

September 2025 Meeting Minutes

Tofield and District Chamber of Commerce

Meeting date: September 10, 2025

Start time: 12:00 pm

Meeting location: Beaverhill Lake Nature Centre & Museum, 5020 46 Ave, Tofield, AB

Meeting purpose: Monthly meeting

In attendance: Greg Litwin (Phoenix Realty), Barbara Ferguson (Royal Canadian Legion Branch 91), Sandy Brolly (Tofield food bank & Tofield Golden Club), Brenda Chehade (Tofield and Area Welcome Initiative), Yvonne Brown (Busy B), Kari Janzen (Tofield Mercury), Serena Statler-Dorey (Dorey & Company), Crystal Humber (Twisted Edge Sign Studio), Chelsea Wiege (Queen of Hearts Pet Grooming)

1. Meeting called to order at 12:03 pm.
2. Welcome and Introduction
3. Spotlight – Twisted Edge Sign Studio Inc. – Crystal Humber
 - a. I started doing graphic design when I was in junior high and I've been interested in it ever since. I went to Grant MacEwen to do my graphic design diploma and then I started working for other sign shops. Eventually I didn't want to do that anymore and started my own, in a small apartment in Edmonton.
 - b. We moved to Tofield in 2010 and we were working out of the basement in my parents' house until Greg sold myself and my husband a house in 2015 and we've been working out of there ever since.
 - c. In 2017 I moved the shop to Nisku because I knew a bunch of people out there, previous customers, and it's the oil field heart with lots of opportunities. However, I still live here and want to contribute to the community and be part of it.
 - d. As I went on, I started to purchase my own equipment which includes a wide format printer, for vehicle wraps and large signs, an engraver, for oilfield equipment tags, a DTF [Direct To Film] printer, which prints the graphics that go on to the clothing, two embroiders, and a big printer to print brochures and booklets. It prints, folds, trims, everything, and it takes up a whole room itself, it's about 20 feet by 4 feet.
 - e. Still a lot in growing through the company. I'm up to about six employees out of the shop.
 - f. We can do logo design, branding from the ground up, printing includes postcards, business cards, NCR forms, print wear of clothes, hats, shirts, hoodies, blankets. We engrave tags, key chains, Yeti mugs. There's a lot of opportunity and lots to that we have to offer. We twist the edge of possibility. If you have an idea, just bring it to us and we'll help you figure it out.
 - g. Sandy Brolly asked if they would design just one shirt and Humber said yes, they just have a minimum of \$20.
4. Yvonne Brown moved the approval of agenda and June 4, 2025 minutes as presented, Serena Statler-Dorey seconded. Carried.
5. Upcoming events – Greg Litwin
 - a. Small Business Week – third week of October – Oct. 19-25, 2025. The Chamber hasn't hosted an event for Small Business Week in a few years. Open to suggestions. Planning should start before summer. We've done everything from just a small vendors market to having The Dueling Pianos. A separate committee will need to be formed for planning this, of at least 5 people.

