

Executive Chamber Meeting 7pm - March 13th

Executive Chamber Meeting - Noel, Michelle, Stephanie and Debbie. Mel from the Digital Service Squad was a guest and Ross did attend as well. All via Microsoft Teams Meeting.

Michelle asks about sending Diane, from the Metis Crossing to the Alberta Chamber meetings and we will pay for her to go. Diane will also set up a travel group for Chamber members, if someone books on this trip, our Chamber will get \$400 dollars. She has nothing started yet, but is working on it with a travel agent.

Michelle talks about the Digital Service Squad with Mel. She has some recommendations for our Chamber website. She shows us where we need to improve by comparing other Chamber sites on a grid with other cities and towns. She talks about having different levels of Membership levels. Why should Businesses join our Chamber? Business spotlights and upcoming events, just a hook this is why you should join our Chamber! Mel is willing to train a few of us in the next 18 months in order for this new website to work on. Mel talks about the costs of the website and options available. Ross talks about another product Pulse Pro that is free after you pay for your platform. It's an app you can add onto anywhere. Michelle asks Ross to look further into other options to get a group deal. Michelle also suggests us being on the Town website for now as a landing page. How much effort do we put into it and how many people are going to use it and look at it? Something we will have to discuss.

Meeting adjourned at 813pm