



**BOARD MEETING  
MINUTES  
Tuesday, August 30, 2022**

Held in-person at 151 3<sup>rd</sup> Ave NE, Black Diamond, AB  
In Attendance: Murray R., Ryan L., Wayne H., Samantha I.

- 1. Meeting Called to Order by Murray at 7:09pm
- 2. Adoption of the Agenda. Motioned by Ryan. 2<sup>nd</sup> by Wayne
- 3. Adoption of the Minutes from July 12<sup>th</sup> 2022 meeting. Motioned by Murray. 2<sup>nd</sup> by Ryan.
- 4. Samantha presented the TREASURY REPORT. The current balance in the ATB account as of August 30<sup>th</sup> is \$19,402.24
  - Outstanding financials from 2020 & 2021 are close to completion by Glenn Chambers. Further updates will be provided for the next Board meeting.
- 5. MEMBERSHIP
  - The current membership has been updated by Samantha. The Chamber has 44 paying members as of August 30<sup>th</sup>, 2022
  - Some missing contact information has been requested from Todd & Tammy Williams by Samantha
  - Payment confirmation for this year's membership fees from Platinum Fire & Safety (Wayne Hill), and Image Marketing (Chelsea Vogel) has been requested.
  - A Chamber Welcome Package was discussed, contents to be discussed further with the whole Board. Chamber business cards are a good start.
- 6. OLD BUSINESS
  - Membership/Discount Cards were discussed. The current draft of the Membership Card has been accepted by the Board. Printing costs have been presented from VistaPrint. Ryan will be obtaining the fees for printing and set-up from Spy Design in order to "spend local".
  - Samantha will draft a proof for a generic Chamber Business Card to be printed at the same time as the Membership Cards. Ryan will also get the printing and set-up costs from Spy Design for this project.
  - The Additional Membership Benefit program was discussed. It was felt that the Chamber needs to build momentum, provide confirmation of our accomplishments this year, and stimulate some interest before we go on a Membership Drive which will be of importance in presenting a member-to-member value-added benefits program. Wayne and Samantha will research similar programs in Chamber's of a similar size to the DVCC, for further inspiration in how to execute this initiative.
  - Ryan brought up the idea (Future Initiatives) of putting together a Gift Card format, similar to the old-style Coupon Books that one used to see in medium size communities over the last few decades. This is revenue-generating initiative could be presented as a partnership opportunity with other communities and Chambers in order to put together a diverse and interesting selection of goods and services.
  - The purchase of a 10' x 10' vinyl tent package was further discussed. Murray will purchase a tent package and bill it back to the Chamber. It was agreed that Spy Design in Okotoks can be utilized to print our logo and website address on the roof of the tent for use at the Okotoks Golf Tournament.
- 7. CHAMBER UPDATES
  - Social Media – Ryan discussed his recent posts, and reminded the Board that an effort needs to be made to specifically go to our FB and IG pages to "like" and "share" posts, and be proactive and seen supporting our own efforts.
  - Website – Chelsea was not in attendance, but Ryan will ensure that he coordinates with her to create and publish promotion for upcoming events and to keep the site fresh.
  - Administration – Samantha presented her August invoices for "wet ink" approval signatures.
    - The organization of current information is proceeding in hard-copy and digital format.

