



**Chamber of Commerce Meeting
October 17, Agenda 7:00pm
(Networking starts at 6:00 pm)
Smoky Lake Inn**

- 1) Amend/Approve Agenda - 7pm Noel starts the meeting. Debbie approves the agenda. Guests in attendance, Noel, Michelle, Stephanie, Val, Ross, Hank and Debbie.
- 2) Financials
 - a. Aug 31, 2022, Financials and Project Summary - \$18815.00 in our Chequing account. Birthday town \$1634.49. Future projects \$1000.00 towards Christmas Light Up. Money is free and clear to use for whatever we choose. Debbie approves the financial statement as read.
- 3) Minutes June 27, 2022, for approval – Michelle comments on how well the intern program is going. Melissa is doing a lot of work for the Businesses. Val approves the minutes.
- 4) Business Arising from Minutes – Noel and Michelle need to visit the Businesses by the end of the year.
- 5) Old Business
 - a. Parade report – No big expenses from the Parade this year. Michelle thinks we give it back to the Town. Town now does most of the work anyways. Chamber won't organize it anymore. Michelle bought lunch from Betsy's to Thank the Town workers for all of their help. Val comments no out of Town entries, only Lamont County and our MLA. All the other towns were sent letters. Michelle suggests hiring a few students to do up 1 float to to too other Towns throughout the summer. Make a Regional parade float. Michelle will take it up with the RCDC.
 - b. Bulletin Board-Devonian park has been cleaned. Waiting on the pile company. 4x8 green plywood with rubberized board. Everything is ready to go once the pile company comes out.
 - c. Centex Sign – Michelle talks about how the Centex sign was cleaned up. We will have to discuss its future at our next AGM meeting. Is this something we want to keep? A better sign would be great, but is it a Chamber issue when a new sign would cost over \$40,000 for a rock wall sign? Del is open to anything we would like to do. Electronic sign is over 10 years old, Ross is having issues with the technology and its currently not working at all. Do we approach the Businesses who have tv's in their stores to run our Chamber sign instead? Noel wants to keep the Chamber sign somehow, its leverage to keep our Chamber members members. We should do a newsletter to put out to all the Businesses. Whats our marketing plan for our members?

- d. Street Fair – Amazing!! A big big hit!! Way more people than we expected. We decided on doing one in Spring and one in Fall. If we register with AGLC as an Artisan market, we can do wine tastings, etc. Comments we had were more food and chairs for next time. We won't supply the tables next year. Have it longer than 2 hours and on 2 streets. We wanted people to mingle and walk through the streets, so lots of chairs is not an option. Maybe have a few benches where the food trucks are. Michelle has a Google site that people can register on and that form comes right to the Chamber website. So, less work for Debbie for registering and keeping track of all the vendors. Also, Michelle will contact her vendors from the Pumpkin growers and she has a list of Food vendors as well.
- 6) New Business
- a. Calendar of Events leading to Lightup
 - November 18 Cookie Walk 3:30 to 5:30 – Businesses receive a stack of cookies, people buy buckets from Pappy's for \$25 dollars. Then they take their bucket to every Business who has a cookie. Way of getting people into your Business.
 - December 1 to 20 – Passports – Only for Chamber members. Gifts will be gift certificates, Michelle and Debbie will work on the prizes.
 - Silent Auction – December 1 to 20 in the Businesses who are Chamber members. Noel and Michelle will get out to the Businesses middle of November to talk about everything the Chamber is doing for events and hopefully get some non-members to join. If your Business does not have a store front, then we can find Businesses for you that do.
 - b. Lightup – Downtown or Complex? Debbie suggests we bring the light up back uptown to the Seniors Drop Inn Centre. Do we approach Businesses to be open late that night? Debbie wants Santa to sit in the Pumpkin Park from 7pm to 8pm. Weather permitting we are going to try and do more events outside. Sharon Boychuk offered the upstairs at the complex for wine and cheese if we are having the Light up at the complex. Val mentions how nice it was to have a fire outside when they first moved here. Michelle is going to talk to Len about bringing a team of horses for wagon rides. Debbie makes the motion to move the Light Up to Downtown. Michelle and Debbie will get together to discuss everything and set it all up. Christmas Light Up is November 25th.
 - c. Winter Street Fair – discuss – Due to weather in the winter, we are thinking maybe a winter festival in February during the day. Too much going on at the Christmas Light Up. Plus food vendors usually shut down in the winter.
 - d. AGM 2023 – date – January 23, 2023. Guest speaker, Michelle is going to ask Jacob Fox to be our motivational speaker. Location to be determined still.
 - e. Parade for 2023 – Michelle will talk to the Town if we should partner more with them or just let them have it.
 - f. Christmas Chamber Party – November 18th there is a Ukrainian Gala at the complex for \$40 dollars per person, supper and entertainment. It's a family event, so we are going to promote it as our Chamber Christmas party and see

how attendance is. Michelle will write a letter for the Chamber to attend. Stephanie suggests we donate \$500 dollars towards a few tables for Chamber members, Noel suggests donating money for a live band. Michelle will talk to Kyler to see if they will play and the cost.

7) Delegations: No delegations.

8) Other

- a. Reminder to engage on Facebook with Chamber - @SmokyLakeChamber
- b. 2023 Memberships can be submitted by mail to Box 635 Smoky Lake or dropped off at Pappy's.
- c. Pumpkin Fair – Michelle is the President of the Smoky Lake Pumpkin Growers and gives her feedback on the event. A huge huge huge success!! Biggest fair they have ever have. October 27th is there debriefing meeting, so this information is what she has heard so far. Most of the other Festivals in Alberta were down in numbers, but not Smoky Lake. Clubs doubled or tripled their earnings. Perogy eating contest was a hit! YouTube video on the Smoky Lake Pumpkin Growers for the weigh off. 1700 people went through the corn maze. 4,000 people through the Curling rink. She thinks we had over 10,000 people in town that day. Tripled the Food trucks from the year before, but there were still line ups everywhere. Professionals who came to the fair said we knocked it out of the park, very very impressed!! Farmers market was too crowded, new school next year they will have more room. They didn't charge an entrance fee, they sold their programs for \$5 dollars each, 2000 printed have 300 left. They have to get these programs to the Businesses on Friday, because everyone wanted one on the day of the Fair. 16,000 advertising budget and they negotiated \$4000 dollars. Only a dozen complaints through the day and they learnt a lot. It was a new Executive board. Next year, Michelle is proposing a multiday event, Friday – Harvest dinner and dance. Saturday – Fair, Farmers Market, Sunday – Family event day. Sell pumpkins, pumpkin pie, pumpkin spice coffee just to name a few new items.

9) Next meeting – November 14th, Smoky Lake Inn.