

Bragg Creek & Area Chamber of Commerce Meeting February 15, 2017 at 7pm

1. Call to Order at 7:04pm
2. **Adoption of Agenda:** Motioned by Lowell and 2nd by Guy Buchannan
3. **Adoption of Minutes** – Motioned by Cathy and 2nd by Guy Buchannan
4. **Presidents Report** – Suzanne met with Alberta tourism and discussed many issues - signage, grants, and visitor innovation fund. In this digital age, there is a need to get more information out to the public. Roaming bike with internet, there is funding for this type of advertising. There are lots of grants available and we need to be applying for them. The visit to Cool Little Towns at Eau Claire Distillery in Turner Valley was very interesting. Dana does 360 photography and Suzanne has invited her to speak to the Chamber. The Chamber of High River has lots of ideas for advertising. Suzanne was supposed to meet with Darren Foth but was unable to attend the meeting; she will reschedule to discuss the benefits plan for the Chamber. The signage is an ongoing challenge. The Bragg Creek Revitalization committee will create a joint committee with Bruce McAllister from the Rockyview County
5. **Committee Reports: Membership Report:** 126 out of 129 Chamber memberships have been paid. The Chamber has the budget to cover the cost of producing the telephone card. For non-members, the cost will be \$10 to advertise their business on the telephone card. At the BCCA, on April 12th from 6-8pm there will be a 'Welcome to Bragg Creek & Area' for new residents. Local businesses are encouraged to set up a table to promote their business. Mackenzie volunteered to collect all of the information to put onto the updated telephone card.
Marketing/Website: Mark is getting quotes for the two new websites (Chamber & Tourism). People like the 'Cool Little Towns' website and suggested that website designer be chosen.
Taste of Bragg Creek: Mackenzie reminded businesses about the event on March 31st from 5-9pm. This is a fundraiser for the BCCA and an opportunity for businesses to stay open later for customers. **Bragg Creek Directory:** Cathy told everyone that extra copies are available at Gold Photography, Spirits West, BCCA, and Bragg Creek insurance.
6. **Open to the Floor:** Mr. McAllister is the head of Rockyview 2020. There is a meeting in Balzac on February 22nd, these meetings are monthly and encourages business owners to attend. This society is funded by the members. The website is www.rockyview2020.com Bob Cook commented on the amount of services available in Bragg Creek (dentist, hairdresser). Yvonne reminded business owners to pick up their certificates.
7. **High Speed Internet Options** – Joop Cousteau – Business owners can phone Telus for a free DSL and commercial public Wi-Fi. Axia will provide high speed internet in Redwood but Bragg Creek is not registered as a Town and therefore Axia not able to provide high speed internet.
8. **Alberta Bike Conference** – Lorne McLash – discussed the importance of biking for tourism. The town of Hinton embraces biking trails from Fort Saskatchewan to Hinton. They offer excellent signage. David Shepherd (MLA) is promoting cycling in Alberta. There is a proposal in effect to build cycling paths from Jasper to Lake Louise. The Mayor of Canmore has tricycles to pick up seniors for transportation. Lorne thinks having bike paths will generate income. Cycling advertisements adds value to community.

9. Table Talk Networking – Customer Feedback Program, Cooperative Marketing, Managing Seasonality:

Managing Seasonality – Discussion Group

- During shoulder season – try tying in to event's happening in Bragg Creek, to bring locals into your shop. i.e. Offers, coupons, discounts.
- Create partnerships with other businesses. i.e.- While waiting for a bike tune up at 22X hand out a free coupon for coffee at Heart Café.
- Create pop-up markets within your place of business or perhaps community centre to pull in tourists.

Customer Feedback Program – Discussion Group

- Offer discounts to customers who write a review on Trip Advisor
- Link Instagram to TripAdvisor
- Customer feedback is important to every business
- How do businesses get onto TripAdvisor? Not sure of answer

10. Next meeting is on March 15, 2017

11. Adjournment at 8:18pm