
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 (Chair)
Jack Van Rijn, 476380 Alberta Ltd. – 2nd VP
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
Leonard Fast, Leonard D. Fast Law – Corporate Secretary
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: J. Van Rijn/R. Woolf

BIMT the Board approves the agenda.

Carried

3. APPROVAL OF MINUTES

3.1. Board Meeting – May 5, 2021

MOTION

MSC: J. Van Rijn/D. Tonin

BIMT the Board approves the minutes of May 5, 2021.

Carried

4. ACTION ITEMS FROM MAY 5 MEETING

- 4.1. ACTION: Colleen to make membership sticker (Complete)
- 4.2. ACTION: Colleen to circulate a list of business to the board for recruitment purposes, providing adequate tools in terms of a e-brochure and application form. (Item 6.2)
- 4.3. ACTION: Leonard will write a letter detailing the problem, the request for tax credit, and secure signatures from supportive businesses. (Item 6.3)
- 4.4. ACTION: Leonard will use this support documentation to draft a letter on behalf of the Chamber to the Town, advocating for a tax credit for the affected businesses. This draft letter is to be circulated to the Chamber Executive Committee. (Item 6.3)

5. FISCAL REPORTING AND BILLS JUNE

- 5.1. Bank Statements June (Insert 5.1)
- 5.2. Profit and Loss Comparison (Insert 5.2)
- 5.3. Balance Sheet (Insert. 5.3)
- 5.4. Aging Summary Report (Insert 5.4)
- 5.5. Income from
 - 5.5.1. Chamber Plan- \$639.87
- 5.6. Outgoing Payments (Insert 5.5)
 - 5.6.1. Telus - **\$44.65 (Direct Withdrawal)**
 - 5.6.2. Google Email - **\$7.80 (Direct Withdrawal)**
 - 5.6.3. VRVA – 48 hours - **\$1,512.00 (Cheque)**
 - 5.6.4. Warwick Printing **\$586.46 (Cheque)**
 - Award Programs – \$358.42
 - Stickers New Quote - \$228.04

MOTION

MSC: R. van de Vendel/J. Penner

BIMT the Board approve the expenses as presented.

Carried

6. SUB COMMITTEE REPORTS

- 6.1. Executive – René van de Vendel
 - Nothing to report

- 6.2. Membership – Terry Roosen
 - 6.2.1. Membership
 - New membership Applications – Tim Hortons
 - Prorated fee \$175

MOTION

MSC: R. van de Vendel /R. Woolf

BIMT the Board approves Tim Hortons as member to the Coaldale Chamber of Commerce.

Carried

6.2.2. Membership Recruitment Contacts

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Recruitment Business Suggestions 2021	Why should they become members	Phone	
Whole Leaf Foods	Advertising job postings.	403-365-3370	Daryl
Inland Screw Pile	Advertising job postings.	403-345-6781	René
KIWI Brian's Honey	Advertising job postings.	403-738-4395	Jack P
Subway	New owner	403-345-6484	Terry
Mortgage Broker Inc	Reach out last Fall but never got back	403-894-9902	Robert
Tim Hortons	Advertising job postings.	403-345-2218	
Marlow Smith Trucking	Advertising job postings.	403-345-6679	Terry
Simon Bos Nurseries	Advertising job postings.	403-330-8010	Jack P
Nadura Polyform Plant	Advertising job postings.	780-851-2101	René
Prairie Meats	Advertising job postings.	403-345-2190	Terry
Royal LePage	Advertising job postings.		
KCL Cattle Company Ltd.	Advertising job postings.	403-328-6565	Jack P
Bernhard Bergen of GM Tire	Advertising job postings.	403-345-0385	Terry
Prairie-Wide Insurance Services Ltd.	Indicated willingness	587- 813-6277	Jack VR
Hytech Production Ltd.	Advertising job postings.	403-345-3440	Jack P

- The Town has a list of businesses who have applied for business license available on their website.
- ACTION: For the next phase in recruitment, René is going to reach out the Town of Coaldale to see if we can secure a list of contact names as well.**

6.3. Local Advocacy – Leonard Fast

- Leonard decided not to move forward with the letter request to the Town of Coaldale regarding a reduction in taxes for inconvenienced businesses for the resent repair made in the downtown core, citing four reasons.
 1. For most businesses, the interruption was not that significant especially considering the Covid lockdowns.
 2. The Contractor and the Town were very involved in dealing with any issues.
 3. The construction and upgrade were required and needed to be done.
 4. The subsequent upgrade or correction was handled very quickly and efficiently with very little interruption.

