

Bragg Creek & Area Chamber of Commerce

March 15, 2017 Board Minutes at 5:30pm

PRESENT: Mackenzie, Mark, Suzanne, Heather, Charlie, Stacia, Gail, Bev

Absent with Regrets: Marcella, Marina, Louise-Marie, Yvonne

1. Call to Order at 5:33pm
2. **Adoption of Agenda:** Suzanne motioned to adopt the Agenda, seconded by Charlie and carried
3. **Adoption of Minutes of February 15:** Suzanne motioned to adopt the minutes, seconded by Mark and carried
4. **President's Report:** Suzanne and Mark attended a meeting in High River to meet with other small town Chamber associations – High River, Okotoks, Black Diamond, Turner Valley, Nanton & Claresholm. The focus of this meeting was to discuss ways that the chambers could collaborate. There will be another meeting in April that Mark/Suzanne will attend. Suzanne spoke with Lisa Houle from Economic Development and Trade to provide an update for Minister Darren Bilous who is hosting a meeting in Cochrane that we will be invited to.
5. **Treasurer's Report:** Four month statement included. Heather wanted to clarify the GST paid on purchases.
6. **New Business:** Changes within the Board of Directors – Marina is stepping down, Stacia will be doing the Community Liaison, Charlie will be in charge of Tourism, Bev will record the monthly minutes.

7. **COMMITTEE REPORTS:**

7.1- Membership & Business Liaison (Yvonne): Yvonne met with Pastor Dave and Christine from the BCCA on March 2nd regarding the 'Welcome' event. This is being rescheduled from April until September 2017 to coincide with the Fall Family Festival, date to be determined; but likely in early to mid-September. The Church will organize 'welcome boxes' for new residents and Pastor Dave will issue a letter for the Chamber to distribute to the membership asking for items to promote their businesses. Yvonne would like to request sponsorship money towards snacks & refreshments for this event.

7.2 - Community Liaison (Stacia)

7.3 Marketing & Communications:

7.3.1- Website: Mark is continuing the search for the company to do the two new websites. The RFP's have gone out and we have lots of interest. The new Banners will go up in May and will depict shopping related pictures, artisans. Admaki will do the printing. Heather discussed the opportunity to advertise in Metro News for Travel & Tourism. Heather will continue to submit the monthly newsletter for the High Country News.

7.3.2 - Social Media – Mackenzie reminded everyone about the ‘*Taste of Bragg Creek*’ on March 31 from 5-9pm

7.4: Tourism: Charlie has met with Travel Alberta regarding a possible collaborative and funding opportunities. He has also been in touch with a company interested in bringing a business venture of zip lining to the area; 5 acres would be needed for this activity. The person will be coming to Bragg Creek in the spring to look at the area. Charlie attended a meeting on how to apply for Grants and how to hire people through job grants. He met with Carolyn Melnyk (workforce consultant). Charlie would like to see a full time person operating an information centre to assist tourists. Suzanne delegated Charlie to be in charge of developing a tourism plan for Bragg Creek.

7.4.1: Cool Little Towns: Gail attended the official opening; Alex is not on committee any longer. There is a marketing meeting on March 20th.

7.5: Festivals: Looking for volunteers for the Heritage Festival and other festivals. Suzanne suggested that all of the festivals be under the Tourism umbrella.

7.6: Grants – Suzanne continues to discuss with Marcella various opportunities available. Missed out on ‘*Visitor Services Innovation Grant*’. They are looking for innovative ideas to get information to visitors in our current digital age...one idea is a roaming bike with internet. There are lots of grants available and we need to be applying for them. Mark has applied for a STEP Grant for a summer student for marketing. The other half of the position will covered by funding from the Visitor Friendly Grant from Alberta Culture & Tourism.

Additional Items:

8.1: Art Project – We currently have a \$5000 Project Grant for the first stage of an Art Walk. We cannot apply for another grant until until this one is completed. With Marina’s departure it will be difficult for us to complete this project. Heather motioned passing this onto another group in the community such as the BCRC or the Artisans Groups. Gail seconded, all in favor.

8.2: Taste of Bragg – Charlie handed the project over to the BCCA, but he was still overseeing everything. The BCCA wants the Chamber to take over the ‘*Taste of Bragg Creek*’. Charlie suggested that he would regain control of organizing the annual event, but with a committee. Suzanne would like a proposal from Charlie by May. A suggestion would be that the Chamber advertises the Taste of Bragg in support of the BCCA for 2018.

8.3: Charlie questions why some businesses are not Chamber member. It was suggested that Charlie ask what such businesses would like the Chamber to do for them. As Mackenzie is delivering maps to local businesses, she encourages businesses to join the Chamber.

9. Meeting adjourned at 6:37 pm