
The Coaldale and District Chamber of Commerce | Box 1117, Coaldale AB, T1M 1M9

Ph: 403-345-2358 | info@coaldalechamber.com | coaldalechamber.com

Attendance: René van de Vendel, Destiny Homes Inc. - President
Terry Roosen, Scotiabank – 1st VP
Jack Van Rijn, 476380 Alberta Ltd. – 2nd VP
Leonard Fast, Leonard D. Fast Law – Corporate Secretary
Derek Connick, Westland Insurance Group Ltd. – Director
Jack Penner, NAPA Auto – Director
Daryl Tonin, Stop N’ Go – Director
Robert Woolf, Crop Innovations Inc - Director

Regrets: John Pollemans, Pollemans Homes & Rentals - Director
Everett Duerksen, EDJ Machacek LLP – Past President
Graham Duke, KPMG – Treasurer

Guest: Colleen Van Raalte – Executive Director

1. CALL TO ORDER AND WELCOME

2. APPROVAL OF AGENDA

2.1. Addition or Deletions

MOTION

MSC: L. Fast/T. Roosen

BIMT the Board approves the agenda.

Carried

3. APPROVAL OF MINUTES

3.1. Board Meeting – December 2, 2020

-No email suggestions to minutes

MOTION

MSC: T. Roosen / R. Woolf

BIMT the Board approves the minutes.

Carried

4. ACTION ITEMS FROM DECEMBER 2 MEETING

- 4.1. ACTION: Jack Van Rijn directs Colleen to secure quotes and order new banner for the sign downtown. (Complete)
- 4.2. ACITON: Multiple actions for Speaker Series to take place December 9. Virtual event was cancelled due to lack of speaker.
- 4.3. ACTION: Terry and Colleen to come up with a budget and proof of concept for the next meeting. Printing 100 Copies \$150, 200 Copies \$200, Labour \$180.
- 4.4. ACTION: Jack and Derek, representative of Westland Insurance, will meet to develop and offer to present to the Chamber.

5. FISCAL REPORTING AND BILLS DECEMBER

- 5.1. Bank Statements December (Insert 5.1)
- 5.2. Profit and Loss Comparison (Insert 5.2)
- 5.3. Aging Summary Report (Insert 5.3)
- 5.4. Income from Chamber Plan \$687.40
- 5.5. Outgoing Payments (Insert 5.5)

- 5.5.1. Telus December – **\$40.45 (Direct Withdrawal)**
- 5.5.2. VRVA 40.13 hrs. – **\$1,203.90 (Cheque)**
- 5.5.3. Post Office Box Rental - **\$181.65 (Cheque)**
- 5.5.4. Low Cost Storage (\$60 per month Apr. – Nov.) **\$480 (Cheque)**
- 5.5.5. Quick Books Annual Subscription + Upgrade **\$524.10 (Direct Withdrawal)**

MOTION

MSC: L. Fast/D. Connick

BIMT the Board approve the expenses as presented.

Carried

5.6. Scotia Bank Debit Card

-On-line point of sale limit on the Visa Debit Card need to be increased from \$0 to the minimum of \$100. This is to set up payments for the monthly G-mail account. The monthly charged is \$7.80 per month.

MOTION

MSC: T. Roosen/D. Tonin

BIMT the board approves to increase the on-line point of sale limit to \$100 for the delegate bank card, used by Colleen.

Carried

**ACTION: Terry to develop appropriate documentation and secure signatures.
Deadline is January 27th.**

6. SUB COMMITTEE REPORTS

6.1. Executive – René van de Vendel

6.1.1. -Executive meeting took place Jan 5, 2020.

-The executive is made up of the president, 1stVP, 2ndVP, Corporate, Secretary and Treasurer.

-Main purpose of this meeting was to re-establish our goals.

-Discussion was had about effectiveness of our board and what we could doing during regarding the current COVID crises.

-Discussion about ways to foster relationships with the Town of Coaldale.

-Considered long term planning for the Chamber in terms of office space.

6.1.2. New budget proposals (Graham)

-The books have been completed up to December 31, 2020.

-Next meeting will have a 2021 budget and a year end overview.

ACTION: Graham Duke to prepare a new budget for 2021

6.2. Membership – Terry Roosen

6.2.1. Speaker Series. Request for list for the 2020 year

-Does the board have any suggestions regarding presenters.

-Would like to come up with a comprehensive list to develop a schedule.

-The Chamber should be having meetings to engage our membership.

-Peninsula, meet the new rep; Alberta Chamber; Lethbridge Chamber, Cyndi Vos; Town of Coaldale Economic Development Officer, Cam Mills.

ACTION: Jack will reach out to Alberta Chamber, from Lethbridge Chamber, and MLA Grant Hunter.

