

The Annual General Meeting of the Crowsnest Pass Chamber of Commerce was held on Tuesday, November 1, 2016 at Country Encounters.

PRESENT:

PRESIDENT:	Brian Gallant
TREASURER:	Dawn Rigby
SECRETARY:	Tim May
DIRECTORS:	Sarah Dash-Arbuckle
ABSENT:	Nathan Smigel, Andrea Massingham

CALL TO ORDER

B. Gallant called the meeting to order at 6:44 pm.

ADOPTION OF AGENDA

B. Gallant introduced the agenda. Rachel Newrick moved to adopt the agenda as presented. Seconded by Rick Breakenridge. CARRIED

ADOPTION OF AGM MINUTES

Sarah-Dash Arbuckle moved that the AGM minutes of Thursday, November 5, 2015, be adopted as presented. Seconded by Shannon Robison. CARRIED

PRESIDENT'S REVIEW OF CHAMBER ACTIVITIES FOR 2016

President B. Gallant provided an overview of Chamber activities for the 2015/2016 year. The focus was on collaboration and refining how the Chamber does business. He noted that it was a productive and successful year, despite staff turnover and board vacancies.

The Chamber took on a primarily promotional role for Christmas in the Mountains, and community groups worked together to produce a well-attended event. 15,000 copies of the Visitor's Guide were printed and almost all were distributed with only a couple of boxes remaining. The Lifestyle & Outdoor Adventure Show saw a decline in attendance, attributed to the sluggish provincial economy. The Chamber renewed its contract (two years with an optional third-year extension) with Alberta Culture and Tourism to continue running the Sentinel Visitor Information Centre, and there was a notable increase in traffic at the VIC.

The Chamber board met with other stakeholders to initiate the establishment of a Destination Marketing Organization. It was agreed that there is a need for an overarching tourism management plan, as well as baseline data that shows the impact of tourism on the local economy.

The Chamber surveyed members earlier in 2016 and recognized the need for better communication of the services offered, as well as a more up-to-date online presence. As a result, the board revamped the Chamber's corporate identity and developed a new website.

Lastly, President Gallant thanked all of the board members and volunteers who worked consistently throughout 2015 and 2016 to further the Chamber of Commerce and make Crowsnest Pass a better place.

John Redekopp moved to accept the President's Report as information. Seconded by Barb Kelly.
CARRIED

TREASURER FINANCIAL REPORT FOR 2016

D. Rigby presented the Treasurer's Report showing a lower gross income than the previous year. She noted a significant drop in gross revenue from the Lifestyle & Outdoor Adventure Show, and decreased ad sales in the Visitor's Guide, both attributed to the depressed economy. Membership numbers were up this year, showing a modest increase in funds.

Treasurer Rigby acknowledged and thanked the Audit Committee - Rick Breakenridge, Char Cartwright and Linda Sigsworth - for their valuable work on behalf of the membership. She also thanked Jackie Woodman for her dedication and attention to accuracy in keeping the Chamber financial records.

Rick Breakenridge moved to approve and accept the 2016 Financial Reports. Seconded by Donna Bilyk. CARRIED

TREASURER OVERVIEW OF 2017 BUDGET

D. Rigby presented the 2017 Budget, highlighting a new account for a Business Mentorship Program. She noted that the estimated revenue for the Lifestyle & Outdoor Adventure Show and the Visitor's Guide had been reduced to reflect the uncertain economic times. The budgeted VIC revenue remained the same as it is part of an ongoing contract.

Ian Crawford moved to approve and accept the 2016 Budget. Seconded by Andrew Fairhurst.
CARRIED

WEBSITE AND CORPORATE IDENTITY LAUNCH

B. Gallant made a presentation on the Chamber's new logo and website. The logo was initially a dancing crow, which was replaced by the Mountain Freedom logo created by Community Futures. The Board wanted to create a modern logo that the Chamber would have full ownership of. The idea was to come up with something complimentary to the current Municipal branding, focusing on the themes of nature, landscape, strength and resilience. The resulting "bear logo" combines natural heritage, strength, resilience and fiscal conservatism, along with the Municipal blue-green colour.

The Chamber website was also redesigned. The new site is modern and adapts consistently across all user platforms (laptop, tablet, phone, etc.). Some features include: the Business of the Month featured on the homepage, improved member listings, email forms instead of listed addresses to prevent spam, and an events calendar to complement other community event listings. Members were asked to check their business listing on the website and contact the Chamber office with updates.

QUESTIONS TO MEMBERS OF THE PRESENT BOARD OF DIRECTORS

Rachel Newrick asked what the new great vision of the board would be. Brian responded that the new board would have to meet and come up with that vision, working within the confines of an already-approved budget. He added that the board should try to avoid small projects that eat up a lot of time.

Cameron Spence inquired about the Business Mentorship Program, mentioned in the budget overview. The intention is to offer a program to help new business owners succeed. The Chamber will be looking for established business owners to become mentors and share some of their expertise.

Kim Schultz commented that municipal bureaucracy is a big roadblock for new businesses. Brian responded that the Chamber can advocate on behalf of the business community if members bring issues forward.

Rachel Newrick brought forward the idea of a mentorship program between business owners and school kids. Brian thought it would be best to start the Business Mentorship Program first and see how it goes.

2016 BUSINESS AWARD WINNERS

NEW BUSINESS OF THE YEAR
Artist's Touch

BUSINESS OF THE YEAR
Crowsnest Café & Fly Shop

OUTSTANDING CUSTOMER SERVICE
Rocky Mountain Optometry

COMMUNITY SPIRIT AWARD
Kimberly Hurst

ELECTIONS

Call for additional nominations from the floor. No nominations added. Rick Breakenridge moved that nominations cease. Seconded by Dawn Rigby. CARRIED

GUEST SPEAKER

Abi Moore, Marketing Manager for Fernie Brewing Co., spoke about the challenges and successes of growing a family-owned and operated business. Since 2003, FBC has grown from operating out of a barn, to a modern brewhouse with four times the capacity (currently a 30-barrel system). A new canning machine fills 80 cans/minute, an x-ray detects partial fills, and an automated arm punches those beers off the line.

FBC has chosen not to add food service to their tasting room, in an effort to support the local eateries that sell their beer. In 2013 they launched their Cheers for Charity program, where they charge \$5 for beer tasting and all of that money is donated to chosen community groups.

FBC measures success by the volume of beer they produce - their first big milestone being 10,000 hectolitres. Abi's three favourite beers: Slingshot Session IPA, What the Huck Huckleberry Wheat Ale, Sap Sucker Maple Porter.

ELECTION RESULTS

New elected Directors for 2016/2017 (in alphabetical order): Sarah-Dash Arbuckle/The Health Hub, Donna Bilyk/Artist's Touch, Keith Bott/Riversdale Resources, Peter Bubik/PB Power Inc., Tim May/The Rum Runner. Congratulations to our new Directors!

Rick Breakenridge moved that the ballots be destroyed. Seconded by John Redekopp.
CARRIED

ANNOUNCEMENTS

Tickets are available for the Small Business Big Christmas Party.

ADJOURN

Sacha Anderson moved to adjourn the meeting at 8:24 pm. CARRIED UNANIMOUSLY

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

Director

Date