

Meeting Minutes April 27, 2020

Attendees: Michelle Wright, Ross Whitelaw, Noel Simpson, Hank Holowaychuk, Penny Fox, James Paull

1. Virtual Meeting Process – corum is not met so do not need to do approval of minutes or agenda.
2. Deferred till next meeting:
 - a. Approval of Agenda
 - b. Minutes from Feb 10th, 2020
 - c. Business Arising from Minutes
 - d. Executive Meeting – Minutes attached
3. Correspondence Refresh Centex Sign - \$600.00
4. Financial Update
 - a. Michelle to be reimbursed for Joe Social Media Inc. for \$1,208.62
 - b. Net income as of March 31st is \$213.35, Cash balance after all cheques cashed is \$3,386.09. No new memberships have come in since the last meeting.
 - c. Stephanie to write off Kinsmen 2019 Christmas Lightup Donation.
 - d. Signs – we will wait to take down physical signs till after the pandemic. We can take down business who aren't operating right now but should wait to take down non-members signs later on. Hank suggested moving the bottom row up as they are often not visible.
 - e. Newsletter – please use the electronic sign about any changes, any supplies you have, any news you need to get out. E-mail ross with any messages.
 - i. Ross has had great success with the sign updates so he can handle more traffic. He can put up messages instantly in emergencies.
5. Activities to Discuss
 - a. 2020 Parade – Chamber to write up a letter to let Town Counsel to cancel the 2020 Parade. Noel to write the letter and to send it Hank.
 - b. Business Survey – Lac La Biche sent out a survey with about 10 – 15 questions. If we did one up we may get different results like Lac La Biche and we can present the data to get additional/different funding opportunities. We can advertise via social media, e-mailing it, through the electronic sign. We can run one survey now and another one in September and compare results. As per Penny, St. Paul has sent surveys out as well and the preliminary results were supposed to be sent out this afternoon, but she had not seen them yet. She is not aware of other chambers doing something like this but thought it was a great idea. Michelle will bring it up at the next RCDC as well letting them know the Chamber will be sending out a survey. Penny has heard of roughly 30% of business planning not on reopening. Hank shared that local business' may have labour shortages because people can apply to more programs for income. Students also are getting income rather than going to work this summer.
 - i. Labour shortages – Stephanie to add to the Newsletter to let the Chamber know if they are looking for workers.
 - c. COVID19 business resources – trying to get information out as much as possible. Focus is now working more one-on-one help with businesses.
 - d. Centex Sign – discussed above
 - e. EV Charging Strategy – hold until fall

- f. New Corporate Registration – James motions, Michelle 2nds, all in favor. Name change to be Smoky Lake and District Regional Chamber of Commerce. Stephanie to start the paperwork to get it going.
 - g. RCDC Business Directory – Before it will be published, RCDC will get the Chamber to highlight the chamber members.
 - h. Birthday Town – deferred to next meeting.
 - i. Art Walk – Art work is up, brochures are being worked on. At the exec. meeting it was discussed that if we couldn't find funding for this then the Chamber could not fund the Art Walk by itself. It was about a \$10,000 proposal. Michelle will keep looking for grants.
 - j. Fundraising ideas – defer to Fall meeting.
6. Roundtable
- a. Cleaning the town up – Hank has found quite a bit around the town and in ditches along highways. Let's encourage businesses and communities clean. Highway cleanup has been cancelled. If Hank/Town creates a poster of some sort the Chamber would share it.
 - b. Alberta Open Farm Days – tours will be canceled but still hoping to have something happening.
 - c. Farmers markets – Smoky lake is hoping to have the farmers market open soon, just waiting on the final approval from the Government.
 - d. Little Libraries – now open at Pappy's! Eventually they will be installed around town, for now they are in the lobby at Pappy's.
 - e. RCDC has been very busy with support and recovery for COVID. Priorities have changed for the current year to continue to focus on support and recovery.
 - f. Hank's update:
 - i. Tomorrow is an official day of mourning
 - ii. Bed and breakfast in town has sold and in new ownership
 - iii. Paving crews will be arriving in the month
 - iv. Penalties from town completely waived
 - v. Thanks to Michelle and Dawn Marie for the Art Walk
 - vi. Sign to be put up by Noel's
7. Meeting adjourned at 8:31PM