

## BOARD MINUTES

Speaker Series Lunch



**NOTICE OF MEETING**  
February 12, 2019 @ Noon  
Coaldale Inn

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The Coaldale and District Chamber of Commerce | Box 1117, Coaldale AB, T1M 1M9  
Ph: 403-345-2358 | info@coaldalechamber.com | coaldalechamber.com

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- Attendance:**
- Briane Simpson**, Town of Coaldale
  - Cameron Mills**, Town of Coaldale
  - Conrad Van Bostlen**, Grahams Garage
  - Daryl Tonin**, Stop In Go
  - Derek Connick**, Westland Insurance
  - Jack Koene**, The Fiberglass Shoppe
  - Jackie Pitstra**, Coaldale Dental
  - John Poleman**, Polleman Rental
  - Katrina Sexton**, McCain
  - Ken Anton**; Adora Kitchens
  - Leonard Fast**, Leonard D. Fast Barrister & Solicitor
  - Morley Belle**, Community Futures
  - Nikkie Jamieson**, Sunny South News
  - Peter Harthoorn**, Peter Horthoorn Prof. Corp.
  - René van de Vendel**, Destiny Homes
  - Robert Horvath**, Lethbridge County
  - Terry Roosen**, Scotiabank
- Guests:**
- Kellie-Rae Tamaki & Laura Serfini**– THM Business Coach
  - Colleen Van Raalte**, Executive Assistant

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### 1. WELCOME AND INTRODUCTIONS

- New membership: Peter Harthoorn Professional Corporation
- I know a number of faces around this table. Some of you might know me as well.
- I am partner at MNP.
- I have a wife and five children. I have been here for about 20 years. My wife has lived her all her life. We love the town of Coaldale and the sense of community. We are both actively involved in our community, particularly my wife who works with Colleen Van Raalte on the Coaldale Family Fun Run.

### 2. BRIANE SIMPSON – TOWN OF COALDALE

- Approve business improvement loan in partnership with Community futures.
- We are excited to announce that we are increasing our business improvement loan from \$10,000 Up to \$25,000.
- The Town is also expanded the service from just the downtown to include all non-home-bases businesses.
- Anyone can reapply for loans as there is no cap on how many times you can do so. The only stipulation to reapplying is the full payment for the previous loan.
- We are also expanding what can qualify for the loan to include green scaping. This would fit in nicely with business who want to work with the Town for the upcoming Downtown upgrades.
- I would like to address the letter that was received by the Town from the Coaldale Chamber in support of a plebiscite
- We are currently trying to arrange a meeting to have the two organizations meet.
- We are disappointed that chamber did no communicate their concerns to my the representative.
- The Town has a concern that the facts are not being represented.

- The Town is happy with the site is has selected for the new high school/rec centre.
- This site has the strongest economic impact.
- This site connects north and south of Coaldale, making Coaldale more of a single unit then having two sides.
- This was not a last min decision. We worked very hard with various groups when selecting this site.
- Would like to point out that Palliser really needs this. Currently, Kids at Jenney Emery are working on the main atrium because there is no other available option.
- So this is a huge need for this community
- We know that there are both negative and positive feelings about the site. But again, we want to give you facts.
- Town has put countless labor hours into this project Including a lot of different groups along the way.
- The Town is currently working on a campaign to get this info out.
- We have a binder that summarize the project if anyone want to look at it. As you can see this 3 inch binder holds a lot of paper and I couldn't justify printing extras off.
- Questions was ask as to when the vote to approve this site took place: June 2019 Unanimous vote.
- Questions was raised at what the terms of the business loan are
- 3 year term the loan is 5% The town of Coaldale pays the interest
- It's a great program. Offers great things.
- Main street needs to be fix. Business can work with the town to reduce cost at the time.
- We will see how.
- Question was asked if one apply for two loans simultaneously? No, but you can reapply once the first one is paid off.
- The main street sewer upgrades to are to start Mayish – pending weather. Should hopefully take four months to complete. Again-pending weather.
- The work for the sewer upgrades it's out to for tender at the moment.
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### **3. ROBERT HORVATH – LETHBRIDGE COUNTY**

