

The regular scheduled meeting of the Crowsnest Pass Chamber of Commerce Board of Directors was held at the Community Futures Boardroom on Tuesday, March 6, 2018.

PRESENT:

PRESIDENT: Sacha Anderson
TREASURER: Tim May
SECRETARY: Claire Rogers

DIRECTORS: Koral Lazzarotto
Kyle Schofield

ABSENT: Peter Bubik

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. (T. May) CARRIED

APPROVAL OF MINUTES

Motion to approve the minutes from the February 15, 2018 Board Meeting. (K. Lazzarotto) CARRIED

APPROVAL OF FINANCIAL STATEMENTS

Tim presented the February 2018 Financial Statements. He noted that the healthy account balance for the month was due mainly to income from memberships, the 2018 Visitor's Guide and the Lifestyle Show.

Motion to approve the February 2018 Financial Statements as presented. (K. Schofield, seconded by C. Rogers) CARRIED

BUSINESS ARISING FROM THE MINUTES

- a. **Construction Mitigation Program** – Sacha will set up a meeting with Patrick Thomas at the Municipality to discuss concerns and present suggestions for a business communications plan for the Coleman Revitalization Project. Jackie will continue to work on a Construction Survival Guide for businesses.

- b. Member Survey** – Claire will add to Question 1 in the survey so that if the answer is “No, I am not a Chamber member” another question will pop up with something like: if you are not a member, is there something the Chamber could do to make you want to become a member? The survey link will be sent to all members in the member newsletter and posted online through social media. Deadline will be April 2. Anyone who fills out the survey will be entered to win a free booth at the 2018 Lifestyle Show.
- c. 2018 Visitor’s Guide – update, delivery location, print numbers** – 27,375 pages of ads were sold (up from 24.5 last year), so the guide will be 56 pages this year (up from 48 pages in 2017). EDC Guides will be shipped to MDM, and the rest will go to Ironstone. If there is room for one more 1/8-page ad, the Chamber will submit an ad for Christmas in the Mountains.
- Motion** to order 20,000 copies of the 2018 Visitor’s Guide at the quoted rate of \$19,846.70. (K. Lazzarotto, seconded by T. May) CARRIED
- d. VIC Hiring Committee – update** – Twenty-five applications were received for VIC employment. The hiring committee will narrow down the list and set up interviews shortly. Anyone hired must be available to attend Spring Training in Edmonton from May 7 – 9, and work until the September long weekend. Alberta Culture and Tourism would like to add one more staff member and add the Frank Slide Interpretive Centre as a second location for staff to rotate through. Confirmation of this additional position will come in approximately three weeks. Jackie will send interview questions to the committee.
- e. Best of Crowsnest Awards** – The Board narrowed the Best Of list down to 29 categories. Claire will create a logo. Sacha will ask Sam how the Pincher Creek Chamber handled online voting. It would be good to use the same platform for nominating and voting. Nominations will be accepted for a month, starting sometime in April (possibly at the Lifestyle Show). Voting will take place from May long weekend until September long weekend.
- f. Vacant Board Member Position** – Two nominations have been received for the Chamber Board of Directors. Jackie will ask for a short bio from both of them and a vote will take place at the Chamber on Tap meeting on March 28.
- g. Sinister 7 Festival – Virtual Event Bag** – Using a digital coupon book to promote local businesses could be possible through www.virtualeventbags.com. There is a fee for this service, so businesses would have to buy in. The Chamber will continue to look into this and other options. The topic of businesses leveraging large community events will be discussed at the Chamber on Tap meeting in March.

- h. Lifestyle & Outdoor Adventure Show update** – Booths on the curling side are over 50% booked. Home-based Business registration is at 14 tables and 1100 sq. ft. have been booked on the hockey side. Several musicians will provide entertainment on the stage throughout the show.

NEW BUSINESS

- a. Tourism Calgary Partnership** – The Chamber budget includes \$350 to become a Tourism Calgary Marketing Partner. Along with a website listing and listing in the Calgary guide, this would allow the Crowsnest Pass Visitor’s Guide to be displayed in the Calgary airport year-round. Jackie will ask about the logistics of getting the guide in the airport.
- b. March Chamber Member Meeting**
- Chamber on Tap - March 28, 5:30-7:30pm, The Rum Runner
 - \$15/person, finger foods, cash bar
 - Jackie will invite event organizers to speak briefly about their event
 - Roundtable discussion on how businesses can leverage the influx of people at larger community events

ROUNDTABLE

Sacha

- The Employment Standards presentation was very well-attended and it was nice to see new people in the crowd.
- There will be funding coming down from the government for the Castle Parks. Crowsnest Pass needs to embrace the idea of a “Castle Region” and take advantage of funding opportunities.
- New Tourism Business Workshop – March 26

Claire

- There were no business entries in the Human Dog Sled Race, perhaps because there were so many other things going on at the same time.

Jackie

- On vacation from March 8 – 15.

ADJOURN

Motion to adjourn the meeting at 10:20 am. (C. Rogers) CARRIED UNANIMOUSLY

These minutes were adopted and approved by the Crowsnest Pass Chamber of Commerce Board of Directors on April 5, 2018.

Director

Date