
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
Leonard Fast, Leonard D. Fast Law – Corporate Secretary
Derek Connick, Westland Insurance Group Ltd. – Director
Archie Mpofu, Wholeleaf Foods – Director
Jack Penner, NAPA Auto – Director
Daryl Tonin, Stop N’ Go – Director
Clayton Varjassy, Cottonwood Records – Director
Robert Woolf, Crop Innovations Inc., – Director

Regrets: Jack Van Rijn, 476380 Alberta Ltd. – 2nd VP
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: T. Roosen/R. Woolf

BIMT the Board approves the agenda.

Carried

3. APPROVAL OF MINUTES

3.1. Board Meeting – April 6, 2022

MOTION

MSC: L. Fast / D. Connick

BIMT the Board approves the minutes of April 6 , 2022.

Carried

4. ACTION ITEMS FROM APRIL MEETING

-N/A

5. FISCAL REPORTING AND BILLS APRIL

5.1. Bank Statements (Insert 5.1)

5.2. Profit and Loss Comparison (Insert 5.2)

5.3. Balance Sheet (Insert. 5.3)

5.4. Aging Summary (Insert 5.4)

5.5. Income

-Chamber Plan \$782.67 (Insert 5.5)

5.6. Outgoing Payments (Insert 5.7)

5.6.1. VRVA – **\$3,320.19 (Cheque)**

-Admin Fees 100.51 hrs. \$3,166.07

- 5.6.2.
 - Flowers - \$120.75
 - Supplies and Gift Card - \$33.37
- 5.6.3. Coaldale Inn – **\$3,807.84 (Cheque)**
 - Board Meeting –April 6 – \$92.70
 - AGM Meeting – April 20 – \$176.55
 - A&A Event – April 23 - \$3,538.59
- 5.6.4. Telus \$44.65, Email \$8.19 (**Direct Withdrawal**)
- 5.6.5. Other A&A Expenses
 - Minuteman Man Press **\$560.50 (Cheque)**
 - Vinyl Banner \$136.61 + Booklets \$423.89
 - Simply Music **\$325.00 (Cheque)**
 - The Engravers **\$1,333.72 (Cheque)**
 - Printing cost donation Coaldale Christian School - **\$250 (Cheque)**
- 5.6.6. Low Cost Storage **\$540.00 (Cheque)**

MOTION

MSC: R. Woolf/T. Roosen

BIMT the Board approve the expenses as presented.

Carried

6. SUB COMMITTEE REPORTS

6.1. Executive – René van de Vendel

6.2. Membership – Terry Roosen

6.2.1. Membership

-Comment was made that Charlie Cutts from Project Arc might be interested with becoming a Chamber member.

ACTION: Colleen to reach out to Project Art Manufacturing

6.2.2. Sticker Campaign (See Insert 6.2.1)

-Chamber Board indicate they will help circulate our new membership stickers.

-Colleen will distribute a list to the board via email.

6.2.3. Good Health Pharmacy complaint

-Concern over some of our centralized advertising regarding *The Chamber Plan*

-*The Chamber Plan* has third party affiliations that it's members can make use of: an on-line pharmacy in B.C. called Pocket-Pills.

-The Coaldale Chamber of Commerce has a variety of business discounts and opportunities available to its businesses via Alberta and Canadian Chamber. These programs have been set in place to provide value to membership. The board acknowledges that in some case, this can compete with local business.

-Should any local business want to develop a similar business discount or opportunities that the Coaldale Chamber could promote to its members on a local level, the Board would be happy to enter a discussion.

-*The Chamber Plan* is offering 100% prescription coverage via pocket pills. This can save users a lot of money if they are on costly prescriptions.

-Terry has been in communication with Good Health for a discussion.

-Colleen followed up to offer Good Health extra advertising opportunities on the Chamber's website and social media platforms.

-Good Health will communicate with the Chamber should it want to accept this offer of extra advertising.

6.2.4. B2B Meeting update

-Troy from Community Futures has committee to present.

-Update on some of the store front grants.

-Terry will reach out to Chad from 2Point0 to see if he is interested with presenting in June.

- 6.3. Local Advocacy – Leonard Fast
- 6.4. Community – Daryl Tonin
 - Summer Fest is taking place in the summer.
 - Since Cindy is no longer working with the Town, Erika Romeo will be taking over as our new contact.
- 6.5. Events – Robert Woolf (Insert 6.5)
 - Awards and Achievement Banquet summary
 - Thank you to Robert for taking the lead on this event.
 - Not sure if we want to expand the number of seats for next year.
 - Silent Auction did not go over so well. A live auction could be a solution, but don't know about the viability of it.
 - Live auction would need more people with more items.
 - Balloon draw worked well. 150 balloons were a good number to work with for the 95 attendees.
 - Chamber could consider promoting this event as more of a Gala.
 - Sponsorship levels for next year should be reviewed.
 - Question was raised if we should consider collaboration with the Town for next year.
 - Does that fall within our mandate?
 - Chamber has a sub-committee dedicated to Community.
 - Comment was made that the Town Awards also help to fill the seats.
 - All sponsors should be getting free tickets based on their sponsorship level.
 - Colleen will distribute the Anniversary Awards for non-attendees.
- 6.6. Communications – Jack Van Rijn
 - Proposal from Sunny South news (update on pending increase circulation)
- 6.7. Political Advocacy – Derek Connick
- 6.8. Director - Jack Penner
- 6.9. Director – Archie Mpofu
- 6.10. Director – Clayton Varjassy
- 6.11. Executive Director – Colleen Van Raalte –
 - 6.11.1. Chamber market Initiative (forthcoming)
 - 6.11.2. Meeting with Scott Elford from Lethbridge College
 - Scheduled for May 30 @ 3:15pm
 - Listen to and connect with industry to ensure Lethbridge College is adapting to the needs of industry
 - Introduce the many ways that Lethbridge College partners with industry and community (hiring students, work-integrated learning, applied research, organizational learning and development).
 - René, Terry, Leonard, Jack P, Archie -Tentative, Colleen.
 - Meeting at the Coaldale Inn.
 - 6.11.3. Society Annual Return – (Insert 6.11.3)
 - Need signature from Leonard (2 signatures)
 - Corporation Canada document has been signed and sent.

7. NEW BUSINESS

8. UP COMING MEETINGS

- May 18 - B2B meeting
- June 1 - Board Meeting

9. ADJOURNMENT

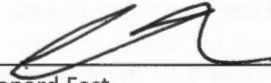
MC: R. Woolf

BIMT the meeting of May 4, 2022 is adjourned.



Rene van de Vandel
President

May 31 2022
Date



Leonard Fast
Secretary

1/6/22
Date