- Development in Lethbridge County.
- 2019 Report
- In 2019, 180 develop applications were received with 169 of those approved. This is a slight increase from the 179 permit applications received in 2018. Of the permits that were issued in 2019, 47 were residential, 28 accessory building (i.e. personal use shops/garages), 33 commercial/industrial, 39 agricultural, 8 signage, 14 home occupation, and 2 public/institutional.
- The construction value was significantly higher in 2019 coming in at \$328 million versus \$52 million in 2018. This is predominantly due to the approval of two solar collection facilities (\$60 million) and a wind energy conversion system (\$200 million) in the county.
- The Subdivision Authority made decisions on 29 subdivision applications and approved 28 of them.
- a total of 560 permits (building, electrical, plumbing, gas, and private sewage) were received by Park enterprises on behalf of Lethbridge County in 2019, compared with 599 in 2018.
- IDPs/ICFs
- The Intermunicipal Collaboration Frameworks are expected to be completed by April 1, 2020. County administration has been working with our urban neighbors (including the Town of Coaldale), to complete the ICFs as required by the provincial government. Municipalities that share a common boundary must create an ICF that provides for integrated and strategic planning, delivery and funding of intermunicipal services. The process is going well as we collaborate with our neighbors on transportation, water and wastewater, emergency services, recreation, and other services for the benefits of citizens.
- In 2019, Intermunicipal Development Plans with the MD of Willow Creek, Vulcan Country, County of Warner, and Cardston County were completed, and the IDP with Village of Barons was started.
- Haul Route Network

-as part of upgrades to the County's Market Access Network to improve infrastructure on our haul routes, the bridge located on RR23-3 between HWY 519 and TWP RD 10-4 was replaced in 2019.

-Two bridges are scheduled for replacement in 2020; the bridge located on TWP RD 10-2 (1 mile west of RR 24-2) was constructed in 1958 will be repaired and upgraded, and the bridge located at the intersection of TWP RD 11-2 and RR 24-2 which was constructed in 1980 will be replaced, along with three culverts.

#### Public Works

-In 2019, 353 km of roads were graveled, 20 km of roads were reconditioned, and 41,000 m of residential roads at 257 locations received dust control. 110,649 km of gravel roads were graded, and 4,400 km of roads were sanded/snowplowed.

-For 2020, several roads in the Coaldale area are scheduled to be reconditioned:

-RR 19-2 north of TWP RD 10-4 (1 mile)

-RR 20-0 from Highway 3 to TWP RD 10-2

-RR 20-1 from Coaldale Town limits to TWP RD 10-2

-TWP RD 9-4 from Highway 845 to RR 19-5

-RR 20-3 from TWP RD 10-0 to TWP RD 10-2

-RR 20-4 from TWP RD 10-0 to TWP RD 10-2

-Pavement overlay is scheduled for the McCain's access road and RR 21-1 from Highway 3 to TWP RD 9-2.

-Not that work is subject to change due to weather and other factors.

#### 4. KEYNOTE SPEAKER

Kellie-Rae Tamaki – TMH Business Coaching & Consulting

Topic: Online Marketing

-Your online presence is important

-When marketing make sure you are authentic, sharing who you really are.

-Make sure that you lay out clearly your strategic objectives. What is your purpose of your marketing campaign and what you are hoping to accomplish? This is important so that you can properly assess your return of investment.

-Website Plan should be easy, obvious and clean. Mobile friendly is a must. 90% of people who visit your website do so via phone.

-Does your marketing campaigns reflect your mission statement.

-To maximize your results on Google, so that you can get on the top of the list. Ensure you take control of your Google listings. Rather than leaving it up to Google.

-Complete your business information and add a description.

-Ensure your information is accurate, comprehensive and up-to-date.

-Upload more and better images

-Ask for reviews and then respond to them.

-“If you think we deserve a 5-star google review, please leave your comments. If you think we deserve anything less than 5 stars, please email xxx (or call xxx) and let us know how we can improve!”

-Add posts to share business updates, events, offers and content.

-Speak directly to your customers through Google My Business Messages.

-Always change your hours and information instantly when it happens.

-If you plan on using social media, ensure that you actually do use these accounts: keep them up to date and respond accordingly. If you can't do this, then it's better not to have them.

-Email marketing is great. Keep collecting those emails. There are a few great programs out there that you can use for free.

-My only 3 Rules for Sales: 1. Be authentic, always. 2. Act 100% in the client's best interest 3. Have no attachment to the outcome.

#### 5. NEXT MEETING

March 11, 2019 at Noon: AGM

Coaldale Inn