

Barrhead & District Chamber of Commerce Executive Meeting Minutes

Date: October 14, 2020

Time: 12:00 Noon

Location: ZOOM Meeting

1. Call to Order – 12:05 pm

Myrna Birchall- Absent
Morris Vogelzang- Present
Dustin Clarke- Present
Lynda Leng- Present
Anita Veldhuisen- Present
Mark Vriend- Absent
Amy Dievert- Absent
Kristine Bryant- Present
Michelle Rau- Absent
Tate McNelly- Absent
Megan Perry- Present
Dave Sawatzky- Present
Sarah Stafford- Present
Nadia Vanleeuwen- Present
Darcie Eamor – Absent
Justine Schaffrick– Present
Kelsey O'Brien – Absent
Tracy Grabler - Present

2. Adoption of Agenda – Dave

3. Additions to the Agenda – Mainstreet Christmas via Town + Postal Codes

4. Motion for Adoption of Minutes of Previous Meetings

- Tabled

5. Business Arising from the Minutes

6. Other Business

a) Heather Thomson from U of A - 2 Part Survey (1-face to face 2-on-line)

Some marketing strategies to increase sales:

- o went over Assessment Handout w/exec
- o biggest shift since COVID – online sales increase!!
- o local business on-line sales option, digital presence crucial
- o consumer spending up 20%
- o radio ads work, good option
- o out door events will draw business
- o delivery options for consumers
- o increase town moral -fun factor = money maker
- o Instagram target market teens to 40's
- o FB target market 40's to 60's
- o New Successful Upcoming Business- "co-working facilities"

Survey Result Summary- Key points:

- Business that would do well in Barrhead include: Boston Pizza, indoor play place, community daycare in town
 - Stores that sell to one target market ie: age 24-45 year old
 - Retailers to offer lots of sizes
 - Retailers to offer on-line purchase options
 - Promotions vs sales as they give bad image of product
 - Better options for farm machine repairs/parts and livestock feed in demand
 - Office supplies needed
 - Survey indicated current restaurants to have better atmosphere and customer service. Variety of food choices isn't a problem
 - Consistent hours of operation – stores close to early especially restaurants
 - Some products available in town unknown to public- need better advertising and marketing to gain more business, especially specialty products
- b) New admin to be hired
- Kelsey retiring from position
 - Megan, Nadia and Dave to conduct interviews
 - Ad is on FB
- c) Vote Re Branding Plan
- d) Blue Heron Bird
- Some concerns to not going back to location where it was removed
 - Cost to repair is over \$10,0000.00
 - Council doesn't want to spend money to repair
 - Chamber exec all agree not in our scope of funding
- e) Peninsula Canada -partnership opportunity
- Involved in employment and OHS matters
 - Suppose to speak at next general meeting October 15th
- f) Mainstreet Christmas
- council approved new decorations on main street
 - plan for towering tree by mall -24 feet tall
 - lamp posts to have shooting stars left up year round
 - plant hangers to have 54-inch column Christmas decorations
 - 15,000 approx. cost
- g) Postal Codes
- Find out how many people shopping in town by tracking pc's
 - get an idea if we should market more out of town
- h) Elections – did not get time to go over – Dave to talk about at next Exec meeting?

7. Financial Reports (Michelle) – no update

8. Committee Updates

- a) Advertising/Marketing – Dustin or Lynda
- general meeting should discuss adverts online
 - disable online application as causing some confusion
- b) Economic Development – Dave or Kristine
- 14 acres on hwy – no answer still from AB Transport

- c) Membership – Myrna – no update
- d) Networking & Business Activities – Morris or Amy – no update
- e) Charitable Activities (Festival of Trees, etc.) – Michelle or Myrna
 - o did not get time to go over

9. Related Organizations

- a) MMA – Morris or Amy or Dave
 - o did not get time to go over
- b) BSN – Dave
 - o did not get time to go over

10. Next Meetings:

- a) General Meeting: October 15, 2020 12:00 noon
- b) Executive Board Meeting November 11, 2020 12:00 noon

11: Adjourned 1:32 pm