

Bragg Creek & Area Chamber of Commerce

January 18 Board Minutes

PRESENT: Mackenzie, Mark, Gail, Yvonne, Louise-Marie

Absent with Regrets: Charlie, Heather, Marcella, Suzanne

Absent without Regrets: Marina, Stacia

1. Call to Order at 5:35pm
2. **Adoption of Agenda:** Louise-Marie motions to adopt the Agenda, seconded by Gail and carried
3. **Adoption of Minutes of November 16, 2016:** Gail motions to adopt the minutes, seconded by Yvonne and carried
 - 3.1 Unfinished Business – None
4. **President's Report:** As discussed, the Chamber supports the new revisions to the ASP and flood mitigation.
5. **Treasurer's Report:** Tabled to February meeting
6. **New Business:** A mid-term Chamber party will be planned for Board members. Louise-Marie will be sending out emails for attendance confirmation and location of event suggestions. Date and time to be determined.
7. **Committee Reports:**
 - 7.1 **Membership & Business Liaison** (Yvonne): 115 out of 129 Chamber memberships have been paid. Ten memberships are outstanding and four memberships are pending.
 - 7.2 **Community Liaison** (Position Vacant) – Nothing to report

Marketing & Communications: Signage committee met with Elizabeth Hertz, Steve Archer, Yvonne & Suzanne. Elizabeth has been talking to Rockyview Economic Business regarding better signage on White Avenue. A budget is needed to make new signage. Louise-Marie suggested reviewing Mark's proposal from two years ago. Louise-Marie to inform Richard Brown, chair of the Revitalization Committee that there is an ad hoc committee working on wayward signage.

7.3.1: Website – The VisitBraggCreek website needs to be updated and a separate Chamber website linked to the VisitBraggCreek website needs to be designed. There needs to be a "contact-button" added to the website for all Chamber emails.

7.3.2: Social Media

7.3.3: Newsletter

7.3.4: Public Relations

7.4: Tourism: Tabled until February meeting

7.4.1: Cool Little Towns: Gail – There will be an ‘invite-only’ event held at the Eau Claire Distillery in Turner Valley on February 9, 2017 from 5-7pm

7.5: Festivals: All Tabled until February meeting

7.5.1: Heritage Festival

7.5.2: Scarecrow Festival

7.5.3: Spirit of Christmas

7.6: Grants – Tabled until February meeting

8. Additional Items:

8.1: Art Project – Tabled until February meeting

8.2: SecureTrans –Alex: Bev will research to confirm if this is worthwhile

8.3: Petition Request from Brooks Chamber of Commerce: Louise-Marie motions to support the Brooks Chamber of Commerce petition against the carbon levy, seconded by Gail and carried. Louise-Marie will follow up with this.

8.4: Federal Government taxing benefits policy change: Chamber supports this, Suzanne will follow-up. Gail motions and Louise-Marie seconds, carried

8.5: Growing Rural Tourism Ignite the Change in Camrose February 13-15:

Yvonne motioned for two people to attend this conference, Gail seconded and carried – the chamber will pay for half the cost of the \$350.00/person charge. Needs to be submitted by the end of January.

8.6: New Creative Directions: Louise-Marie motions to proceed, Mark seconded and carried to approve the new ADS and banners

8.7: City Palate Magazine March/April issue: Approval to use Chamber AD, Rockyview will cover 1/6 of cost for advertising. They will approach the businesses to sell marketing space.

8.8: Taste of Bragg: This event has been handed over to a committee. The committee is asking for \$1000 sponsorship for the 2017 event. Gail motioned, seconded by Louise-Marie and carried that we provide the \$1,000 if it meets the criteria of the Policy regarding donations.

10. Adjournment: at 6.47pm