

## **Minutes of the Meeting of the Creston Valley Chamber of Commerce**

July 20, 2017

### **Informal discussion prior to arrival of full quorum**

It was confirmed that Vern did communicate via email, following the last meeting, with members not in attendance and all motions from previous meeting were carried through via email vote.

Andrea Lochlan's resignation from the board and the executive for health and personal reasons was discussed.

**President report:** Mark W. discussed an upcoming meeting with the town executive and liaison on August 14th at 9am as an opportunity to discuss possible upcoming projects and strengthen relationships with the Town Council.

**Vice-President report:** Mark S. provided an updated draft of the new constitution to be reviewed by board members. He also reviewed progress of the ongoing construction of new office area, with a projected completion date by September. In addition, he suggested a building maintenance budget be considered for ongoing and unexpected maintenance and repair expenses. It was generally agreed that as finances increase with upcoming expected sources of revenue, and funds become available to allocate for this purpose, a maintenance budget can be further discussed.

**Executive Director report:** Vern indicated that board member bios have been received and will be added to the new website. Brian has offered to do board member photos as well. Signing authority has been updated. A review of current finances brought forth no issues or items to be addressed. Vern reiterated the decision to move the Chamber office space to the other side of the hallway for those not in attendance last time. It was mentioned that the new location offers better visibility and that upon completion of the new construction, his current office will be available for rent immediately at \$400+/month. The current construction project is anticipated to exceed the original \$3000 budget by \$500-800, but it was noted that the original project was only for 1 room, as opposed to the 2 rooms that will be available once complete. Vern also discussed the progress made on the new Chamber website. Once the domain name has been transferred, which is in the works now, it will be ready to go live. The new website includes many improvements, most notably that a new platform has been utilized which has allowed it to be brought in-house.

### **Call to Order and Members in Attendance**

President Mark W. called the meeting to order at 12:43 pm. Members in attendance include Mark Wolfe, Mark Saunders, Megan McKendry, Joanna W., Bob Grohman, Michele Staggs, and Vern Gorham. The previous minutes were reviewed and carried as accepted by Mark W.

## **1. Nomination of new Second Vice President**

As Andrea has resigned from the board, and an executive position left open, it was put to the board to accept the nomination of Megan McKendry to fill the position. With no other nominations, Mark W. called for a motion to ratify. Michele so moved, Mark S. seconded, none opposed. Motion was carried.

## **2. Fall Vendor Trade Show**

Details of the upcoming fall vendor event were outlined. Joanna mentioned the possibility to coordinate/partner with the Creston Valley Public Art Connection for a larger event, including a sculpture gala. It was generally agreed that this would be a mutually beneficial partnership which could lead to an annual event that could grow to include other things in coming years (a film festival was suggested). Mark W. and Vern will follow up with the CVPAC contact, Bruce McFarlane, and inquire about possibility of utilizing Rotacrest.

## **3. Dragon's Den**

Vern outlined the details of the planned Dragon's Den to be held at PCSS on Oct 18th, 2017. He is working with KES and Community Futures to gather individuals with new local businesses/business ideas to make a presentation to a panel of judges for a prize. Prizes were suggested of \$1000 for the winner, with all participants receiving a free year membership to the Chamber. Live entertainment would be included in the evening's lineup. It was suggested to look into voting clickers for audience voting, even if it was randomly assigned or possible for any Chamber members who attend. Judges would be invited from local established businesses. Tickets would be sold for \$8/adult, \$5/senior or child with an overall anticipated revenue of \$2-3K.

## **4. AGM/Casino Night and Maker Space/Media Studio**

Vern offered a quick review of the planned Casino Night in conjunction with the spring AGM for early in March 2018. The event would be held at the Chamber building to highlight the future building projects, particularly the possible uses of the basement space as a "maker space". Possible uses for the basement space were discussed, focusing on the creation of a "maker space". Possible uses would be sound studio, robotics space, production studio, media space. Funding could possibly be secured from the New World Dividend fund for a feasibility analysis and CBT for a community education project.

## **5. Lotto License**

Vern suggested a raffle to be held over 6 months starting with the Fall Trade Show with the winner to be announced at the AMG in March 2018. Tickets would be capped at 1000, sold for \$20 each at all upcoming fall/spring Chamber events and through the Chamber office. The winner would receive 1oz of gold with additional prizes to be determined, possibly donated by local businesses. He asked for a motion to allow him to

apply for the necessary Lotto license. So moved by Mark S., seconded by Bob, none opposed. Motion was carried.

## **6. Blossom Festival Ball Tournament**

The tournament will be held on Blossom Fest weekend 2018. It would include 24 teams and run from Friday through Monday. Vern has secured the CDCC ball diamonds and indicated the events will be sanctioned by the National Slow-pitch Association, which will cover the insurance for the event. Including team registrations, beer gardens and other activities it is anticipated to bring in \$10-20K in revenue. It should create community revenue similar to that of the Cyclone cup which brings about \$300K to the community. The committee currently consists of Vern and Chad Wobshall, who is helping organize the event as an avid ball player. Mark W. asked for a motion to offer Chad a 1 year free Chamber membership for his contributions. So moved by Michele, seconded by Mark S., none opposed. Motion was carried.

## **7. Gran Fondo**

The idea to host a Gran Fondo cycling event was proposed by Vern and Mark W. A Gran Fondo is a 160km "Big Ride" for cyclists and would offer an opportunity to showcase the Creston Valley and bring in considerable revenue. Cranbrook has held 2; the first year they had 200 riders and had a revenue of around \$18K. Each rider pays a registration fee of between \$130 and \$150, and there are no prizes. Riders receive a t-shirt, dinner following the ride and a swag bag. The course is yet to be determined but could include many areas of the valley. The Gran Fondo would be held in partnership with the Creston Valley Cycling Club, and Merv Hutchinson, Bob Leduc and another member have already volunteered to be part of the initial committee to get the project started, along with Vern. The event would be held the third weekend in September and 10% of proceeds would go to the Cycling Club. There could be a link to the Trail Society and would increase tourism into the off season. Multiple committees will be needed to accomplish all that must be done to be ready for the 2019 event.

## **8. Volunteer Hours for Service Window**

Mark W. explained the need for continuous volunteer hours, a few hours per week, to man the Service Window once it is opened so it is never closed. This will allow Vern time to network in the community and continue recruiting efforts.

## **9. Honorarium for Mark S. for volunteer hours on new office construction**

Mark W. brought up the numerous hours that Mark S. has volunteered for the new office construction project. At this point Mark S. claimed a conflict of interest and excused himself from the meeting while the board discussed the matter. Currently Mark S. has contributed approximately 60 hours towards the construction project, with as much as 40 hours left to completion. It was motioned by Megan to offer an honorarium for services rendered of \$500, a free year membership for 2018, and free advertising on the website

once it is up and running (to be determined). So motioned, seconded by Bob, none opposed. Motion carried.

#### **10. Wayfinding/Signage Project**

Bob reviewed the progress being made on the signage project. He discussed the many hurdles and restrictions posed by municipal and highways bylaw and regulations. The main objectives of the project are to increase the ability for travelers and residents to locate attractions and public accesses, as well as to get them off the highways and stopping in Creston. Because of the Towns involvement it was suggested by Mark W. that Bob attend the upcoming meeting with the Town on August 14th at 9am. Bob confirmed he will attend.

#### **11. President, Mark W. called the meeting adjourned at 1:50pm**