



**EXECUTIVE MINUTES**  
**Wednesday, March 7, 2018**  
**Chamber Office**

**PRESENT:** Destiny Homes Inc. (Rene van de Vendel), EJD Machacek LLP (Everett Duerksen), Pollemans Homes & Rentals (John Pollemans), Scotiabank (Terry Roosen), Stop N Go (Daryl Tonin) and Coaldale & District Chamber of Commerce (Dixie McCarley)

1. **Call to Order**

President, Everett Duerksen, called the meeting to order at 12:06 p.m.

2. **Additions to/approval of Agenda**

MOTION: Moved by John Pollemans, seconded by Terry Roosen, that the agenda be approved as distributed. Carried

3. **Approval of Executive Minutes – February 7, 2018**

MOTION: Moved by Daryl Tonin, seconded by Terry Roosen, that the Executive Minutes of February 7, 2018 be approved as distributed. Carried

Date for the AGM has been changed to Wednesday, April 11<sup>th</sup>.

4. **Old Business:**

a. **Financial Statements/Budget**

Everett Duerksen advised that Keely Charlesworth from EJD Machacek LLP prepared the draft copy of the “Financial Statements Year Ended December 31, 2107”. He asked the Executive to review them and email him any questions. This will be up for discussion again at the April Executive meeting.

5. **Old Business:**

a) **Membership**

Everett Duerksen discussed a membership spreadsheet that had been prepared from 2010-2017 detailing all categories of membership and number of members in each.

What can we do to increase membership – possibly have “incentive” for Board members to bring new member? John Pollemans questioned as to why our membership has been decreasing. Dixie McCarley advised that comments made to her include “the Chamber has nothing to offer; can’t make noon meetings; and don’t partake in value added benefits.

b) **Town – Fire Hall Advertisements**

Dixie McCarley advised that the Town is not being charged the \$40 to post a message. Now that Town sponsorship is no longer received, she recommended that they be charged as every other group. Rene van de Vendel recommended that there be a 2 week minimum at a cost of \$20.00 per week which the Executive agreed to.

c) **Highway 3 Twinning Development**

The Highway #3 Twinning AGM Minutes of February 3, 2017 and regular Meeting Minutes of January 5<sup>th</sup>, 2018 were acknowledged as received and filed.

d) **Lenora Overn**

Dixie McCarley informed the Executive of the passing of Lenora Overn a long time Chamber member who was bestowed the title of “Honorary Member”.

e) **A&A**

Everett Duerksen has prepared a letter to Kalen Hastings confirming that the Executive of the Chamber has approved further discussion with Town administration in an effort to create a working partnership between the Town’s annual Volunteer Recognition Dinner and the Chamber’s A&A banquet, typically held in April but currently date to be determined. The focus of this partnership is to bring numerous community groups and individuals together in a local celebration of both outstanding businesses and volunteers, while reducing costs to both organizations yet expanding our impact on those involved.

We anticipate the event to be organized in a similar manner as we have done in the past, with a reduction to the Chamber-specific program in order to include the Town’s volunteers in a meaningful way. We anticipate the Town would be responsible for some costs, although these are the specifics (among many) yet to be worked out:

- additional funds to cover cost of table decorations, i.e., flowers, prizes, printed materials, and the excellent meal we receive
  - ideally we would like to bring our two budgets together for this event, with the focus on either 1) reducing aggregate cost and/or 2) carrying out a larger, more engaging event that neither can afford alone.
- the number of tickets anticipated by the Town – we recognize there would generally be some overlap in attendees, and would do well to compare attendance lists where available
- organizing committee to include Dixie and Cindy, possibly others

A date will be set once the Town and Chamber meet.

f) **Event Inventory**

Both Dixie McCarley and John Pollemans presented suggested costs to charge the Town for event product stored in the basement as well at the Town’s Operations Dept. After deliberation, Everett Duerksen will send a letter to the Town suggesting a reimbursement of \$10,000.

6. **Next Executive Meeting** – April 4, 2018

7. **Adjournment**

Meeting adjourned at 12:55 p.m.

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Everett Duerksen, President

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Dixie McCarley, Office Manager