

5.5 Wintergreen Development

- Resorts of the Canadian Rockies has plans to develop 300 units at the Wintergreen area with spa and boutiques
- Has not been approved by Rockyview County yet.

6. New Business

6.1 Donation to Our Lady of Queen Peace Ranch

- Motion made and all in favour on May 28' 14 Board meeting to donate \$1,000 to Ranch.

6.2 Lisa – Report on discussions with insurance companies regarding flood insurance

- Tabled

6.3 Historical Society – Kate Mergen

- Kate has been helping a local group develop into a society; helping with setting up board and writing bylaws.
- This group may be the one to lead a Heritage festival.

7. Next Meeting

January 21st, 2015

8. Adjournment 6:26pm

Bragg Creek Business Visits October 2014

We need to make Bragg Creek an experience. We need to meet visitors' needs in order to encourage them to stay in our community.

Ideas/feedback
Activities <ul style="list-style-type: none">• Make the re-opening of the Trading Post a tourist event• Would like to see more festivals geared outside already busy summer-time i.e.:<ul style="list-style-type: none">i. Tuesday-Thursdayii. Winter Festivaliii. Winter Lights Festival !!!iv. Bragg Creek X country event• Would like to come up with a stronger link between the festivals and actually shopping/visiting the stores• Lack of things to do - perception• Visitor participation bingo – go to businesses, get a stamp and give them a card/certificate• Would like to see typical, small town family fun things to do – to help businesses• What happened to the idea of the drive in movie with the giant screen at the mall?• What can we do in the winter, things for people to do to attract them and keep them...Bragg Creek Performing Arts...maybe develop something similar to Rosebud, plays, theatre• Retail stores – have busloads of women to shop and have dinner – on a slow day – stores to offer something – a 10% discount
Marketing/Advertising <ul style="list-style-type: none">• Create brochures to highlight various malls/business areas• Use wild horses in marketing campaigns to focus on the nature component of a visit to Bragg Creek• Initiatives to promote people coming to Bragg Creek• Shop local campaign – re-discover your own back yard• Cross-marketing• “Looking for unique, come to the Creek” ...when we are ready and have unique
Landlord issues <ul style="list-style-type: none">• Landlords do nothing to beautify the mall or attend to tenant’s needs, so tenants do not want to invest in their business if landlords are not willing to invest in their properties
Business to Business <ul style="list-style-type: none">• Would like the Chamber board to assist with fostering inter-relationships between different businesses, working together and encourage effective communication between stakeholders i.e.<ul style="list-style-type: none">○ connect Riverside Chateau/Bavarian Inn for a get-away package○ bicycle store and Out-door Adventure for a “bi-cycle package”○ Art Market communication• Chamber Christmas party for the businesses to get together – small businesses who don’t have enough staff to have their own Christmas party...potluck, music...could even be in January• Welcome Wagon• BCCA<ul style="list-style-type: none">○ happy to support Chamber events by offering food, opening Centre, promoting to their members and on their website○ appreciates Lisa attending their meetings
Planning/Visioning <ul style="list-style-type: none">• More businesses to cater to locals, eg. more restaurants, hair salon, garage for repairs, etc.

<ul style="list-style-type: none"> • We've lost our identity – need a plan/future vision/direction, what we will need as we grow, important to keep Bragg Creek unique • Need a central “town hall” to organize & represent us – lack of consistency kills us, volunteerism is fickle, lack of commitment from community is difficult • Would like to see a concrete plan from the Chamber board
Workshops <ul style="list-style-type: none"> • Workshops on HR/hiring, tax advice
Chamber Board Feedback <ul style="list-style-type: none"> • Transparency <ul style="list-style-type: none"> ○ Where and how money is spent – send in e-mails • How can members get their advertising on BCCC Facebook page and other social media? • Remind chamber members that the minutes are on the website • Chamber focus is on retail and not service industry – biggest bang for buck is retail and tourism. If the local retail businesses are flourishing then support services/businesses will benefit
Additional Thoughts <ul style="list-style-type: none"> • Retailers need both tourism and local support to survive • Tourists are looking for Joey's to come back and still look for the pie shop • People love Bragg Creek but don't come enough

Infrastructure needs to be in place before bringing more people to Bragg Creek

Infrastructure Suggested	
Information Centre	One suggestion was for the businesses to take turns providing the information centre services...including washroom
Public Washroom	& porta potties for Bragg Creek Days
Pathways/sidewalks/trails	Along river for cyclists & outdoor enthusiasts, create better flow between malls & businesses, make pedestrian friendly, repair & drainage, benches, doggie bags, lighting, separate from roadway
Parking	Suggestion to provide one parking area and have horse drawn carriages transport people around to the malls, designated parking, people don't follow rules, parking and sales are linked...would like a solution to festival parking in the mall as it takes away from customer parking
Road repair	Chamber board to advocate with County & Province
Clean up the hamlet	Need to present ourselves better, main mall needs a facelift, painting and consistency of buildings
Playground	
Local Signage	Directional, artist signage, owner-operated signs (consistent chamber supported logo), support local, clean it up, cohesive directional, consider location of signs (what about the triangle), walking maps
Snow	Snow & roads from Calgary to Bragg Creek - maybe provide media with a road report. As soon as it snows, traffic from Calgary stops Snow removal can sometimes be a problem.
Maps in parking lots at both malls	walking map (needs to represent the businesses in the hamlet, not outside of the hamlet), tourism map vs BCCC member map, to get people moving throughout our community

OVERALL:

Everyone was pleased to see that the Chamber board is visiting members, taking action and asking “What can we do for you?” The communication is being received well. Ten people specifically stated that they were happy with the current board and zero indicated unhappiness.