

The regular scheduled meeting of the Crowsnest Pass Chamber of Commerce Board of Directors was held at the Community Futures Boardroom on Thursday, May 3, 2018.

PRESENT:

PRESIDENT: Sacha Anderson
SECRETARY: Claire Rogers

DIRECTORS: Koral Lazzarotto
Kyle Schofield

ABSENT: Peter Bubik
Tim May

RECORDING SECRETARY: Jackie Woodman

CALL TO ORDER

S. Anderson called the meeting to order at 8:40 am.

CONFIRMATION OF QUORUM

Quorum confirmed.

APPROVAL OF AGENDA

Additions to the agenda:
7.e. Blairmore Main Street Planters – timeline, budget

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

APPROVAL OF MINUTES

Motion to approve the minutes from the April 5, 2018 Board Meeting. (C. Rogers) CARRIED

APPROVAL OF FINANCIAL STATEMENTS

Jackie presented the April 2018 Financial Statements. All expenses have been paid for the Visitor's Guide and the Lifestyle & Outdoor Adventure Show. Income from the Lifestyle Show was similar to 2017, but expenses were lower by approximately \$4000. Two new members joined in April. There are still unused funds in the budget for marketing, mentorship and a DMO.

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

BUSINESS ARISING FROM THE MINUTES

- a. **Construction Mitigation Program** – Sacha recently sent an email to the CAO, to see where the Municipality is at with the Coleman Revitalization Project. Jackie created a two-page Construction Survival Guide. Board members will review and provide feedback by May 9.

- b. Member Survey Results** –Sacha and Claire will meet tomorrow to 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.
 - c. VIC - update** – Jackie, VIC staff and Anna will be attending Spring Training in Edmonton, next Monday to Wednesday. Jackie has been working on a VIC schedule, with one person at the Frank Slide Interpretive Centre from Thursday to Monday every week. Two of the staff attended training at the Frank Slide Centre this week. The VIC will open on May 18 for the long weekend, and will stay open until the September long weekend.
 - d. Best of Crowsnest Awards – update** – So far, 60 nomination forms have been received online and 26 forms were collected from the trade show booth. Jackie, Koral, Claire and Sacha will meet on May 17 to review nominations before voting launches on May long weekend. Some nomination categories need more detailed instructions for next year. The Pass Herald is going to do an article, which will help promote the Awards. Claire will design some digital “Vote for Us” cards for nominated businesses to use.
 - e. Vacant Board Member Position** – Sacha will follow up on this.
 - f. Lifestyle & Outdoor Adventure Show** – Feedback from the show was mainly positive. Exhibitors seemed happy with the layout and turnout, with some pre-booking for 2019. Jackie is finishing up a summary report and will present it to the Lifestyle Show Committee. Another company offered a quote for pipe/drape/tables for the Committee to review.
 - g. Tourism Calgary Partnership** – There is \$350 in the budget to become a Tourism Calgary partner.
- Motion** to become a Tourism Calgary Partner for the amount of \$350. (C. Rogers, seconded by K. Lazzarotto) CARRIED
- h. Chamber Committees** – Jackie will look for volunteer Chamber members to sit on a Christmas in the Mountains Committee. This committee should meet soon to start planning. Involving members at large should help to strengthen the Chamber. A Membership Committee will be considered at a later date.
 - i. Energy Futures Lab Roadshow** – The proposal to host this event was accepted. Jackie will follow up with Peter to see what the plans are.

NEW BUSINESS

- a. **Membership Pricing** – Jackie was questioned about the difference in fees between different Chambers. A thorough review of fees should be done before the next AGM. This is something that a Membership Committee could focus on.
- b. **Spring Training Showcase – what should the focus be?** – Jackie and summer staff will have a booth at this trade show in Edmonton, for all visitor information providers in Alberta. We are borrowing the Municipality’s booth display and bringing Visitor’s Guides and postcards. Things to highlight: outdoor recreational opportunities, events, APP Barracks, member tourism businesses.
- c. **VSIF Grant – funding allocation** – The budget for the VSIF Grant did not account for 16 weeks of staffing. Sacha will see how much money Community Futures is able to put towards the Roaming Travel Counsellor and the Chamber will cover the rest. Money-making opportunities will be explored to help cover the costs.
- d. **Government Competing with Business** – Jackie will attend a meeting between Municipal staff and local fitness providers to discuss ways to collaborate instead of competing.
- e. **Blairmore Main Street Planters – timeline, budget** – Jackie will renew the Chamber’s Ag Society membership and confirm numbers with Spring Break Flower Farm. Volunteers will be needed to plant the flowers.

ROUNDTABLE

Claire

- Attended the Community Market AGM

Kyle

- Servus will be hosting a seminar with CMHC on new mortgage qualifying rules

Sacha

- Submitted a grant for a Regional DMO
- Travel Alberta and Alberta Parks will be kicking off a digital marketing campaign for Castle Parks and surrounding areas on May 14
- Alberta Parks is working on a map of the Castle Parks, Pincher and Crowsnest Pass
- The ATIS workshop was well-attended
- Visitor Friendly Business Program wrapped up – looking at ways to continue the program
- Byron Anderson (Alberta Labour) is available to speak about the Canada Job Grant

OFFICE MANAGER'S REPORT

- Attended the Women in Business event in Pincher Creek
- Next luncheon is May 16 with guest speaker Linda Erickson
- Chamber After Hours at the Museum on May 24
- Received a request for a tear-away map for Crowsnest Pass. The heritage map is a good start and the forthcoming map of Castle Parks may also fill the need.
- Jackie will be away from June 15 – July 2

ADJOURN

Motion to adjourn the meeting at 10:31 am. (K. Lazzarotto) CARRIED UNANIMOUSLY

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

Director

Date