



March 7, 2018 12:00PM at Moonshine Cafe

“Building a Strong Community by Promoting Business and Economic Growth”

Bonnie Berkiw	Petal Pushers	Rebecca Warkentin	Country Lane Pet Boarding
Barbara Ferguson	Royal Canadian Legion	Susan McLeod	ParkPest Control
Bonnie Ferguson	Royal Canadian Legion	Eunice Reichstein	ATB Financial
Dan And Nicole Hillyer	Aegis Security	Shelby Bochon Duffy	The Prairie Willow Co.
Yvonne Brown	Busy Bee/ Farmers Market	Marianne Porter	Brokerlink
Belle Henderson	Golden Club	Greg Litwin	Lorenz Team - Maxwell Devonshire
Calvin Andringa	Tofield Alliance Church	Bob and Deb Tessier	Dollar and More/The Flower Shop
Brenda Chehade	Town of Tofield/Welcome Basket	Sandy Brolly	Tofield Welcome Basket
Janet Trotno	Signs by Janet	Sue Muma	Human Resources Consulting

## Thank you for a wonderful lunch provided by Moonshine Cafe

### 1. Welcome and Introductions

1.1. Eunice Reichstein called the meeting to order at 12:05pm

### 2. Feature Presentations

- **Moonshine Café** – Norm, Ivy – Always wanted to have a restaurant. Paint nights and sign making nights, flower arrangements, provide a space for the community to get together and have a night out.
- **Willows Edge Mfg** - Manufacturing furniture for primarily restaurants and hotels.
- **Prairie Willow Co.** – Name changed from Belle Star Boutique, great inventory, new items.
- **Petal Pushers.** – Bonnie, florist. Long term, loves flowers. Opening just before Valentines Day and gearing up for Easter. Been in Tofield for 12 years. Flower shop located at Prairie Willow Co.

### 2.2 Member Introductions

#### Golden Club:

- March 17, pancake breakfast at 8am – 11am. eggs, sausage, juice, tea coffee,
- Update on Citizens on Patrol (COP) – a long way from being ready to hit the streets. A lot of steps to get off the ground. Good momentum though: they now have an Executive in place, bylaws approved, and are applying for grant funding. Still need insurance, and are welcoming new members. Meetings take place on the last Wednesday of every month at the Golden Club. 7pm.

#### Tofield Legion:

- St. Patrick’s Day Dinner March 17 – Stew, Mashed potatoes. \$12 for Adults and \$6 for under 12

#### Tofield Alliance Church:

- Their month for food bank.
- Pleased to present the Tofield School musical on Wednesday and Thursday evening (Mar 14, 15).

**Aegis Security:**

- Security cameras, started a new system for self-monitoring – no monthly fee, you monitor yourself.
- Fireworks at Canada Day – Planning a 4 song pyro musical, looking for sponsors. \$200 to sponsor and name will appear in all pamphlets as well as an announcement during the show. Good opportunity to advertise.
- Community Choir, Tuesday nights – inquire with Nicole.

**Signs by Janet**

- All your sign needs

**Busy Bee and Farmers Market:**

- Successful Dinner function highlighting Busy Bee and the benefits to the community
- Farmers Market -

**Brokerlink:**

- Accepting WHARF donations, they accept food and anything for animals and cash donations as well as coats for kids.

**Country Lane Pet Boarding:**

- Boarding and Grooming – on hwy 14, gearing up for busy summer season

**Welcome Basket:**

- Brenda and Sandy supporting the relaunch of the welcome basket. New – basket, business cards and pamphlets in sleeves, a great resource to find information in town. A coupon booklet. Companies to contact them directly.

**Maxwell Devonshire:**

- April 12-14 – Sherwood Park trade show. Pop by if you are there!

**Dollar Store and Flower Shop:**

- Also provide mini donuts for special events in the summer.

**ATB Financial – Stollery campaign:**

- Penny drive. A huge water bottle to fill – bring the pennies into ATB.

**3. Business:**

**3.1.** February meeting minutes.

**3.2.** Welcome Baskets

- Sandy and Brenda – provided a bit more detail. Book will be divided into sections. You can contribute through swag in the basket ex: notepads, pens, magnets, Busy Bee plans to include slippers and mittens depending on the family make-up. Information section – should have pamphlets, business card.
- Need information for Coupon Booklets ASAP. Drop off at ATB. Or the committee may collect items as well. Looking for about 20 items, to make up 20 baskets to start.
- Going to be printing a minimum of 100 coupon booklets. If you want to be in it, please do so right away because after the first 100 coupon books are printed it will take some time to need more.
- Anyone moved here after January 1
- Farmers market – very positive feedback
- Due to Privacy act – permission is required to refer new community members.

- Binders and sleeves donated by Busy Bee.

**3.3.** 2018 – 18 renewals to date. Mailing will occur this month

**3.4.** Communication specialist – Advertising is complete, now accepting resumes and expressions of interest to fill this role.

**3.5.** April meeting – Tax returns for small business, not for profit,

**3.6.** Janet will be presenting at next months Chamber meeting. Not really a forum for tax specific questions, she will condense a 2 hour presentation. Looking to have her share current information.

**3.7.** Tofield Business week in October – need some volunteers to help get this off the ground.

Promenade is June 1<sup>st</sup>. 5-9pm. March 14<sup>th</sup>, 7pm open house at Moonshine Café for Promenade.

Generate ideas, get volunteers. Cost is about \$7000/year – gives free rides. It's always a challenge for volunteers. Need 2 people for each inflatable ride. A few 1000 people typically turn out. Start up of the rodeo. Chamber of Commerce hosts it. In charge of sponsorship and planning. Trying to keep it as free as possible. Increased recognition for sponsors is required. Promote with Chamber of Commerce web site, social media, posters, Mercury ad.

Trade show at the event – traditionally inside the community hall. Hoping for the majority to be outside, for vendors to be more visible. Good venue for Not for profit – Contact Dan at Aegis Security. Coffee and pie in the community hall.

**4. Adjournment 12:55 pm**

**5. Next Meeting April 4, 2018 at noon at the Museum and Nature center.**

**Many thanks to the Moonshine Café for lunch and making the spave available for us.**