- The non-compliant year-ends are close to completion and should be able to be filed with the delinquent Annual & Fiscal paperwork to Alberta Corp Registries by the middle of September.
  - The current accounting for 2022 will be given to Glenn Chambers to continue bookkeeping for the Chamber, at his non-profit rate of \$25/hr.
- Samantha & Monika will join the in-person “on the ground” introductions with the Community Futures team in September as they visit local businesses to promote the “SmartStart” and “Digital Service Squad” programs. The Chamber representatives will be supporting local initiatives and using the opportunity to introduce ourselves in-person, and promote the upcoming Thirsty (for Knowledge) Thursday presentations.
- 8. Update on the OKOTOKS GOLF TOURNAMENT to be held on September 15<sup>th</sup>, 2022.
  - The Town of BD has paid for their sponsorship of the hole to be shared with the DV Chamber, on the day. Town of BD swag and the cheque were delivered to Dawn at the Okotoks Chamber.
  - Wayne has spoken with additional local businesses to generate interest in the available hole sponsorships.
  - Samantha will speak with Sharlene to confirm what sort of promotion they will be mounting at the hole, and whether there will be a Town or Amalgamation representative volunteer attending.
  - Ryan and Murray will volunteer on the day and take shifts at the Chamber's hole. It was discussed that both Monika and Chelsea might want to step up to put some time in on the Tournament day. The more people we have to represent us, the shorter the shifts will be. Samantha will be at her own Canadian Radon Solutions sponsored hole. A 10' x 10' tent with DVCC logos and banners will be set up on the day.
  - Ryan will get in touch with the following for sample donations to serve at the Chamber's hole:
    - Fahr Brewery – Jochen
    - Hark Know Brewery – Pam
    - Eau Clair Distillery - David
- 9. THIRSTY THURSDAY PRESENTATIONS
  - Sept 30<sup>th</sup> – Diamond Valley Sustainable Living Centre is confirmed. Presentation by Larry Kaputska.
    - An introduction has been drafted and distributed to the Board. Ryan & Chelsea will be working together to create promotion online and on social media.
  - Oct 20<sup>th</sup> – Black Diamond Elk Ranch is confirmed. Presentation by Steve Koekhoeven.
    - Murray and Samantha are meeting Steve on Sept 6<sup>th</sup> at 11am to discuss preparations, and get background info for an introduction which will be distributed to the Board, and specifically Chelsea & Ryan for promotion creation
  - Paying for print ads in both Western Wheel and High Country News was agreed upon. Ryan will contact Cathy McVee & Lowell Harder, to provide info and artwork.
  - Nov TBD – Chamber Benefits Program? Presentation by Todd & Tammy Williams? TBD
    - Samantha will reach out the the Williams' to discuss
  - It was confirmed that no admission fee will be charged at this time. The Chamber will provide soft drinks with a budget approximately 1/2 of what was spent on the Musical Event. Samantha will confirm with Intact Insurance the details surrounding having attendees BYOB, and the cost of an insurance rider (est. \$125).
  - Future presentations were discussed, possibly organizing having local businesses attend Business Pitch & Collaboration meetings to promote their own ventures, and look for ways to collaborate with other local entrepreneurs. To be discussed further.
- 10. NEW BUSINESS / ADDITIONAL ITEMS
  - Samantha met with Veronica from Foothills Tourism this past week. A recap of the meeting was distributed by email. It was discussed that we would approach Foothills Tourism about making a presentation to the Membership in the New Year.
  - It was agreed that the Chamber will donate \$1000 (Silver Sponsorship) to the Town of BD's 2022 “Light-Up” Celebrations on December 3<sup>rd</sup>, and have the tent set-up somewhere outside amongst the festivities, serving hot-drinks. Possible sponsorship of the HayRide. Details to be explored with Sharlene Brown by Samantha. Further discussion at subsequent meetings.
  - Going forward, the Chamber should put together a Position Paper, authored by Murray, on issues surrounding Business Signage Bylaws and Policies, as we head toward Amalgamation. Further investigation and consultation with local businesses is required. Further discussion at subsequent meetings.
  - Having a regular Business Spotlight on both the website and social media was discussed as a Future Initiative.
  - Wayne put forward that the Chamber should be making a concerted effort to connect with the Indigenous Business community and involve them in our activities. Further discussion at subsequent meetings.
- 11. Meeting was adjourned at 9:07pm Murray motioned, 2<sup>nd</sup> by Ryan.

**Next meeting: Board Meeting on Tuesday, October 4<sup>th</sup> at 7pm at Murray's**