
The regular scheduled meeting of the Directors of the Crowsnest Pass Chamber of Commerce was held at Crowsnest Pass Public Library on Tuesday, February 4th, 2014 with President Patrick Sager in the Chair.

PRESENT: Patrick Sager, Lisa Lockhart, Kathy Gilmour, Chris Hopkyns, Cathy Ward (non-voting, recording minutes)

GUEST: Chris Matthews

ABSENT: Janis Entem, Dawn Rigby, Brian Gallant

CONFIRMATION OF QUORUM

Chamber President, Secretary and two Directors present. Quorum confirmed.

CALL TO ORDER

The meeting called to order at 5:28 pm.

AGENDA

Agenda approved with the addition of November 5th minutes for review/approval.

GUEST SPEAKER – Chris Matthews, Crowsnest Museum: Hillcrest 100th Anniversary event

Presentation made regarding the Hillcrest 100th Anniversary event scheduled for June 18th – 24th, 2014. A Schedule of currently planned events and known details was offered for review. The Chamber of Commerce was invited to assist in engaging the Crowsnest Pass business community in any way possible; dispersing information and encouraging full community support via window displays, food specials, promotions, advertising opportunities and request for volunteers.

The Chamber of Commerce organization was encouraged to participate in the event and will discuss ways to do so (promotion of the event on the Chamber website, possible food stand, parade entry, donation of bottled water, volunteering, etc.).

APPROVAL OF MINUTES

Minutes from November 5th, December 3rd and January 7th Board of Directors meetings were distributed prior to the meeting, for review.

MOTION to approve the Minutes of the November 5th, 2013 Board meeting. (K. Gilmour) CARRIED

MOTION to approve the Minutes of the December 3rd, 2013 Board meeting. (C. Hopkyns) CARRIED

MOTION to approve the Minutes of the January 7th, 2014 Board meeting. (L. Lockhart) CARRIED

ACTION ITEMS:

1. Event Budgets – C. Ward prepared DRAFT Budgets for the Chamber Annual General Meeting, Christmas in the Mountains, Small Business BIG Christmas Party and the Lifestyle & Outdoor Adventure Trade Show. All Directors are invited to submit requests for changes.
2. Collaboration with Municipality for Trade Shows – J. Entem. The Chamber does not know if the Municipality has registered for the two Outdoor Trade Shows (Edmonton and Calgary) or if a booth has been secured and display banners obtained.

COMMITTEE REPORTS

Lifestyle Show Committee: K. Gilmour provided an update regarding the Lifestyle Trade Show. The 10% Early Bird registration discount has helped registrations and payments to be higher to date, this year. The Business Booth area is 40% SOLD out, Home Based Business area is 80% SOLD out and the Outdoor Adventure area is approximately 80% SOLD out.

Requests for assistance in writing copy for 15 and 30 second radio spots. Tag line “Explore your Lifestyle”.

The Municipality has just notified the Chamber that they want to be located at the entrance to the Show and have enough space to display the crash/rollover simulator, while handing out lanyards and the passport for stamping. The Committee and the Municipality need to communicate plans prior to finalization. L. Lockhart will contact the Municipal EDO for clarification regarding participation.

C. Hopkyns has had some success in distributing Trade Show information and brochures to businesses contacted in Pincher Creek.

DISCUSSION ITEMS

- a) Publication: B. Gallant has indicated he will input time to assist with the publication. Assignment of one or more individuals to obtain content is necessary. The publishing organization will require a list of businesses and organizations to contact for advertising sales.

Additional publications were offered as examples. The consensus is that a good balance of excellent photos and copy will ensure a class result that will be well received.

Discussion regarding additional quotes resulted in consensus that due diligence is important. P. Sager will contact Shootin’ the Breeze to provide further information needed to obtain their quote and L. Lockhart will forward a quote from a Toronto firm, for consideration. A vote via e-mail will occur before the end of the week, for decision.

- b) Chamber laptop computer purchase – The Chamber office is not currently in possession of a laptop computer required for member meetings presentations. C. Ward will obtain quotes for repair of old laptop and purchase of new.

MOTION to have C. Ward obtain quotes for the purchase of a laptop computer for the Chamber office, with amount not to exceed \$1000. (K. Gilmour) CARRIED

- c) Doors Open Dance (Show and Shine): The Board felt the event would be an excellent fit for the Chamber, however the manpower needed does not exist currently and the consensus is that the Chamber would not be able to follow through.

MOTION to decline the invitation for the Chamber to host a Saturday night dance for Show and Shine participants, during the Doors Open Festival on the August long weekend. (C. Hopkyns) CARRIED

- d) Christmas in the Mountains: To facilitate a successful event, a 2014 Christmas in the Mountains Committee needs to be struck and plans started. A template is required with adjustments/changes in activities and related cost. New ideas are needed to result in bringing together the communities of the Crowsnest Pass. Note: The Small Business BIG Christmas Party will be combined with Christmas in the Mountains for 2014.

ADMINISTRATION

New members – Stone’s Vacation Home, Sekhmet Potions & Lotions, HomechekCNP, Domestic Bliss Services.

Chamber membership is now at 146 (130 businesses + 16 non-profit organizations). 73% of Chamber members have paid for 2014.

PDF’s and printed versions of chapters from the Alberta Chambers of Commerce have been downloaded. The Chapter for functions of the Directors has been printed for the new Directors. Electronic copy of this chapter will be forwarded to all directors for reference.

NEXT MEETING

The next Chamber Board meeting to be held on Tuesday, March 4th, 2014. Crowsnest Pass Public Library (to be confirmed). Start time 5:30 PM

ADJOURN

Meeting adjourned at 7:35 PM.

These minutes were adopted and approved by the Crowsnest Pass Chamber of Commerce Board of Directors on _____.

L. Lockhart,
Secretary

Date