September 2025

Meeting Minutes

- b. Trunk or Treat & Family Bingo – Sunday, Oct. 26, 2025. Everything has moved up an hour this year so that bingo doesn't run into supertime. Trunk or Treat from noon to 2pm, doors open for bingo at 2pm and starts at 2:30pm. We are expecting about 250 kids. Always Sunday before Halloween. Great dress rehearsal. Bingo is hosted by Tofield Ag Society because the Chamber doesn't have a gaming license with AGLC. Although it cannot be directly stated, funds raised from the bingo go to Promenade by way of Tofield Ag Society sponsoring a ride or something for Promenade. Volunteers are needed to help with the bingo, especially people who won't be at the Trunk or Treat to help set up bingo.
 - c. Winterfest – Saturday, Nov. 29, 2025. Added to this year is that the Tofield Satellites senior hockey team will have a game that night, and Friday too. Other events include Breakfast with Santa at the Legion and Stuff the Bus at IGA. One thing that was brought up last year was the two-hour window of nothing scheduled before the parade so the committee was thinking that maybe the Chamber could do a main street scavenger hunt of sorts. It is something to think about and we will discuss it further at the next meeting.
6. Updates
- a. Promenade 2025 - Greg Litwin and Serena Statler-Dorey - We brought in \$11,934 plus \$1,009 from the 50/50 = \$12,943 and we spent \$12,239. The thank you ad will run in the Sept. 17 edition of the Tofield Mercury. The weather was scary to start with; the downpour. The crowds weren't as big as we've seen them. Unfortunately, we don't have as many Tofield kids just because it's a summer attraction now. One thing we added that was a huge success this year was the wagon rides. We probably need \$12,000 every year to keep it free for the kids, so that's kind of our goal each year.
 - b. Western Days 2025 – Greg Litwin - Was a success; good attendance. New dirt in the arena was fantastic. The grounds held up excellently, everything was newly painted, it looked really good this year. I don't have financials yet. The goal of the weekend is to have enough sponsorship to cover it all and anything you make is from people coming through the doors.
 - c. Welcome Baskets – Brenda Chehade - I need somebody to work with me since Tom Keller has been really busy with the Golden Club. Putting the bags and binders together is really time consuming, as well as going around to all the businesses to collect swag for the baskets. People are very appreciative all the information. They just can't believe how much this little place really does have to offer. And I say, and there's so much more! About 20-40 baskets are given out each year.
7. Round Table
- a. Chelsea Wiege (Queen of Hearts Pet Grooming) – The two of us are still really busy. We average about 10 dogs per day. I've stepped more into my rescuing role. I will be doing that a little bit to help, because it's something that I specialize in and that I really like.
 - b. Serena Statler-Dorey (Dorey & Company) - I'm a business support specialist. I do a variety of things for my clients - everything from bookkeeping to social media management to business processes; anything that makes the business more streamlined, more defined, that's where I step in.
 - c. Kari Janzen (Tofield Mercury) – We'll be working on our fall section next which will have harvest related stories and local businesses place ads as a thank you and encouragement to local farmers and/or advertise fall sales and promotions.

September 2025

Meeting Minutes

- d. Yvonne Brown (Busy B) - I will start with the marshmallows to satisfy everybody's curiosity. The food bank got, and I mean it when I say, a truckload of marshmallows. Dawn (Arnold) has asked me to take them to every meeting I go to until I get rid of them. From Busy B, our recent most busy activity has been supporting silent auctions. We've even got requests from outside of our area, so we've decided we have to make a border somewhere. We also try to choose items that go with the theme of the event.
- e. Brenda Chehade (Town of Tofield councillor/Welcome Baskets) - I wear a lot of hats. At the moment, there is an election coming up. I did put my name in the hat yesterday, so I'll be busy with that, but still very busy with all my boards that I sit on.
- f. Sandy Brolly (Tofield food bank/Tofield Golden Club) – The Tofield United Church is having a burger supper on Friday, September 26 from 5-7pm, by donation. The food bank hasn't had a meeting during the summer so I don't have any statistics for you yet. There is a barbecue at Tofield Eyecare tomorrow and the proceeds are going to the food bank. The Golden Club has a lot of activities including floor curling, pickleball, coffee every morning, social club, cards. The shuttle, Golden Wheels, runs Monday, Wednesday, Friday and can be booked. On Saturday there is a birthday party for George Walz's 90th birthday party.
- g. Barbara Ferguson (Tofield Legion) – Darts start up again on Sept. 9 and is every Tuesday until about May. \$20 for the year. Everybody's welcome, don't need to be a member. First meat draw is Oct. 20.
- h. Greg Litwin (Phoenix Realty) – The real estate market has cooled a little bit, still very little inventory, and we're seeing a pretty big push from the city, with rent still being extremely high. I'll speak also a little bit on the election that's coming up. I've been approached by Beaver County and the Town of Tofield to hold a forum so we're trying to see what it'll cost to get someone to moderate it. We've kind of said maybe we would pay for a third of it. We're in discussions with some moderators, so we'll let you know about that in time.

Next meeting is on October 1, 2025 at the Beaverhill Museum and Nature Centre.

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