



June 4, 2014 12:00PM at Beaverhill Museum and Nature Center

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

Present

Greg Litwin
Dan Hillyer
Jeff Edwards
Denise Cartwright
Jennifer Blasetti

Lorenz Team
Aegis Security
Town of Tofield
Tofield Mercury
BMO

Calvin Andringa
Yvonne Brown
Bonnie Ferguson
Dave Williamson
Kari Dinter

Tofield Alliance Church
Busy Bee / Farmers Market
Royal Canadian Legion #91
SDI Team
BMO

1.0 Welcome and Introductions

1.1 Greg Litwin called the meeting to order at 12:10 PM and members introduced themselves.

2.0 Adoption of Agenda

2.1 Agenda was adopted as presented.

3.0 Adoption of May 7, 2014 minutes

3.1 It was moved and seconded that the minutes of May 7 be adopted as presented. CARRIED

4.0 Updates

4.1 Membership. There are 50 memberships now. There are some members that choose not to be listed. We may be more proactive on growing the chamber and renewing members. A few ideas could be send an invoice with list of benefits. Maybe referral benefits

4.2 Financial Report. Deposit for the promenade \$3550 from several businesses and organizations. Brought in around \$6000 and \$5000 in expenses. Total profit of around \$1000. We still need to advertise in the Mercury.

4.3 Promenade. The promenade received many positive reviews. There are many circumstantial factors that added to the success. Less construction on main street etc. Jay walker’s jamboree was not completing. Thank you to the Volunteers on the committee: Brenda Williams, Metieke Hare, Dan and Nicole Hillyer, Greg Litwin, Vanita Eglauer and last but certainly not least Danielle Schmidt-Pabr. We are already planning for next year.

4.3.1 Greg gave an overview of the events .ATB Scavenger Hunt, Face-painting by BMO, Aegis Security Trade Show / Vendor Market, Petting zoo, magician, 3 street buskers, Wally’s amusements. Thank you to all!

4.3.1.1 This is the last year we get this rate for RLT inflatables. Next year the rate will increase.

4.3.2 Volunteers were great and very reliable. Maybe be able to offer money to a group for next year to run rides.

4.3.3 Trade show was a great success. Thanks to Dan Hillyer with Aegis Security for organizing it. Silver Strings band was a great addition. Thanks to Busy Bee for booking them.

- 4.4** Bounty in the County – Aug 8-10 \$1000 grant from Go East. It is a Culinary Tourism grant. In the county we have Bison Burgers, Pig Roast, Steak, Burgers. The grant will really help with advertising. The county website is really good. Saturday Aug 10 is a Tour with several places to showcase. Augustana College wants to come with a beaver display at farmers market. Camrose is copying the idea of bounty in the county.
- 4.5** Cultural Showcase – September 26-27, Silver Strings will be there. There will be a surprise entertainer. Restaurants are being approached to showcase different ethnic tastes.
- 4.6** Welcome and Inclusive Communities Initiative. There was a seminar in January on how we can be an inviting and attractive place for all people. Looking at having a wellness reception with representation from 3 sectors: Business, political, and non-profit. The dates are still pending. It would be nice to do this twice a year. This is a good addition to our community portfolio.
- 4.7** Downtown Beautification Report. Things have progressed, weather is slowing things. There is lots of concrete work happening right now. The street will likely be closed until June 11. The new trees and benches etc. are here and will be installed by RAIDERS when the concrete is complete.
- 4.8** Banners. The downtown banners will likely be only town of Tofield banners. The new banners will be triangle shaped. Weather and vacations have slowed things down somewhat. Hopefully mid-June planters will be out.

5.0 New Business

- 5.1** Small Business Week. OCT 17-24. It has evolved over the years. It has been held in the legion. Last year there were no awards. There has been an assortment of entertainment. It is a celebration for all businesses in Tofield.
- 5.1.1 We need a committee to plan it. Sue Mcleod, Kelly Kristensen and Danielle Schmidt-Paborn will be a part of it.
- 5.1.2 Danielle is looking to book an impersonator
- 5.1.3 Banquet will be on Oct 17

6.0 Motto Discussion: Building a Strong Community by Promoting Business and Economic Growth

- 6.1** Welcome to the Chamber Letter. Members will receive a letter welcoming them to the Chamber and outlining the benefits to being a member.
- 6.2** Advertising committee. We publicly announce opportunities and make personal invitations to members of the chamber to head up or be part of an advertising/social media committee Facebook page. The administration privileges for facebook page have been transferred to the current executive. We need a volunteer to administrate the page.
- 6.3** Spotlight. In the fall we can look to give a 30 second spotlight. Be prepared to give your “elevator speech.”

7.0 Meeting Adjournment

- 7.1** Adjourned at 1:04 PM

8.0 Next Meeting September 3 At noon

- 8.1** The next meeting will be held Sept 3 at 12:00 PM at the Beaverhill Museum and Nature Center. Many thanks to Yvonne Brown for making it available for us.
- 8.2** Have a great summer!*