The regular scheduled meeting of the Directors of the Crowsnest Pass Chamber of Commerce was held at Crowsnest Pass Golf Club on April 15th, at 1pm, 2024 with President Teyel Strandquist in the Chair.

**PRESENT:**, Jennifer Zuhlke, Teyel Strandquist, Bryce Andreasen, Melanie Schefter, Tawny Davidson,

**GUEST:**

**ABSENT:** Daina Lazzarotto, Brent Koinberg

**RECORDING**

**SECRETARY:** Kylee Warkus-Forget

**CONFIRMATION OF QUORUM**

President, Secretary, Treasurer and two Directors present, Quorum met.

**CALL TO ORDER**

The meeting called to order at 1:05 pm. With President Teyel Strandquist

**APPROVAL OF AGENDA**

MOTION to approve the agenda, with 1 addition added by Melanie. Quorum met. Motioned by Bryce & Jenn

**APPROVAL OF MINUTES**

Minutes from March 2024 Board of Directors meeting were distributed, plus minutes from Crowfest were distributed for review.

Quorum met approved above minutes by Bryce & Melanie.

**APPROVAL OF FINANCIAL STATEMENTS**

Presented from current year to date.

Quorum met, financials questioned by Melanie about Visitor Guides Invoices not being paid yet. Financials approved by Melanie & Jenn.

**ADDITIONS TO AGENDA**

Auditioned added: 8.e. Communication with Board

**BUSINESS ARISING FROM THE MINUTES**

1. **Visitors Guide:** Visitor Guides are completed, distribution is on its way, we have a few businesses left that need guides.We also have a few invoices that are not paid, these invoices are needing to be paid on time or what is the incentive for anyone to pay after their add has ran. We need to have more compassion for our businesses as we ask them to pay a big fee for the whole year within weeks in a down season. All ways to support our businesses were discussed and we had concluded that we need to have a set % that after 30days not paid all invoices will be subject to an increase. We need to try to find funding to help stop the increase in fees for the guides, they are great guides that everyone raves about. Discussions were had to put the guides online only, print options turned out to be the best incentive for our business community after the end of that discussion. However, we will look into online so our businesses get the best of both for their ads. We thought we will hand out at the Car Show. Questions were asked about cost, will it cost less to print less, less pages? Less copies will save however, we go through so many guides, and distribute them as far as we can. Keeping the number is a good margin for our members’ fees. Melanie asked that we add Hotjar.com/app it allows us to look into how many views from the website one receives. We can add and have a link on the visitor guides. We can then use those as stats for our members.
2. **Crowfest:** Crowfest right now we have $38,000 in sponsorships and grants. We estimated we would need $43,000 to run this year. We have rented tents from Patti’s Party rental, she also is a member and gave us a sponsorship I return. We have our car show up and running, now advertising. Vendors are booking in, we have 4 food trucks for both days, over 30 vendors so far for the markets. Apparel is ordered. Pancake breakfast: we are still looking for someone to volunteer or sponsor. We need to rent or buy debit machines for the beer garden and the apparel area. 2 squares should be purchased for Crowfest to have on hand. Talked about looking into Lundbreck trading company for apparel next year. We need to purchase wristbands and check ID’s at beer gardens as we are having an open all age levels welcomed. We have an opening for kick off from 5:15-6:30 Friday night, we are searching for Fire dancers or we can ask for last years performers to come back. We can ask Daina to reach out to the Drummers & Dancers again and see if they would like to perform for Crowfest. We need to think about what we can use for Ice at the beer gardens for our tent. Mel will look into a freezer to have. MDM has bags of ice we can purchase. We can ask to store at the Elks hall. Ask about extending our Elks hall rental and check on fees.
3. **Golf Tournament:** June 10th. A 5 hole, after hours social event for our Chamber Members. Prices are $85 a member and $95 future members. We have dinner, carts and 5 holes and fun. Kylee will met with Scott to figure out the details. We wanted a fun event this year, a more social & networking event that also drops the nominated businesses for Best of. We would like a themed, dress up event with prizes, hole games and sponsorships.
4. **Best of Crownest Gala:** *Will Discuss Chamber member ticket amounts & Future members amount at next meeting*. Discussion on having more generalized categories, than menu items*.* We need to filter through nominations this year and keep them all in the appropriate categories. We need to re-structure the categories for awards night, mix it up when announcing. We will have an intermission this year and more networking opportunities. Suggested to have fewer categories, and more social time. We went through all categories, took some away and added 3, AGM business awards to the Best of Gala. We have settled on 35 categories with some new. When we post the nominations section, we need to make sure we write a little post about what nominations can be nominated in what categories so everyone can understand what the Best of is about. Word the nominations for more clarification to the public. Talked about adding a different entertainment level at the end to see if more people will stay. We will look into Dueling Pianos.
5. **Christmas In The Mountains:** Voted to keep Christmas In The Mountains the same 2 days, Thursday being the Bonfire, gazebo & tree lighting, with Santa and carolers. Keeping Friday a shop late night for the community. We will hold the Kickoff to Christmas In The Mountains on a separate weekend than the Community Christmas Market. Christmas In The Mountains will be November 28th/29th 2024.
6. **Membership Appreciation wrap up:** We will post a link to the minutes and the ap that we were provided with HWY3twining on our website. Membership appreciation night was a great turnout, great discussions and we had a lot that of members who attended. We will have another Appreciation night held by another business soon.

**NEW BUSINESS**

1. **Beautification of Main street:** May is the month we are gifted an amount from the Agricultural Society to go to Spring Break Flower Garden and purchases gift certificates to help Chamber businesses fill their new planter boxes on Main street. The board agreed that this is a great initiative, and we will keep offering this to our members. Kylee will reach out to the AG society and ask if they would like to continue with the contributions for Beautification of Main street.
2. **Meeting with Sara:** Tabled till next meeting. All around was a great talk & meeting. Gave advice on tourism.
3. **Dawns email:** Dawn had let us know that her business will no longer be a Chamber member in the best way possible. Her Business is going in a different direction and dint want to advertise as much as she has been in the past years. She wishes us all the best and wanted to let us know that the Chamber is doing an amazing job, however, we were heading in a more retail direction. I brought this to the board’s attention, in finding what we can do better as a board. We are here to help all businesses. We thought maybe we could utilize our Cash Mobs in a different aspect, rather than a surprise to businesses, and having businesses have to sign up, we include all members to support them at random with or following.
4. **Member Head Shots:** Tabled till next meeting.
5. **Communication with Board:** Melanie is working on an app with communication, an easier way to see, store and review emails/messages from Chamber so no more emails are missed. Melanie will trial it with her business first then Kylee can add it, if approved by board and we can utilize a more effective way of communicating. **Slack.com**

**NEXT MEETING**

The next Chamber Board meeting, May 27 1pm, 2024. Crowsnest Pass Golf course.

**ADJOURN**

Meeting adjourned at 3:05am. Motioned Bryce and Jenn.

**IN CAMERA**

**NOTES**

These minutes were adopted and approved by the Crowsnest Pass Chamber of Commerce Board of Directors on \_\_\_\_\_ of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 2024.

Director: