

**BRAGG CREEK & AREA CHAMBER OF COMMERCE
ANNUAL GENERAL MEETING
October 29th, 2015 7:00 P.M.
The Countrywood at Bragg Creek, 36 White Avenue**

AGENDA

1. Call to Order 7:07pm

2. Adoption of Agenda

Adopt: Stacia Hemmett 2nd: Lori Gildemeister All in favour

3. Adoption of last year's AGM minutes – October 28th, 2014

Adopt: Lori Gildemeister 2nd: Gail Gold All in favour

4. Treasurer's Report Gail Gold

- Appointment of two members to review the 2015/2016 financial year end Stacia Hemmett and Rod Burns

Adopt: Mark Kamachi 2nd: Guy Buchanan All in favour

5. Annual Reports

- Reports also attached; summaries are included below.

Marketing - Mark Kamachi

- Initiatives over the year included website, social media focus, marketing initiatives.
- The two signs at the malls are being repaired and updated.

Community - Lisa Bannerman

- Continued to connect with local groups through the year to enhance communication between groups.

Communications - Lori Gildemeister

- Have seen 6.5% improvement in opening emails
- Have the following social media presence: Facebook 468 likes; Twitter 680 followers

Business - Yvonne Smith

- Participated on the Visitor Friendly Assessment & Gap Analysis Steering Committee. Results will be forthcoming.

Grant Applications - Marcella Campbell

- Applied for and acquired a combined amount of \$35,000 in grants from Cooperative Marketing through Travel Alberta and the Community Initiatives Program of Alberta Culture and Tourism.
- Will apply next year for marketing festivals, and grants for development of hamlet trails.

Festivals - Marina Cooke

- Many festivals this year: Heritage, Scarecrow, Spirit of Christmas, Wild Pink Yonder, and Hero's in the Sky.
- Potential Festivals in the future: Shakespeare in the Park, Folk Festival, Winterfest, Easter Festival.

Membership - Cathy McVee

- Membership has been steady
- Membership fee is still \$130.

Cool Little Towns - Gail Gold

- A partnership with small towns in the area to explore and develop tourism marketing opportunities.
- The initiative is looking to expand their social medial presence, website and membership in the upcoming year.

6. Guest Speakers

Gwyn Butler, Rick Butler Leadership Fund

- Rick Butler Leadership fund has donated to several initiatives this year, which include: Jasper High School, Glenbow provincial park and to the Bragg Creek & Area Chamber of Commerce. \$10,000 has been donated toward implementation of the Bragg Creek Revitalization Plan.

Dave Kalinchuk, Economic Development Manager, Rocky View County

- Provided an overview of an International I Economic Developer Conference: Defined risk as a combination of natural hazards and vulnerability. Need to mitigate risk within what is controllable.
- Overview of Visitor Friendly Assessment & Gap Analysis – Alberta Tourism
- Will coordinate an event with Langdon Chamber of Commerce to share ideas with Bragg Creek Chamber. Details TBD.

7. Election of Board of Directors

1. Report of nominating committee – Suzanne Jackett

- Coordinating an effort to develop a succession plan for the Chamber with new people replenishing positions.
- Envision more collaboration occurring between the business community and the wider community of Bragg Creek.
- Bragg Creek Chamber to organize with the following portfolios for the next 2 years:
 - Membership
 - Community liaison
 - Marketing and communications
 - Festivals
 - Tourism

2. Call for further nominations for each office from the floor

- Suzanne turned the floor over to the President, Louise-Marie Eagar who called for further nominations for each office from the floor.
- No further nominations

3. Election of positions

- The following positions are elected by acclamation:

Suzanne Jackett	President
Mark Kamachi	Vice-President
Marcella Campbell	Treasurer
Gail Gold	Secretary
Louise Marie Eagar	Past President
Yvonne Smith	Director
Lori Gildemeister	Director
Andrew Pratt	Director
Marina Cooke	Director

The following people have indicated they are willing to volunteer for committees and other volunteer activities:

- Cathy McVee
- Lisa Bannerman
- Heather O'Bray
- Ward Clark
- Pauline Keen

The Following people will be the new signing officers:

Suzanne Jackett	President
Mark Kamachi	Vice-President
Marcella Campbell	Treasurer

8. Next Meeting – November 18th, 2014

9. Adjournment 8:10pm

BCCC YEAR END REPORT: Mark Kamachi, Director Marketing

As we continue to shine brighter each day post flood, many initiatives were undertaken to continue this growth. There were many positive moments to reflect upon. Below are some of the highlights for this past year:

- 1) Website Redesign - undertaken to evolve it to a more visually pleasing user experience targeted primarily at visitors to our area taking part in recreational activities. Thanks go out to the many photo contributors and volunteers that made this happen.
- 2) With the addition of Mackenzie Walsh to our public relations team, we helped grow our ever increasing social media presence. Her continued involvement will only increase our reach to newer and broader audiences.
- 3) David Kalinchuk, Economic Development Manager for Rocky View County was a huge contributor in purchasing full-page media space in both Avenue and Branded Magazines. His department also provided the budgets to help produce such ads. We were also very fortunate to win a Silver Statue in the Summit International Creative Excellence Awards show for the “Welcome To Your Senses” magazine ad campaign.
- 4) The Outdoor Pole signs were that were created for the “Welcome To Your Senses” branding initiative also won a Bronze Statue in the Summit International Creative Excellence Awards.
- 5) In May I had the privilege of attending a DMO (Destination Marketing Organization) Workshop in Calgary. Representatives from destinations all over our province participated and shared experiences reflecting the successes and challenges faced by small communities. I discovered we are not alone when it comes to the many challenges facing smaller communities: business growth, developments, fundraising, etc.
- 6) By this reading, I will have attended the Alberta Tourism Conference. Our participation in these various forums and seminars will aid us in a greater understanding of how we can grow our tourism base and attract more visits from not only our “regulars” but also visitors from afar.
- 7) Coincidentally, at this reading, I am pleased to announce that we have been selected one of three finalists for the coveted Alto Awards bestowed upon DMO’s for their efforts in helping grow and promote tourism in Alberta. It is such an honour as we are up against markets much larger than us. And with bigger budgets.
- 8) Our continued involvement in various local events such as Spirit of Christmas, Ride for Sight, Heritage Festival, Scarecrow Festival and the like will only help build our brand. A huge thanks to all who continually support and volunteer for these events.
- 9) The Chamber partnered with Community Futures to engage the local business community in a Business Seminar. Sadly, I wish there were more attendees but hopefully feedback will provide us with an alternative solution to engage more participation from all businesses.
- 10) We are currently undertaking the rebuild and refurbishing of the two mall signs located in the various parking lots.

I have attended as many events and functions in order to keep abreast of Bragg Creek’s heartbeat. As we move forward I hope to do the same and help make our community the envy of every small town in Canada. Thanks for your continued support and trust.

Community Liaison Report – Chamber of Commerce AGM

The 2014/2015 year has been a busy one, and once again I have really enjoyed working with the community of Bragg Creek and surrounding areas. Specifically I have worked on:

-The Bragg Creek and area Health and Wellness committee – the committee is involved in the “well being” of the community with support services, training, education, seminars and community awareness. A door-to-door campaign was completed in the Bragg Creek Hamlet and Redwood Meadows to better understand needs and concerns of residents.

-Bragg Creek Community Association – working together to make sure that both the Chamber and the BCCA are aware of events and initiatives being worked on by each group

-Redwood Meadows town site – I have not had specific meetings with the town council this past year, but have kept in contact with members of the town site office.

-Business Seminar - worked with the other Chamber members to provide a speaker for the Business seminar Oct. 5, 2015

-Wild Pink Yonder - worked with the Chamber and the Community to promote the “Wild Pink Yonder” breast cancer awareness and community engagement event

-Clean up the Creek –assisted with clean up during one of the events this past spring

My term is up as of this meeting and though I have really enjoyed my work with the Chamber, I am finding it difficult to devote the time required for this position due to my work schedule. I will miss working with all of you, but have promised to assist the board when extra help is required.

Respectfully submitted,

Lisa Bannerman

Bragg Creek & Area Chamber of Commerce

Communication Report

From: Lori Gildemeister - Communications

Working collaboratively with Director of Marketing and Mackenzie Walsh to provide updated communications for our members and general public

communication sources:

- Constant Contact – Over the past 3 months, you have sent 5 campaigns and improved your open rate 6.50% compared to the previous 3 months*. It's a great improvement and you should be very proud of this accomplishment.
- FaceBook - Visit Bragg Creek - total of 489 page likes with 315 people engaged over the last week
- FaceBook - Bragg Creek Chamber of Commerce - total of 181 page likes with 29 people engaged over the last week

Mackenzie Walsh:

- Mackenzie has been the greatest improvement to our communication with the chamber

Bragg Creek & Area Chamber of Commerce

Grant Report

From: Marcella Campbell, Secretary

Working collaboratively with Vice President and Director of Marketing searched and followed up on several grant applications. This resulted in applying for a handful of grants. The application, funding and future plans are summarized below.

Applications:

- Travel Alberta – Cooperative Marketing Investment Program: applied for funds to be used towards marketing campaign.
- Alberta Culture and Tourism - Community Initiatives Program (CIP): Applied for funding towards updating website, social media campaign.

Successful Applications:

- Travel Alberta – Cooperative Marketing investment Program: \$ 18,000
- Albert Culture and Tourism – Community Initiatives Program: \$15,700

Future Applications:

- Travel Alberta – Cooperative Marketing Investment Program: will apply for funding to support marketing activities.
- Travel Alberta – Festival and events Tourism Growth Program – will apply for funding towards several annual festivals occurring in Bragg Creek.
- Rockyview Community Recreation Funding Grant – will apply in partnership with community organizations for building hamlet pathways.

Festival Report – 2015 – Marina Cooke

To date it has been a very successful year for the current Bragg Creek Festivals. Our newest, the **Heritage Festival** was a great success for its inaugural year and plans are already in the works to make it a much bigger and better one next year. We found interactive displays to be the biggest draw, this year we had sheep shearing where the kids provided the manpower to run the clippers and the log peeling and rock crushing were also well attended. We will be increasing these displays to include gold panning, sheep to shawl, as well as antique household and hopefully house and character tours. Currently, I remain chair on this festival but am more than willing to turn the reins over while continuing to help organize and run the event.

The **Scarecrow Festival** was again a very successful event. Stacia Hemmet has this one well under control with minimal help and effort required (although it is offered) by the Chamber.

LM continues as the chair for the **Spirit of Christmas Festival**, this festival continues to grow and bring thousands of tourists into the Hamlet in the first 2 weekends of December. I would like to see this one continue to grow with perhaps more merchant involvement in regards to decorating and making the Hamlet more of a made for TV Christmas movie look and feel. As well, I feel the return of the reindeer would be a huge draw. We have mascots Olaf, Anna & Elsa but being a movie their popularity could dwindle whereas Santa's reindeer are timeless.

Angie Sanders and Ward (Clarke?) did an absolutely AMAZING job with **Wild Pink Yonder**. In a very short time, they created a first class event and I am hoping that we can work with them and provide them more Chamber and local support and do this paint the town Pink every year.

Hero's In the Sky while not official a "festival", it is run by and organized by our local volunteer fire department with huge support from Lori Gildmeister. As well as, Mark Kamachi supplies the equipment, soundman, host duties, tshirts, advertising, art work and countless other contributions. The Chamber does support this event every year and myself as a Chamber Director organize and run the bar, beer gardens, music lineup and volunteers. So I feel with 3 Chamber directors helping to organize and run it each year, it should be included in the Festival report. That being said. Saturday was an AMAZING day with record temperatures, fantastic musicians, great wine and good crowds. Sunday unfortunately was torrential downpours and we had to cancel the day. However, we still managed to raise a lot of money in the one day and are planning bigger and better for next year. As a side note, I am currently working with some of the musicians and a local recording studio to see if we can create a HITS from HITS Cd for sale at next years event.

Festivals of the Future

Currently I am working with Bragg Arts to see if there is enough interest to do **Shakespeare In The Park**. John O'Gorman and Teri Singer have stepped forward as lead on this initiative and have put calls out for actors, plays etc. This could be an amazing annual event that not only brings crowds into Bragg, but increases our profile as supporting the arts and rebranding us as an Artist and event driven community. I

am awaiting a budget to see what kind of funding we may need in order to apply for an Arts Grant if required. We are hoping for this to launch Summer 2016.

Bragg Creek Folk Festival currently has a few musicians willing to help organize, perform and support this event. In conversations with Mark Kamachi, we agreed that this could be Braggs biggest and best Festival. We are looking at meeting within the next few months in order to discuss the needs of this festival. I am hoping to include our new Tourism director and am looking at different Art Grants to fund this as well as the possibility of corporate sponsorship if needed. Projected timeline Summer 2017

Wish List: Winterfest. A festival in late February that would be similar to the Mukluk days of the past. February is usually the quietest months for visitors and businesses in the Hamlet and a little winter fun that would include: Human curling, frozen turkey bowling, dog sled races, ice sculptures etc. We need someone to take the lead on this. If no one else steps forward, I will plan and organize its first year but feel I wouldn't have the time needed to properly do this until Folk Festival and Shakespeare In the Park are off the ground. In that case projected timeline would be February 2017.

Easter Festival I would like to join forces with the BCCA and plan a large Easter Festival. This is just a thought right now and I have yet to speak with Luanne, but if we can work with her personally, I think we can come up with a great festival that combines business and community and can be the start of a family Easter tradition.

Basically, I think it is very important to continue to grow our festival lineup to stay active and compete in the tourism trade. Banff and Canmore have more to offer within their town sites and we need to create a vibrant, happening Hamlet to bring the day trippers to Bragg.

COOL LITTLE TOWNS: Gail Gold

The Cool Little Towns (CLT) regional partners are Black Diamond, Bragg Creek, High River, M.D. Foothills, Nanton, Okotoks, Turner Valley. The CLT partnership is governed by a partnership agreement that makes decisions on a collaborative consensus basis with Okotoks being the regional lead and financial treasurer. CLT is a regional partnership created to explore and develop tourism marketing opportunities that increase awareness of its participant municipalities and businesses. The June 2013 floods damages not only the affected properties but the economies of each municipality. While recovery efforts are ongoing in each of these communities, regional efforts have been initiated to assist each other in countering the loss of business and income resulting from the floods. It is the intention of the CLT partnership to provide the necessary elements to attract people and to coordinate combined tourism offerings that promotes our regions in a manner that each municipality would not be capable of individually.

The **first goal** is to develop a three year Strategic Plan and Annual Action/Marketing Plan. This will allow the partnership to earmark monies and resources for focused marketing. We will also have a structured approach to develop the Destination Marketing Partnership for sustainable operations and future investments in the region to enhance programs and events for generations to come.

The **second goal** is to develop Day Trips. With the help of the second stage grant from the Province, CLT will be able to move forward to encourage market ready businesses and create additional weekend experiences. We will be able to identify events within the region that have synergies as well as capacity to grow. We will develop programs that encourage the visitor to experience the uniqueness of each community.

The **third goal** is to build capacity, the current governance model has the CLT partnership currently led by municipal government representative. The goal is to reach out to industry in the region to become part of the CLT.

The **fourth goal** is the website, since it is the main marketing tool for the CLT, in addition to social media. The website was updated in 2014, however, additional upgrades are necessary to accommodate mobile compatibility and the integration of new products.

The Accomplishments & Progress

- Improved the website navigation
- Trademarking for "Cool Little Towns" initiated
- Developed compelling logo that represents CLT as a region, with the option of individualise the logo for each community
- Completed Branding and Branding Guidelines for CLT
- Initiated Social Media campaign
- Individual communities integrate CLT logo into their Tourism and Event marketing to create awareness
- 2014 secured Provincial grant in the amount of \$50,000 to undertake a tourism assessment

- 2015 secured Provincial funding in the amount of \$70,000 for the implementation of phase two of the CLTs' themed driving routes through member communities targeted as daytrip and weekend getaways from Calgary.
- Developed new Partnership agreement, signed by all partners
- Bragg Creek was included as a CLT partner
- We participated in Spring Training & Showcase in Edmonton in May of 2015 & generated much interest in our region
- Regional all-encompassing branding with individual spin offs to showcase each community was developed
- provided training to tourism stakeholder through Trave Alberta workshops supported and promoted through CLT in High River & Okotoks
- Participated in regional Christmas initiative - Foothills Holiday Roadshow
- Drafted a 3 year Strategic Plan
- Increased Social Media presence

Strategic Goals

- Develop annual work/action plan
- Develop a 2-3 year Marketing and Communication plan according to budget
- Redesigning the website according to the new brand
- Increased Social Media presence
- Build capacity to expand CLT membership
- Structure Organization according to stakeholder membership

The Overall goal is to create awareness of CLT communities

Strategic Initiatives

- Continued refresh/update of website consistent with its new brand
- Develop themed driving tours
- Brochure creation
- Achieve increased social media presence through solid content marketing
- Participate in Tradeshows to promote CLT Region
- Capitalize on event promotion utilizing various media vehicles
- Each town cross promoting CLT within their tourism initiatives
- Research DMO's and Tourism Organization to find the best structure for CLT membership
- Expand membership to industry and increase stakeholders, on all tourism industry related levels and CLT members buy-in according to the findings of the Tourism Organization research and become a regional DMO like organization