-Is there a min number to cancel meeting. No. Even if it is just to council along with a few extras, it would be beneficial in fostering relationships.

-Deadline to secure a speaker is end of the business day, Friday January 8. If we cannot secure a speaker we will have to cancel again.

-Idea of a business spotlight was presented, providing an opportunity for one or even a few businesses to present their product or service. Giving each member 10 -15 mins to tell us or even present about their business. Each business should receive a special notification about event date.

6.2.2. New Member – Silver Specs Eye Care (2-5 Employee)

MOTION

MSC: T. Roosen/J. Van Rijn

BIMT the Board approves membership of Silver Specs Eye Care to the Coaldale Chamber of Commerce.

Carried

ACTION: René to produce a generic welcome letter which can be sent out to each new member. We can also include our membership brochure.

6.2.3. Membership renewals 2021

-During these uncertain times during COVID, fees should remain the same.

-Invoices to be sent out starting early February with a mid February completion date.

ACTION: Colleen to research if Quickbooks can send out additional attachments such as the brochure.

6.2.4. Membership Brochure Sample (Insert 6.2.4)

-The board is asked to provide input on the new brochure.

-The Chamber should have something tangible to pass to prospective members.

-Deadline for comments on brochure is January 20 to either Terry or Colleen.

-Chamber needs to attract new members, especially if considering items such as a physical office space.

-This brochure could be used to welcome members as well.

6.3. Local Advocacy – Leonard Fast

6.3.1. -Meeting with Cameron Mills to discuss how we can work together to help business.

ACTION: Leonard is tasked with a discussion on digital signage with Cam.

6.4. Political Advocacy – Derek Connick

6.4.1. Alberta Business Awards of Distinction 2021

-Chamber could submit provincial nominations from our list of A&A award recipients from the 2020.

-This provides the Coaldale Chamber the opportunity to let larger municipalities know of the quality business in smaller towns.

-The Chamber's provincial nominations can be promoted to our membership through social media, to showcase as a tangible way in which business it promoted via the Chamber.

ACTION: Derek to submit all applicable nominations for the Alberta Business Awards of Distinction on behalf of the Coaldale Chamber. Deadline is February 12, 2021.

6.5. Community – Daryl Tonin

-Daryl passed on a list from Cindy of the extracurricular programs offered in Coaldale.

ACTION: Colleen to add extracurricular list to the website.

6.6. Events – Robert Woolf

6.6.1. A&A Banquet

-Due to COVID restrictions, it is difficult to plan too much in advance.

-Should a fall date be considered?

-Chamber confirms to host a spring event. A spring date reflects the year's previous awards. For example, for a March 2021 date we are celebrating 2020 year's achievements.

-We may not be able to host an event this year due to COVID restrictions.

-Files associated to this event can be accessed via Cloud on OneDrive.

6.7. Communications – Jack Van Rijn

6.7.1. Westland Insurance vs Chamber Discount Services

- Derek has been in contact with Westland Insurance head office.
- Sounds like they could be receptive to offer something to our members.
- Thanks to Colleen for a website and social media posts.
- Encourage everyone to like and share to get the word out about the Chamber.
- Display sign for the downtown closure campaign is complete and pending pick up.

6.8. Executive Director – Colleen Van Raalte

6.8.1. Email has been changed over to gmail account.

6.8.2. QuickBooks subscriptions renewals are just around the corner, so it was the perfect time to upgrade.

6.8.3. Reporting to the ChamberPlan of the 2021 marketing plan promoting their services has been completed, spoke with Scott Walls to see what he wanted to do.

6.8.4. Christmas Card from Home Hardware.

6.8.5. Membership benefits brochure for recruitment purposes has been designed.

7. NEW BUSINESS

-Once the Town starts the civic square project on main street, the Chamber's info board will be demolished. The Chamber needs to consider the viable solutions to a more visible presence in the town.

8. UP COMING MEETINGS

January 13, 2020 @ Noon – Speaker Series

February 3, 2020 @ Noon – Board Meeting

9. ADJOURNMENT

MOTION

MC: J. Penner

BIMT Board approves to adjourn the meeting.

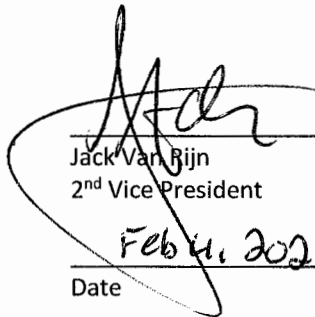
Carried



René van de Vandel
First Vice President

Feb 9 2021

Date



Jack Van Rijn
2nd Vice President

Feb 11, 2021

Date