

**Bragg Creek & Area Chamber of Commerce**  
**Member Meeting**  
**April 19, 2017 at 7pm**

1. Call to Order at 7:02pm
2. **Adoption of Agenda:** Motioned by Gail and 2<sup>nd</sup> by Pauline
3. **Adoption of Minutes** – Tabled to May’s meeting
4. **Presidents Report** – Tabled to May’s meeting.
5. **COMMITTEE REPORTS**

**Spirit of Christmas:** Louise-Marie would like to step down from Chairing the ‘Spirit of Christmas’ event. Volunteers are in place, but a new Chair is required. Meetings are once per month and the event is on the first two weekends in December. Baruch offered to find Louise-Marie a new Chair.

**Cool Little Towns:** Banners will be displayed over the next few weeks.

**Marketing/Website:** RFP’s are completed for the new website design. Mark discussed the website submissions and has narrowed down the RFP’s to the final two; a decision will be made by the end of April. The new Pole banners are complete and will be going up in the next couple of weeks

**Taste of Bragg Creek:** Over \$8000 was made at this event. The BCCA isn’t interested in organizing this event. Charlie will Chair this event with a group of volunteers and the proceeds will go in support of various charities.

**Director of Tourism:** Charlie wants to bring Visitor Tourism to Bragg Creek; there are many Grants available for this. Charlie will be meeting with Economic Development in Cochrane to discuss the options available. Charlie would like to see space available in the community centre. There is funding available to hire people and this job would create employment for 3-4 people who could also do work for the Chamber. A business plan needs to be written, hwy signs to be implemented and possibly staff riding bicycles to provide tourists with information. Charlie will Chair this committee and needs volunteers.

**Table Talk Discussions:**

**Parking Challenges & Solutions:** cyclists leave their vehicles for the day, better signage is needed for cyclists to leave their vehicles at the community centre parking lot, give a positive message, offer free coffee coupons, validate parking, 15% off purchases for free parking

**Collaborating to Attract Customers:** signage needs to improve, 4 way stop traffic line-ups, more social media promotions, lots going on, restaurants & other businesses need to create buzz, local business owners should visit other businesses to see what is offered, hand out local maps, offer package deals of golfing/dinner/B&B, offer high quality service & products

**How to Stop them from driving away:** customers don’t know what businesses are still here due to flood, perception to visit Bragg Creek that real people live here not just a tourist town, need to change

perception for tourists, visual needs to change of Bragg Creek, Bragg Creek is a #9 dressed up as a #2, Bragg Creek signage faces East, Highway signage misleading because only 2 businesses are listed, signage is a cost issue

**Creating a customer experience:** traffic is a huge issue at the 4-way stop, customers get frustrated at waiting to get through, there needs to be better curb appeal at entrance to the Hamlet, more garbage containers, streets cleaned, consistent hours (but this can be challenging with restaurants), staff need to be friendly & promote other businesses, offer monthly promotions similar to Cochrane to bring tourists to the Hamlet (6-9pm on a Thursday), the Hamlet needs to feel inviting to tourists, business owners should visit each other to see what is available, walkability

6. Introductions of everyone at the meeting.

7. Next meeting is on May 17, 2017

8. Adjournment at 8:15pm