

Minutes of the Meeting of the Creston Valley Chamber of Commerce

November 16th, 2017

1. Call to Order and Members in Attendance

President Mark Wolfe called the meeting to order at 12:05pm.

Members in attendance include; Mark Wolfe, Mark Saunders, Megan McKendry, Dobrilla Braunstein, Ralph Vigna, Joanna Wilson, Brian Lawrence, Kim Garety, and Bob Johnson. Also present are Chamber Manager, Vern Gorham, and Economic Action Partnership Manager, Heidi Germann.

2. Approval of Minutes

Minutes of the last meeting were accepted with no changes of objections.

3. President's Report

a) Arts Council Presentation

In a recent meeting with the Creston Arts Council, Mark W. presented options for collaboration in regard to the planned renovations of the Armitage Center. There was discussion of bringing the Arts Council back in house with the Chamber, as well as possibilities for a strategic partnership to generate funding. Joanna W., who was also present as a member of the Arts Council, indicated the executive was impressed with the possibilities and will be seeking expert consultation to ensure everything is done right.

b) Board of Governor's Retreat

At the retreat, Mark W. presented with Kim G. of the College of the Rockies. Kim talked about possible program collaborations moving forward, included but not limited to the Mountain Hospitality program and a Carpentry program. COTR is open to business and community input on what would be of benefit in terms of local training options. Also discussed was the spike in international students and how to best utilize this. One option is a hospitality diploma program focusing on international students in the hope of generating international tourism.

c) EAP Steering Committee

In a recent meeting with the consultants from Vancouver, it was indicated that they are working on formulating a report to be released in the future. The meeting focused on a select few quick start items to get the project some momentum. These items include; publicizing existing success stories for economic development, a video and social media campaign, a region wide map of hiking trails, and marketing for BC Buy Local Week (November 27th to December 4th). They are looking for collaboration opportunities with the Chamber. A specific collaboration mentioned was to work together on building a list of

question to bring to local businesses for one-on-one feedback on what they would like to see as a focus in the EAP.

d) CDCIC Potential Collaboration

The Creston District Community Co-op has asked for the Chambers input on how to boost participation in the program. There is a common goal between the 2 groups of looking for ways to strengthen the business community. The CDCIC provides funding through low interest loans to local businesses for things including, but not limited to, start-up, expansion and succession.

e) KLCC Presentation Coming Up

Mark W. will be meeting with Gina Methurst of the Kootenay Lake Chamber of Commerce on November 20th to discuss collaboration on the Chamber magazine project among other things.

4. Vice President's Report

a) Constitution

The new constitution was sent to Innovation, Science and Economic Development for approval, and was denied and returned with a list of items that were not adequately addressed in our proposed new constitution. The Creston Chamber of Commerce had used the Cranbrook Chambers revised constitution as a template, which was modified to apply to our organization. Mark S. has taken it back to the drawing board and built a new constitution designed to follow the Board of Trade Act, the sole tenant of which is empowering the members. The rewrite must be reviewed and approved by the membership. Heidi G. suggested contacting the Invermere and Kamloops Chamber Managers to reach out for their input before moving forward with member review. In the meantime, the proposed constitution has been sent to all board members for review.

b) Manager Contract

Up to this point our Chamber Manager has been working without a contract. The executive is currently working on creating a contract that will provide some security to both the Chamber and its Manager. Once complete, it will be presented for review.

c) Drainage Issue

It has been discovered that there are some serious drainage issues present. Areas of concern include the lower loading dock and the roof. There is a concrete drainage gutter outside the loading dock which is not draining properly. There is a sump pump but it is not the capacity necessary to meet the drainage needs, nor is it pumping the water far enough away from the building. It has been brought to the attention of the executive that there was standing water in the loading area last year. In addition, the roof is collecting pools of water due to non-functioning and misplaced drains. The water that is draining from the roof is running down the building around the electrical conduit. There is currently water running into the lapidary room near the electrical input. Mark S. indicates this is an issue that needs

to be addressed immediately. Corrective measures may include, but not be limited to, new roof drainage, new higher capacity sump pump(s) with the power to pump water away from the building to the North drainage conduit and new plumbing. The building committee will gather quotes to have repairs completed.

