or 29.
 - d. 2018 Visitor’s Guide – update, delivery location** – So far, 24.5 pages of ads have been sold (same as 2017) and Brian has been working on updating editorial content. The Board would like to see a proof of the Guide before it goes to print. Jackie will look into having the guides shipped to MDM or another accessible location.
 - e. VSIF Grant** – Sacha submitted a grant application to hire a roaming travel counsellor. If approved, Community Futures will pay the remaining 25% not covered by the grant. The Chamber will be notified by March 15, 2018.
- On a related note, Alberta Culture & Tourism will be hosting a half-day Tourism Entrepreneurship Startup Seminar on March 26, for anyone starting a new tourism business.
- f. VIC Hiring Committee** – Tim, Koral and Kyle will conduct interviews for VIC staff during the week of March 5. Perhaps VIC staff members can join in on training for Museum and/or Frank Slide Interpretive Centre summer staff.
 - g. Best of Crowsnest Awards** – Claire compiled a list of categories for the Best Of awards. Board members will narrow it down to their top 20-30 categories for the next meeting. Voting will take place in two phases – nominating businesses in each category, and then voting for favourites amongst those nominees. Jackie will ask Brian about setting up online voting.
 - h. Wintervention Human Dog Sled Race update** – Four entries so far. Claire and Jackie recorded a radio ad. Koral will help on the day of the race.
 - i. Gazebo Park Skating Path**– Peter is continuing to work on sorting out insurance for a skating path at Gazebo Park. This initiative will not happen this winter, but planning will continue for the future. It was suggested that the skating path at Beauvais Lake could be used an example.

NEW BUSINESS

- a. **Vacant Board Member Position** – Cole Fawcett submitted his resignation. Jackie will send out an email to members, asking that anyone interested in joining the Board submit their name by March 5. A vote will be taken at the next Chamber event, an evening meeting at the Rum Runner, conversation café style.

Motion to accept Cole Fawcett’s resignation from the Chamber Board of Directors. (T. May, seconded by K. Schofield) CARRIED

- b. **Letter of Support for Sinister 7 Ultra** – Sacha will write a letter of support for the Sinister 7 Ultra’s use of the west lawn of the VIC as a temporary staging area for the race.
- c. **Sinister 7 Festival Request** – Sinister Sports has asked the Chamber to participate in a festival surrounding the Sinister 7 Ultra, in an effort to engage businesses with the influx of visitors. Jackie will ask Joey O’Brien about a virtual event bag. This topic will also be raised at the March evening meeting.
- d. **EV Charging Stations – request to Council** – A letter was submitted to Council requesting that they consider adding electric vehicle charging stations to the Coleman Revitalization Program plan. The Municipality is currently exploring this option. Jackie will include that letter in the next member email.
- e. **Snowmobile Ambassador – Crystal Monteith request** – Crystal Monteith would like to be named a snowmobile ambassador for Crowsnest Pass. Sacha will follow up with her.
- f. **Celebrating Member Successes** – The Board will continue to consider different metrics to monitor, and ways to celebrate successes in those areas, in order to bring attention to positive growth happening in the community.
- g. **Health & Wellness Festival** – The Bow Valley Chamber is initiating a Health & Wellness Festival in Canmore. The Crowsnest Pass Chamber is not currently able to organize such an event, but would be happy to support an interested organizing group.
- h. **Government Organizations Competing with Local Business** – Concerns were raised that Alberta Parks was competing with local business. Sacha will contact Alberta Parks to gather information and initiate an open line of communications with them.
- i. **Employment Standards Presentation – Avail CPA** – Jackie will contact Avail CPA to arrange a morning session with them on the changes to Alberta’s Employment Standards. The session will be held downstairs at the Rum Runner, at 8:30am, on March 5 or 6 (date to be confirmed)

and will be free for anyone to attend. Pre-registration will be required, up to a maximum of 40 people. Jackie will look into using Eventbrite for registration.

j. Lifestyle Show – Chamber Booth postcard giveaway

Motion to approve the expenditure of up to \$100 on promotional items for the Chamber’s booth at the Lifestyle & Outdoor Adventure Show. (K. Lazzarotto, seconded by P. Bubik) CARRIED

k. Membership Stickers

Motion to order 2018 Chamber membership stickers, for an amount not to exceed \$250. (P. Bubik, seconded by T. May) CARRIED

l. Bucket List Campaign – funding request – It was noted that funds are not available for this request from Joey O’Brien, and it was accepted as information.

m. Bellecrest Community Association Invitation – The Bellecrest Community Association extended an invitation for a Board member to join them for a showing of a Roger Brooks webinar on revitalizing downtowns, followed by a roundtable discussion. Given the short notice, Tim was only the Board member who might be able to attend.

n. RBC Women Entrepreneur Awards – RBC is looking for nominees for outstanding female entrepreneurs. Jackie will share the information in the member email and on social media.

ROUNDTABLE

Sacha

- Eat Crow is a food festival that will be happening in Crowsnest Pass from March 15 – April 15 – the Chamber office will sell tickets
- Sacha will send a reply to Council regarding the Municipal Heritage Resources Board, indicating that none of the Chamber executive are available to sit on that board, that the Past President of the Chamber is an ex-officio member of the Chamber Board, and that it is not mandated in the Heritage Resources Board’s terms of reference that the Chamber representative be a member of the executive

Koral

- Burrows Building will soon be opening a new show home and would like to host a Chamber After Hours there.

Peter

- Likes the idea of celebrating successes – how do we get stats and include in our newsletter?

Jackie

- Registration for the Lifestyle & Outdoor Adventure show is slowly rolling in, with a verbal commitment from an RV dealer to attend the show
- A few new members have joined the Chamber and 66% of 2018 memberships have been paid

ADJOURN

Motion to adjourn the meeting at 10:45 am. (K. Schofield) CARRIED UNANIMOUSLY

These minutes were adopted and approved by the Crowsnest Pass Chamber of Commerce Board of Directors on March 6, 2018.

Director

Date