
The regular scheduled meeting of the Directors of the Crowsnest Pass Chamber of Commerce was held at Country Encounters Hospitality on Tuesday, September 9th, 2014 with President Patrick Sager in the Chair.

PRESENT: Patrick Sager, Dawn Rigby, Kathy Gilmour, Tyler Hope, Cathy Ward (non-voting, recording minutes)

GUESTS: No guests.

ABSENT: Janis Entem, Brian Gallant

CONFIRMATION OF QUORUM

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

CALL TO ORDER

The meeting called to order at 5:36 pm.

AGENDA

Agenda approved.

APPROVAL OF MINUTES

Minutes from August 11th, 2014 Board of Directors meeting were distributed, for review.

MOTION to approve the Minutes of the August 11th, 2014 Board meeting. (D. Rigby) CARRIED

TREASURER'S REPORT

D. Rigby provided a summary of the Financial Statements for August and Draft copies for the Fiscal Year 2013/2014. The Chamber is in a net loss position of \$11,582.48 for the year. Increased Administration payroll and increased costs to sponsored events (surpassing revenue generated) are the main reasons. Changes must be addressed to keep the Chamber sustainable.

MOTION to approve the financial statements as presented. (K. Gilmour/T. Hope) CARRIED

DISCUSSION ITEMS

- a) Christmas in the Mountains/Christmas Party/Lifestyle Show: Christmas in the Mountains committee has met once with next meeting scheduled for September 10th at Rum Runner. Many ideas for simple events but no consensus on revenue generation. Possible books of tickets or coupon book participation by businesses and advertising sales on poster.

Christmas Party venue is booked, caterer is booked, live band is booked. First announcement has been e-mailed out to members. The Chamber needs to approach non-

member businesses with the invitation to participate. 74 tickets sold in 2013, banquet hall capacity is 200. Objective to obtain sales of 150 tickets for 2014. Suggestion made to include a Wine Table raffle to generate additional revenue (\$10 per ticket), and/or VIP table raffle (\$5 per ticket) – table in best location with extra gift bags and goodies and first served for meal, and/or purchase a balloon to show what initiative/project one supports.

Lifestyle Show suggestion to eliminate the stage for additional booth sales or move it to the arena side for contests, races and demonstrations. Booth prices must remain the same. Chamber control of all sales of booths will increase the revenue – no clubs or organizations invited to fundraise by sale of arena space.

- b) AGM & Business Awards (nomination & votes process): Venue is booked, caterer is booked. Consensus was to have plate served dinner. D. Rigby to look after details, Financial Statements and Annual Report. C. Ward will have Member Renewal packages available at the AGM, offering 10% discount on payment prior to December 31st, 2014 for the 2015 Membership year.

Business Awards nominations will be accepted until the end of day on Tuesday, September 30th. Official Ballots will be available at the Chamber Office and any Chamber event (i.e. October Chamber Breakfast). Ballots will be accepted until the end of day on Wednesday, October 29th. Awards announced at the AGM November 6th. A new award for Member Volunteer of the Year will be determined by the Board of Directors and awarded at the AGM as well.

- c) Board of Directors Nominees and Voting: Scrutineers are needed to tally ballots – to be requested at the Chamber Breakfast in October. Directors are approaching possible nominees for positions on the Chamber Board of Directors. There will be five (5) Director seats available.
- d) Tourism Magazine: Two invoices remain unpaid, Silver Moon Café & Grill (cheque mailed but not yet received) and Doors Open Heritage Festival (copy of invoice e-mailed to Sacha Anderson for handling).
- e) CNP Tourism: Deferred until a new Board is elected.
- f) Chamber Member for Municipal Historic Resource Board: John Redekopp to be asked.
- g) Business Advocacy – non-licensed businesses: It is a requirement of the Chamber of Commerce that all members hold a current Municipal Business License. Suggested to add a field for Business License # to the Membership Application/Renewal form. C. Ward to make the change to the form.
- h) Guest Speakers: Speaker needed for AGM and November Chamber Luncheon at Tin Roof Bistro. Suggestions: John Pundyk, Andrew/Erin Fairhurst, or self-advocacy from CCSS. December Chamber Luncheon will be held at Country Encounters Hospitality and be a Christmas Social.

- i) Financial Sustainability: Consensus is that Chamber events can be better managed to provide increased net revenue by better preparation and minimizing expenses and giveaways. The AGM, Christmas Party, Christmas in the Mountains and Membership Drive will provide indication by the end of the calendar year.

ADMINISTRATION

New members: No new members. New Member package provided to Swann Masonry (Mike Swann). Cliff Reiling & Assoc. retiring at years end, Spirits of the Creek dropping membership.

Chamber membership is now at 145 (125 businesses + 17 Non-profit organizations). 100% of the members have paid for 2014.

Membership Drive required. The Chamber will hold an After Hours during Small Business Week. Have Membership packages at the After Hours and sign up as many as possible. Discount (of 10%) again offered with payment prior to end of the year.

Poster invitation for Christmas Party is updated to include the discount on full table purchase.
Members – table of 8 for \$315 (cost of 7 tickets)
Non-members – table of 8 for \$350 (cost of 7 tickets)

The VIC requires a designated Director – AVIP not attended.

Presented Alberta Chambers offer for revenue stream (Electricity contracts). Consensus not to participate.

Presented the Chamber Team sales package for management software. Consensus not to participate in marketing presentation.

Information: the donated Frank Slide Model needs a ride from Nelson, BC to Crowsnest Pass. Fragile piece must be retrieved in an SUV or van.

Information: A submission has been made to Travel Alberta for an AMMY Award. Nomination is for Zoe Welsh, Leadership in VIC Management.

NEXT MEETING

The next Chamber Board meeting to be held on Tuesday, October 7th, 2014. Location to be determined. 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 ____ of _____ 2014.

Director: