



**Regular Board Meeting
December 5th 2022**

The regular scheduled meeting of the Directors of the Crowsnest Pass Chamber of Commerce was held at Crowsnest Pass Golf Club on December 5th, at 3pm, 2022 with President Daina Lazzarotto in the Chair.

PRESENT: Daina Lazzarotto, Teyel Strandquist, Kylee Warkus-Forget, Brad Edmondson, Bryce Andreassen, Koral Lazzarotto, Melanie Shefter, Norja Vanderelst

GUEST:

ABSENT: Melisa Atkinson, Tim May

RECORDING

SECRETARY: Kylee Warkus-Forget

CONFIRMATION OF QUORUM

Chamber President, treasurer and five Directors present, Office Manager. Quorum confirmed.

CALL TO ORDER

The meeting called to order at 1:07 pm. With president Daina Lazzarotto

APPROVAL OF AGENDA

MOTION to approve the agenda as presented. Melanie and Norja. All in Favour

APPROVAL OF MINUTES

Minutes from November 2022 Board of Directors meeting were distributed, for review.

MOTION to approve the Minutes of the November 2022 Board meeting. Teyel and melanie. All in Favour

APPROVAL OF FINANCIAL STATEMENTS

Presented from current year to date

MOTION to accept Financial Statements as presented. Teyel and Melanie. All in Favour. Daina mentioned that the Golf Course pay out was late so that is why that statement is showing up in our records as of now.

ADDITIONS TO AGENDA

8.g. Newspaper advertisement 8.h. Meetings time/date

BUSINESS ARISING FROM THE MINUTES

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- a. AGM wrap up: We had 14 members renew their memberships at the AGM, we had nothing but positive feedback from the Panel of business owners. We talked about the Lifestyle show and had some great comments on where we should focus on.
- b. Visitor Guides: December 15th Ad sales start. Kylee had sent out personal emails to all the previous premium page holders, letting them know what we were shifting the Ads in a new direction allowing all business owners a chance to place their ad in the Visitor Guides this year on a page of their choosing. Then Kylee had sent out an e-newsletter to all members letting them know if the new 2023 pricing, and ad deadlines and how to submit. We also Hired Joni MacFarlane to help with ad sales from January till February 21st.
- c. Best of Gala event date: We would like to hold the Best of Gala at the end of the Business week again, keep that an occurring standing date for the Best of. This year 2023 the Gala will be on October 21st at the MDM. MDM is booked.
- d. Luncheon: Luncheon will be held every 2 months on the 2nd Wednesday of the month. E had one at Stones Throw and Citizens Supportive Crowsnest Coal did a presentation. January 11th we will have Norja from Colour Infusion Marketing & Design provide us with insight on marketing and designing our ads on social media, from 12-1 at Ben Wongs.
- e. Website: In the new year, we will have Norja work with Kylee to obtain the new website and contractors site and go live.
- f. Printer: Printer was voted on to spend the money and receive a printer worth printing off 4000 copies on 1 package of ink. Brad did suggest looking on auction sites for a RICOH printer. Teyel made a Motion to approve printer at a price of \$360 for the office, Norja second, all were in favor. Printer was purchased for the Chamber office.

NEW BUSINESS

- a. Board Positions: Everyone's opinions are important; however, we speak as one, one voice as a message to the public once we are the Chamber board representatives.
President appointed: Daina Lazzarotto All in Favor
Vice President appointed: Melisa Atkinson All in Favor
Secretary appointed: Tim May All in Favor
Treasurer appointed: Melanie Schefter All in Favor
Directors: Norja, Bryce, Teyel All in Favor
- b. Vacancy with a Chamber representative for the Historic Society: Possibly Melisa? We will discuss at next meeting. Brad has been a historic member and chamber representative for 2 years, as his position is up for the 2023 Chamber year, we need a new chamber representative. At the Historic society meetings they work with the municipality, advocate for local businesses. We

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need to continue to have a voice for the local businesses on this board. Then report back to the Chamber board. They host monthly meetings at the council chambers. Business signs are approved or denied through this society.

- c. Cash Mob: Norja brought to our attention, this type of advertising is a fun game to bring people into retail shops. We would pick a business every month, work out the details, talk to see who is interested. Perhaps it can be a secret of what business it is that month. The board liked to keep it a secret, be a surprise to the business. Perhaps run one in January/February, maybe a valentine's day one. We will discuss more at next meeting, nail down the details.
- d. Branding Strategies: Norja wants to make the social media posts more streamlined, not all over the map on colors and posts to the public. Be known for a brand, our posts. Keep it consistent. Makes it frustrating for everyone to look at if not streamlined. Wants us to look at Coaldale's Chamber posts for guidance. Make our colors repetitive. Have a look and feel to it. Norja will make us a template to use in Canva to make ads/post designs easier. Norja will create a branding strategy guide for the Chamber.
- e. Chamber Headshots and bio: We would like to have these photos done for social media, and the website. We will send out for a couple photographers quote and decide. Looking for headshots for the Board and a group photo.
- f. Lifestyle show: The events committee consists of Daina, Tim and Melisa as of now. They plan and bring to the board. We decided to go ahead and cancel the April booking of the Lifestyle show for the 2023. We feel as the Lifestyle show was cancelled last year due to no business having the time, money, or employees. That businesses figured out a way to make other ways of bringing their product to the people. We also have a community market in town that we would directly be campaigning against. We want to bring all our local businesses as much tourism and business as we can, we felt that the lifestyle show was all out of towners hosting a booth, not our local businesses. As we did bring in tourism that did support our local restaurants and hotels. So, we would like to promote tourism and still help our local businesses but in a different way than a lifestyle show, we would like to hold a Festival over 2 days in July. Have live music, partner up with the municipality and SCRTA. Have markets, beer gardens, fun family events, stores open street markets, food trucks and more. Currently looking at July 21/22 2023.
- g. Newspaper advertisement: we added in a merry Christmas to our members, Norja designed the add. We took out a 2x3 for \$60. With the Pass Herald.
- h. Meetings/Time/Date: it was discussed as to what the new board members were able to make for dates to work to attend the chamber meetings. Agreed upon was every second Monday of the month at 1pm will be a standing reservation at the Crowsnest pass Gold Club for our Chamber meetings.



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NEXT MEETING

The next Chamber Board meeting, AGM to be held on January 9th 1pm, 2022. Crowsnest Golf course.

ADJOURN

Meeting adjourned at 5:05. Motioned Teyel and Norja. All in Favour

IN CAMERA

These minutes were adopted and approved by the Crowsnest Pass Chamber of Commerce Board of Directors on _____ of _____ 2022.

Director: