

---

The Coaldale and District Chamber of Commerce | Box 1117, Coaldale AB, T1M 1M9  
Ph: 403-345-2358 | [info@coaldalechamber.com](mailto:info@coaldalechamber.com) | [coaldalechamber.com](http://coaldalechamber.com)

---

**Attendance:**     **Robert Woolf**, Crop Innovations Inc., – President  
                         **Bobby Gathercole**, Grassroots Realty South – 1st VP  
                         **Jack Van Rijn**, 476380 Alberta Ltd. – 2nd VP  
                         **Devin Phalen**, ATB Financial – Corporate Secretary  
                         **Darcy Turner**, Scotia Bank – Treasurer  
                         **Yumara Coteron**, Sunny South Lodge – Director  
                         **Leonard Fast**, Leonard D. Fast Law – Director  
                         **Jack Penner**, NAPA Auto – Director  
                         **Daryl Tonin**, Stop N’ Go – Director  
                         **Clayton Varjassy**, Cottonwood Records – Director

**Regrets :**         **Mandy Deleeuw**, Manik Signs and Graphics – Director  
                         **René van de Vendel**, Destiny Homes Inc. – Past President

**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 /B. Gathercole**

**BIMT the Board approves the agenda as amended.**

**Carried**

**3. APPROVAL OF MINUTES**

3.1. Board Meeting – April 2, 2025

**MOTION**

**MSC: J. Penner / D. Phalen**

**BIMT the Board approves the minutes of April 2, 2025.**

**Carried**

**4. ACTION ITEMS FROM APRIL MEETING**

**5. 90 DAY ROCKS CHECKINS (OnTrack/Off Track)**

- Board testimonials – Robert - Off
- Business door knocking (Engagement) – Robert/Jack - Off
- Welcome Wagon – Bobby - Off
- New B2B Strategies – Yumara - Off
- Farmer’s Market collaboration – Clayton - Off
- Municipal Forum + Elections Federal – Darcy - On
- New Business start-up study – Office space and employee(s) – Robert - Off

## 6. FISCAL REPORTING AND BILLS APRIL

- 6.1. Bank Statements (Insert 7.1)
- 6.2. Statement of Activity (Insert 7.2)
- 6.3. Statement of Financial Position (Insert. 7.3)
- 6.4. Aging Summary (Insert 7.4)
- 6.5. Budget vs. Actuals Comparison (Insert 7.5)
- 6.6. Chamber Plan Statement \$973.83 (Insert 7.6)
- 6.7. HR Covered Referral Program Income: \$155.20
- 6.8. Outgoing Payments (Insert 7.8)
  - 6.8.1. VRVA – **\$3,948.53 (Cheque)**
    - Admin 78.48 Hrs - \$2,884.14
    - Jet Engine: Website Plugins - \$26.36
    - Elementor: Website Plugin - \$67.96
    - MSP Website Hosting - \$181.97
    - Microsoft Subscriptions - \$102.06  
(Received EFT for a credit of \$13.64)
    - Lethbridge Event Rentals \$518.07
    - Wild Bros Board gifts - \$168.00
  - 6.8.2. Coaldale Inn – **\$637.62 (Cheque)**
    - Board meeting April 2 - \$170.42
    - Forum Lunch Meeting April 8 - \$93.16
    - Forum Lunch Meeting April 14 - \$157.07
    - B2B AGM meeting April 16 - \$216.97
  - 6.8.3. Telus **\$48.30**, Email **\$9.83 (Direct Withdrawal)**
  - 6.8.4. Sunny South News Subscription: **\$29.40 (Cheque)**
  - 6.8.5. Westland Insurance: Officers and Directors - **\$726.00 (Cheque)**
  - 6.8.6. BAM Linens **\$60.00 (Cheque)**
  - 6.8.7. Ride for Dad Donation - **\$5,000.00 (Cheque)**
  - 6.8.8. Handi-ride Advertising 1 year package – **\$1,500.00 (Cheque)**
  - 6.8.9. Southern Alberta Newspapers - **\$599.76 (Cheque)**

### **MOTION**

**MSC: D. Turner/ B. Gathercole**

**BIMT the Board approves the expenses as presented.**

**Carried**

## 7. SUB COMMITTEE REPORTS

- 7.1. President - Robert Woolf
  - Letters of congratulations should be sent to Mark Carney and Racheal Thomas.
  - ACTION: Colleen to draft letters of congratulations to Mark Carney and Racheal Thomas.
  - ACTION: Colleen to setup calendar for Business engagement visits, Thursday Mornings 10:30am to 11:30am twice a month. Start next Thursday, every other Thursday.
  - We can start on the north side of the hwy.
  - It would be good to have testimonials from the board. Make a statement about why it is important to be part of the Chamber and why did you become part of the board. You can also make your statement from a member's perspective.
  - Rock snake project: PR event on May 28, 2025. Some young girls with their parents got approval from the town to place painted rocks on the east side of the cottonwood pond. The idea is that others can add a second, third, fourth, painted rock to form a snake.
  - Jack Van Rijn is invited to participate with this PR event.
  - ACTION: Concerning a traditional office space for the Coaldale Chamber, Robert will investigate potential rental space and develop a budget which will include the cost of office space, office set up and wage implications and present to the board at the next meeting.
  - At this point in time, it has been determined that a second part-time employee is not necessary.

- 7.2. Past President - Rene van de Vendel

- 7.3. Executive Director – Colleen Van Raalte
- Thankyou card from Wayne Street concerning the Election Forum.
  - Update of Microsoft OneDrive from a personal account to a business account to accommodate folder sharing.
  - Budget for Forum came to \$1,828.06
  - Alberta Registry: society return
  - Corporations Canada: Board of Trade Act annual summary filing

7.4. Membership, B2B, Local Advocacy – Yumara Coteron

7.4.1. Membership

- New members Mountain Thirteen Media and Lincoln Learning Centre

**MOTION**

**MSC: Y. Coteron / J. Penner**

**BIMT the board accepts Mountain Thirteen Media and Lincoln Learning Centre as new members to the Coaldale Chamber of Commerce under our Bylaws and Policies.**

**Carried**

7.4.2. B2B Meetings

- May: Canada Federations of Independent Business (CFIB) confirmed. Ross Lamb will be presenting.
- ACTION: Darcy to connect with Ross Lamb to determine a topic title to promote as well as ask him to develop three questions for the end of the presentation for table discussion.
- June: McCain Plant Tour – This is not just limited to the board and should be promoted to the membership. Bobby will speak with Mandy about final confirmation.
- September: Maybe NewCold
- ACTION: Jack Van Rijn to reach out to NewCold to secure a tour for the B2B meeting taking place September 17, 2025

7.5. Political Advocacy & Treasurer- Darcy Turner

7.5.1. Federal Elections Forum recap

- The forum was well attended with approximately 175 participants.
- Feedback was provided by participants saying that they had wanted a few more questions from the community rather than from the Chamber. Comment was also made that all questions were relevant.

7.5.2. Municipal elections:

- Municipal Election Dates: Advance Voting October 9, 11, 14, 18. Voting Day October 20.
- Gem of the west is booked for September 26 for a municipal forum but it would be great if we could use Civic Square Atrium.
- ACTION: Darcy to reach out to the Town of Coaldale to determine if we can host the municipal Forum at Civic Square.

7.5.3. Political Advocacy:

- Alberta Chamber of Commerce AGM is coming up on May 29-31 in Medicine Hat with Darcy attending.
- This November the Canadian Chamber will be celebrating 100 years. They would like us to share how our chamber collaboration has helped build a stronger, more vibrant community. Stories and images may be featured in the CCC's anniversary campaign, including on their website, social media and more. Deadline for Submissions is June 13.
- ACTION: Colleen to submit our Chamber's story to the Canadian Chamber of Commerce for it's 100 year celebration.
- Canadian Chamber will be hosting a network event on July 5, at The Rooftop YYC Patio, in Calgary during the Stampede. Any business is invited to participate and registration is free. The Coaldale Chamber should circulate this content to its membership.
- ACTION: Colleen to circulate CCC Stampede event to the membership.

**Farmers' Market**

- 80% of vendors need to be people who make, bake or grow the products they sell.
- Alberta Health Services issues a farmers market permit. This permit acts as an umbrella permit under which all food vendors fall, allowing them to produce their food products in uninspected home kitchens and offer those products for sale at approved farmers markets.
- approved farmers markets are the only venues in Alberta where both low and high-risk home prepared foods can be sold.
- A **"Market sponsor"** is a not-for-profit community organization(s) committed to the development and long-term success of an approved farmers' market in their community. The farmers' market is a committee of the sponsoring organization and as such is not a legal entity. Sponsors should be actively involved in providing direction to the overall operation of the market. The role of the sponsor may include but is not limited to the following:

- Helping the market form an advisory committee to direct and advise on day-to-day operations.
- Provide a board member to be the liaison between the advisory committee and the sponsors board of directors.
- Oversee the operation of the approved farmers' market
- help establish the rules and processes of the approved farmers market, ensuring vendors have a meaningful input into the formulation of the operating rules and processes.
- The recruitment selection performance review and discipline of the market manager.
- Determining and or advising on the remuneration of the market manager.
- Encouraging and or financially supporting yearly educational opportunities for the market manager to further their professional development.
- Encourage vendor participation on the advisory committee ensuring records required by the program to keep the market in good standing are maintained and submitted to Alberta agriculture and irrigation (AGI).
- Ensuring the approved farmers market and its vendors adhere to all legislations and regulations ensuring the approved farmers market is either insured or indemnified against liability.

-the sponsor is ultimately responsible and accountable for the activities of the approved farmers' market.

-an approved farmers market sponsor will need to host at least five markets in one year. The proposed dates for a farmers market include the following:

- July 1<sup>st</sup> (Canada Day)
- July 22<sup>nd</sup> or 24<sup>th</sup>
- August 8<sup>th</sup> and 9<sup>th</sup> (Summerfest)
- August 19<sup>th</sup> or 21<sup>st</sup>
- September 9

**-ACTION: Darcy will reach out to our insurance provider, Westand Insurance, to secure a quote for a Market Liability Insurance policy or to see if this event can fall under the Coaldale Chamber's current Business Insurance policy.**

-The Coaldale Chamber would also assume financial liability for this event. It may take a few years to get this event up and running with a predictable budget.

-At this point in time, the Ag society has declined to participate.

-Clayton will be the Chair of the Farmers' Market committee.

-It's recommended by ACI that a separate bank account be set up by the sponsor.

**MOTION**

**MSC: C. Varjassy / D. Turner.**

**The Coaldale Chamber of Commerce agrees to become the 'Sponsor' of a Coaldale Farmers' Market.**

**Carried**

**-ACTION: Clayton will strike up this committee, recruiting a variety of volunteers from the Chamber, Town of Coaldale, and general community. Clayton will also develop an event budget and present to the Chamber Board.**

7.8. Communications – Jack Van Rijn

7.9. Director – Jack Penner

7.10. Director – Leonard Fast

7.11. Director – Mandy Deleeuw

7.12. Director - Devin Phalen

## **8. UPCOMING MEETINGS**

-B2B Meeting: May 21

-Board Meeting: June 4 (Last meeting prior to summer break)

## **9. ADJOURNMENT**

### **MOTION**

**MS: J. Penner**

**BIMT the meeting of May 7, 2025 is adjourned.**

\_\_\_\_\_  
Robert Woolf  
President

\_\_\_\_\_  
Bobby Gathercole  
First Vice President

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date