

**Building a strong community
by promoting business and economic growth**

Present

Bill Rogers	Village of Ryley	Dan Murphy	Parkstone Liquor
Cyndy Heslin	Village of Ryley	Christina McEachern	Ravenhill Agencies/Perfect 10
Pierre Breau	Beaver Municipal Solutions	Nails	
David Williamson	SDI Team	Kevin Smook	Home-Time Realty
Tania Jeffrey	Bloomers in a Bunch	Greg Litwin	Realty Executives
Vanita Eglauer	Town of Tofield	Dave Hare	Tofield IGA
Yvonne Brown	Busy B/Farmers Market	Patti Campbell	Freelance
Tina Warawa	Offices of MLA Jacquie Fenski	Nabil Chehayeb	Town of Tofield
Chris Beach	Tofield Legion	Brenda Clark	Ravenhill Agencies
Brenda Williams	KC & Co Insurance	Jeff Edwards	Town of Tofield
Jennifer Blasetti	BMO	Calvin Andringa	Tofield Alliance Church

The meeting featured a discussion time on the topic “How can the Tofield and District Chamber of commerce be of greatest value to your Business or Organization?”

Discussion place around the tables during breakfast, and then tables shared their ideas with the whole group. Below is a summary of the discussion.

How can the Tofield and District Chamber of commerce be of greatest value to your Business or Organization?

- Provide us with opportunities to be present at community events.
- New business – as a bank growth targets can be challenging without the ability to attract new clients – limited growth in Tofield minimizes those opportunities – new residents = new business.
- Build relationships with employers that are mutually beneficial – new employers come to set up banking = networking.
- Promote local businesses at local events
- Help organize events that bring people to town. We need weekend events to draw people from the city.
- Should be in on the Oats & Notes Weekend 7Km out of town good for both of us –Big Event!
- Advertise the events that we have already – highway, city newspapers.
- Help promote Beaver County businesses, especially on website, community event hosting.
- Help pool resources to smaller businesses –buying groups, employee training
- Advocacy to municipal & provincial politicians esp. regarding grant funding (innovative research projects, student sponsorships, infrastructure.)
- Beaver Municipal Solutions can help Tofield CoC with these matters esp. w/ regards to the website, promotion, advocacy
- Cross promotion not just in Tofield but from Tofield to Ryley and Ryley to Tofield

What promotion ideas do you have that would help raise the profile of chamber members?

- Promote your business by extending hours to accommodate Edmonton workers
- Newspaper advertising
- Team building events
- Breakfast at Ry-Tof tournament
- Team Building Events
- Fun Spiel / Golf Tournament
- Entertainment
- Keep recruiting business
- Website & social media
- Links to Beaver County Websites
- Cross reference & cross promote
- Feel free to contact the Village of Ryley Town Office re – advertising or promotion of events. We'd be glad to advertise in our monthly Community Newsletter and our website.
- Extended hours, ads, team building or events for Chamber

What is the biggest reason your organization decided to join Chamber?

- Brainstorming
- To build relationships with other business owners. To have a visible presence within the community.
- Benefits, Community Futures – Discussion, learning, Brainstorming
- We're a major employer in Beaver County, with revenues (96%) coming out of the county.
- Communications. Regional benefits. Working together to improve our communities. The Tofield Chamber represents regional businesses and interests. This is a decent benefit to Ryley. Council feels its important to participate in this organization.

What is the chamber doing that you feel we could do better?

- Send a reminder when membership is due.
- Too new to Chamber – great Breakfast meeting
- Recruitment – new members. Reminder – renewal membership. Special promotion for events – discount bracelets
- Increased awareness throughout county of available services.
- Recruitment. Renewal reminder.

What is the Chamber not doing that you feel they should be doing?

- Better promotion of your organization to outlying districts. Your Tofield Chamber does a great job of promoting and recognizing businesses with your dinner and awards program.

Thank you to all who attended and participated in this discussion. The turnout for this meeting was very good, and many commented that the discussion format worked well. It was suggested that we consider having more meetings of this style through the year.

**Next Luncheon Meeting; March 6, 2013. Noon at the
Beaverhill nature Centre.**

(April 3 will be a breakfast meeting)

recorded and submitted by Calvin Andringa