5. Secretary's Report

a) Financial review

In October 2017, Manager Vern G. created a budget for the upcoming year, and not taking into consideration the renovations (which were not in the scope of work at the time) the budget was right on track. The projected revenue was \$92,940, with the actual revenue coming in at \$92,957. The projected expenses were \$89,545, with the actual expenses coming in at \$97,664. Unexpected expenses included approximately \$7715 in renovations and \$1973 in furnace repairs and without them the actual expenses would have been under budget.

6. Manager's Report

a) Membership Report

At the end of 2016 the Chamber had 117 members. Currently, there are 139 members, 23 of which have registered since Oct 1st, 2017, following a recent membership drive. The Manager has set a goal of 160 total members by the end of 2017, which would be the highest membership count in several years. It is intended to use Constant Contact to automate email campaigns.

b) Meeting with Ramada

In a recent meeting with a representative from the Creston Ramada, accommodation availability was discussed for the suggested dates of upcoming events. It was made clear that the dates of the ball tournament and the Grand Fondo should be adjusted to ensure the local hospitality industry can accommodate the influx of people. It was decided that the Ball Tournament should be moved to the weekend before Blossom Festival and the Grand Fondo should be held on the 3rd weekend in September.

c) Member to Member Benefits

The Member to Member benefit tab is up and running on the website and the Manager and executive will be approaching existing members to consider what they could offer to other members as a benefit.

7. Member to Member Internal Issue

Mark W. addressed a recent issue that arose following a special offer proposal sent by email to board members for review. It was agreed that once the proposal was repositioned as a member to member benefit, there was no concern regarding possible conflict of interest.

8. Magazine Project Update

At the last board meeting there was a motion passed to continue with production of the first issue of the Chamber Magazine for distribution in January, 2018. A template was passed out for review of the general look and feel on the publication. There will be no cost to the Chamber, the publication will be approximately 24 pages and it will be mailed to every house in the Creston area. Mark W. has a meeting to present the desire for collaboration with the Kootenay Lake Chamber of Commerce on Monday, November 20th.

Originally a motion was passed for tri-annual publication, but Mark W. asks for a motion to amend that to a quarterly publication. So moved by Mark S.; seconded by Kim G. None opposed. Motion carried.

9. Winter Festival

Megan M. suggests the Chamber sponsor the \$300 prize for the best decorated store front. Motion moved by Brian L.; seconded by Joanna W.; none opposed. Motion carried.

10. Committees to be Struck

a) Membership Committee

Core functions are to liaise with other groups who are driving projects of value to members and think through ways to add value to membership, including presentations and member focused events.

Chair: Megan McKendry

Collaboration with Heidi G. and Vern G.

Mark W. asks for a motion to direct the executive and Chamber Manager to make membership a priority in 2018. So moved by Bob J.; seconded by Brian L.; none opposed. Motion carried.

b) Nomination Committee

Core functions are to nominate new Chamber, board and executive members. According to new constitution (once ratified) all nominations must be presented to membership for vote by best means. Bob J. will assist but no one volunteers to chair the committee, so this item is tabled until the next meeting.

c) Events Committee

Core function is to organize upcoming events; tabled until next meeting.

d) Steering Committee

Core function is to oversee and track productivity of all other committees; tabled until next meeting.

11. Report on Creston Valley Kootenay Lake Tourism Advisory Committee

Bob J. reports on the CVKLTAC. To date, there has been \$30,000 committed (from TOC, Regional District and Photo Bank) for tourism from Yahk to Kootenay Bay. A draft application is being worked on to be input by Nov 30th for creation of a brochure consisting of approximately 10 pages to help direct visitors to targets, including; arts and culture, food and wine, outdoor recreation, and wellness and nature. This destination marketing brochure will include tear out maps for each target category.

12. Fall Fair 100th Anniversary

Joanna W. presented the idea of the Fall Fair committee for the 100th anniversary in 2018 to feature a scarecrow festival in which each business would create a scarecrow to feature their service or product.

13. RBBS Telecom

Brian L. addressed an issue surrounding RBBS Telecom contacting local businesses and saying they are affiliated with the Creston Valley Chamber of Commerce, and/or are endorsed by same. Vern G. has contacted them and told them that is misrepresentation and that they must desist.

14. President Mark W. called the meeting adjourned at 1:50pm