

Present

Diane Iverson	ATB Financial
Yvonne Brown	Busy B/Farmers Market
Dave Hare	Hare Foods IGA & V & S Market
Janet Tronto	Signs by Janet
Calvin Andringa	Tofield Alliance Church
Darren Erickson	Tofield Pharmachoice & Town & Country Guardian Drugs
Vanita Eglauer	Tofield & Ryley Food Bank & Town of Tofield
Nabil Chehayeb	Town of Tofield
Jeff Edwards	Town of Tofield
Cyndy Heslin	Village of Ryley
David Williamson	SDI Team

Breakfast Discussion

Over breakfast there was a discussion time centered on the topic, **“How can your business and our Chamber leverage the attraction of a smaller community?”** The following comments and ideas were gathered.

- There is a different attitude than in the city
- The proximity to city is attractive
- Is a higher level of safety than in the cities.
- We have good schools
- There is a high degree of trust in the businesses and services
- There is personal service provided by people you know
- It isn't crowded
- A strong relationship with area municipalities
- Need to create, identify & promote attractions
- We need to create more attractions and color — towns in BC and Stony Plain have done a wonderful job with murals on buildings, cowboy poet events, etc...

Downtown Beautification Presentation by Jeff Edwards.

The Town of Tofield is looking at implementing a Down Town Beautification project. Once the borrowing by-law has been passed, this project would be phased in over the course of two spring/summer seasons. The thought in having the project take place over two spring/summers, would be to lessen the impact for residents and downtown business owners. Also, with incremental weather it is difficult to predict if both phases could be successfully completed in one year. The first phase would see the removal and replacement of water and sewer features. During this process, regular contact would be maintained with the Chamber, local media and business owners to keep them apprised of happenings and what time lines will look like.

The second phase, would see the removal of the current sidewalks and the uniblock system, the addition of benches, refuse cans, trees and removal and replacement of the current light standards. The center cross walk section (adjacent to BMO) will undergo a new look, with sunken paving stone to signify the pedestrian walk area. Concepts are in the production stages, as a final look or theme, has not been determined at this time. The Town of Tofield would like to encourage local business owners in the downtown core to consider upgrading or improving their business facades during this time. The second phase will be done in a staggered process to once again lessen impact on traffic and local business owners. The final step of the project would see a complete overlay to the road way in the "Down Town" core.

Sherwood Park Trade Show

Vanita Eglauer gave an update for those helping to man the booth at the trade show, April 12 to April 14th. This year, as for past several years, the Tofield Chamber of Commerce are partnering together with the Town of Tofield to promote our community. We share costs of a booth, and staff the booth with volunteers from both the town and chamber businesses.

Promotional booklet.

Janet Tronto provided copies of the most recent brochure, which will be distributed at the Sherwood Park trade show.

Community Garage Sale.

It was agreed that Saturday May 25 weekend would be the best target date for the community garage sale.

Next Meeting: Wednesday, May 1, 2013.

Noon At Beaverhill Nature Centre

recorded and submitted by Calvin Andringa

**Tofield and District Chamber of Commerce
Financial Report
January 1 to March 31 2013**

Bank Account BMO <u>Savings</u>	Opening Balance Jan 1/13	\$5,807.58
	Interest	+ 6.45
	Closing Balance Mar 31/13	\$5,814.03

Bank Account BMO <u>Chequing</u>	Opening Balance Jan 1/13	\$6,362.88
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Income:

Chamber Group Insurance pay	\$478.83	
Memberships	\$3,251.00	
Interest	\$.21	
Lunch	\$81.75	

\$3,811.79

Expenses:

Meeting	\$158.19	
Banquet (flowers)	\$323.90	
Alberta Chamber Fees	\$501.64	
Exec. lunches	\$77.57	
Chq book cover	\$28.83	
Mercury – Printing booklets	\$196.35	

(\$1,286.48)

	\$8,888.19
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	\$14,702.22
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