6.4. Political Advocacy – Derek Connick

- Not much is going on for the political advocacy.
- Would like to speak about the prometon of Chambers benefits.
- Westland lost a large account to Foster Park Brokers Inc. A business based out of Edmonton.
- The only way a local business would know about this benefit is through the advertising done on their behalf via the Chamber.
- Although this shows that that the promotion of the Chamber’s membership benefits is invoking engagement, Westland is concerned that other businesses are being actively promoted, therefore diverting customers to outside the local area.
- At this point in time, Westland’s head office cannot approve a discount to our membership.
- Board members appreciate and empathize with the concern of Westland Insurance but are hesitant to discontinue the promotion of any services that may retain and even increase membership to the Coaldale Chamber of Commerce.
- Although Westland cannot provide any type of discount, the Chamber is willing to help advertise and promote services provided by Westland via our website and social media channels.
- ACTION: Derek to reach out to Colleen by providing her with materials to assist with promoting Westland Insurance and its services to the Coaldale Chamber membership.**

(From this point moving forward, quorum was lost due a disconnected Zoom meeting. Discussion continued about the subsequent topics, but no motions could be made)

6.5. Community – Daryl Tonin

- Colleen had a discussion with Cindy Hoffman regarding the re-boot of the Town’s block party – celebrating the opening of the downtown core with the resent renovation. This event, scheduled to take place in Fall 2020, was cancelled in the fall due to weather and new COVID restrictions.
- New ideas of engagement were discussed between Cindy and Colleen as a preliminary starting point.
- The Town would like to have an affirmation and clarification of the Chamber’s commitment to this event and how it is willing to participate.
- ACTION: René will reach out to Cindy to discuss the Chamber’s involvement regarding this event.**

6.6. Events – Robert Woolf

- A&A Presentation Update. Tentative event date is June 19, 2021.
- The mayor has been contacted to see if this date is suitable.
- This event absolutely needs to take place so if the mayor is unable to attend, then perhaps a representative could be sent in his place.
- With the new COVID restrictions heading into the phase two before the summer, it looks like this event will need to take place outdoors.
- ACTION: Robert will call a sub-committee meeting to develop the details to this plan.**

- 6.7. Communications – Jack Van Rijn
 - Membership Stickers will need to be delivered to the membership via the board.
 - Colleen will send out the membership list for signup via Google Docs.
 - Notice sent to membership about parking concerns via email, social media, and website.

6.8. Director - Jack Penner

6.9. Executive Director – Colleen Van Raalte

- 6.9.1. A&A portion of the Website is ready to launch.
- 6.9.2. Town of Coaldale Grant for outdoor furniture initiative was not approved.
There were many other priority applicants.
 - Moving a head with these types of collaborations, the Chamber should ensure that the details are itemized in writing prior to any final agreement.
- 6.9.3. Community Services has been updated on the website.
- 6.9.4. Corporations Canada document to be sent out after signature. No financials are required.
- 6.9.5. ACE meeting report – Elections for Oct 18.
 - A reminder to start thinking about the Chamber’s involvement in the upcoming civic elections for the Fall.
 - The Chamber has held forums for both provincial and civic elections in the past.
 - ACTION: René will strike a subcommittee to handle this task.**

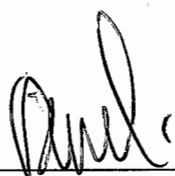
7. NEW BUSINESS

- Question was raised if we are having meeting in July and Aug. Consensus was to let the board handle any needs throughout the summer. Motion could not be made due to lack of quorum.

8. UP COMING MEETINGS

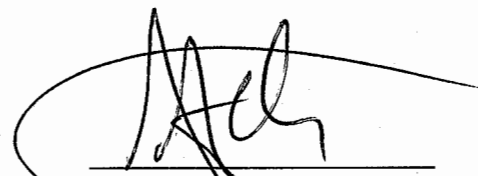
TBA

9. ADJOURNMENT



René van de Vandel
First Vice President

Sept 1 2021
Date



Jack Van Rijn
2nd Vice President

Sept 7/2021
Date