

5.5. Grant Applications – Marcella Campbell

- Application to CIP has been submitted and awaiting feedback.
- Will continue to scan for potential grants related to Chamber activity.

6 Election of Board of Directors

- Call for nominations from the floor for: Webmaster.
- No nominations received.
- Current webmaster – Kate Mergen – acclaimed to position.

7 Guest Speakers

Gwen Butler

- Gwen Butler shared an update on the Rick Butler Leadership Fund.
- The fund is supporting a youth initiative in Edmonton Global Café, student led ideas and initiatives to improve school and community (\$10,000).
- Will be supporting the re-visioning of Bragg Creek community with a \$10,000 grant.

Dave Kalinchuk – Economic Development Manager, Rocky View County

- Provided an update on the overall economic activity in the Rockyview area.
- Described an RFP for community revitalization project that will focus on White and Balsam Avenue. There will be a consultation process in January 2015.

8 Next Meeting – November 19, 2014

Note - Member meetings have been changed to the third Wednesday of the month.

9 Adjournment 8:02pm

MARKETING REPORT:

Collectively, the Board members as a whole had a busy year. As you know, marketing is a collaborative effort of the entire board. Everything from grant applications, budgeting, erecting pole signs to designing maps is performed by all board members. Over the past month Chamber board members were visiting businesses and collecting first hand feedback, positive and negative, in order to gather insights from our members on the boards performance. This information will be used as we continue to move forward.

Various tactics were produced and performed over the year in order to continue to build a unified brand identity for Bragg Creek:

- extensive market research study conducted by Stone Olafson
- visitor brochures distributed throughout Alberta
- local directory map
- pole banners
- magazine ads
- newspaper ads
- on-going grant applications
- highway/road signage considerations

Overall, marketing initiatives will continue to promote Bragg Creek. This in turn will help to build brand awareness and therefore attract more visitors who will stop rather than drive through our community.

On a side note, I was recently fortunate enough to attend a DMO (Destination Marketing Organization) Conference in Banff where I gained much tourism knowledge. Key take-away points were:

- our website has to be “remarkable”. Differentiation is key meaning we have to build a solid brand identity. The research study identified and confirmed that people visit Bragg Creek mainly to connect with “Nature”.
- social media will be a key component in our marketing initiatives as we move forward.
- FaceBook/You Tube is the main mover of information in tourism
- a visitor is 5 times more likely to return to a destination if they have an overwhelming experience the first time.
- connecting and sharing ideas with other like communities is key
- the digital age is replacing maps and brochures as smart phone use among travellers is growing
- visitors respond to experiences over “offers” when it comes to luring people to communities

Community Liaison – Lisa Bannerman

The past year has been busy and very rewarding for me as community liaison. I have had the opportunity to meet with, or at least communicate with a number of different groups within the Bragg Creek/ Redwood Meadows area. I have met some wonderful people, and have connected with some I knew through business or socially already, but on a different level. Some of the groups include:

- Bragg Creek Trails Association
- Banded Peak School
- Bragg Creek and Area Wellness Committee which is comprised of the Red Cross, Cochrane Community Services, Alberta Health, Community Helpers to name a few
- Bragg Creek Community Association
- Redwood Meadows Mayor
- Bragg Creek Performing Arts
- Redwood Meadows Emergency Services
- Clean up the Creek

There are still others that I have not been able to meet up with, like the seniors, but I plan to continue working on that for this coming year.

I strongly believe that meeting with these groups has been valuable in my being able to assist the Chamber. I always learn something new, and feel that I have been able to bring Chamber information to the various groups as well to keep everyone informed and up to date. As many of these connections are in the form of meetings, this is a time consuming venture, and often the meetings take place at times when I have other commitments. This is the reason for not being able to connect with everyone on a regular basis.

Going forward I plan to continue engaging the various community groups, and ask all Chamber members to let me know if there is a group I should be contacting that I have not. Any suggestion from members is always a help, and I look forward to the coming year.

Respectfully Submitted,

Lisa Bannerman

Communication Director

As your communication director I am responsible for sending the member newsletter monthly and reminder notices monthly. I am also responsible for the Visit Bragg Creek and bragg creek chamber Facebook page. The visit Bragg page is where your sales and events can be advertised. The bc chamber is where you will find local and business news.

The visitor newsletter is currently being revamped and i am looking for help rounding up all the events that are happening in Bragg and Redwood.

Question - What do you want in these newsletters?

Can you get me your events and dates

Pending Approval

Chamber AGM Website Report

We've mainly been in maintenance mode this year, keeping the website up to date and current. It's also viewable on mobile devices in a slimmed-down version.

After the new Bragg Creek pinecone logo was implemented this summer the template of the site was updated to reflect this, with the addition of the animal pictures used on the flags.

Funding is being sought for a comprehensive makeover in the forthcoming year.

Many thanks are due to Marilyn Ledingham who has provided many hours of voluntary support.

Respectfully submitted,

Kate Mergen.

Pending Approval

**Bragg Creek Chamber of Commerce:
Director Update**

Director: Marcella Campbell
Date: Oct 28, 14

Portfolio: Grants

Completed Activities:

Application submitted to the Community Initiatives Program (CIP) on September 15, 14 For \$26,000.

Activities include:

- Upgrading website
- Upgrading communication tools
- Implementing social media campaign
- Design and installing community signage

Next Steps:

- Complete Travel Alberta Gran application.
- Continue to scan for grant opportunities.

Any emerging issues:

- Awaiting results of CIP grant application
- Identifying activities for other grants.

Other Comments: