



## **Chamber Meeting Minutes**

December 2<sup>nd</sup>, 2014

### **Members Present**

- Ryan Mohle
- Donna Kropp
- Michael Kropp
- Glen Ogren
- Hiro Takeda
- Milly Marshall
- Lloyd Forman
- Stephen Au-Yeung
- Stuart Hartmann

### **Call to Order 7:03**

1. Discussion over the contents to cover for the AGM.
  - a. Stephen Yeung will discuss what's been happening over the past year
    - i. Hunter Creek progress upgrade
    - ii. Successful events for 2014, including KidsFest, Candidate Meeting, Passport to Christmas
2. Discussion about the new Passport to Christmas
  - a. How it will benefit local businesses with the secondary draw to bring people to other businesses in town.
    - i. Hopefully this will increase foot traffic in the winter months
    - ii. A common goal for the Chamber directors is to make sure the Chamber does more to benefit the local businesses
3. Review of finance for the year end
  - a. Thoughts about whether it will be challenged at the AGM or not
    - i. There has been minimum activities of the Chamber financially
4. Discussion as to what else we can do to benefit our members
  - a. Local businesses need a voice, and the Chamber should and can be the voice
  - b. Talks about Chamber positioning
    - i. How to have a dialogue with the District of Hope
    - ii. Gave the example of the Food Truck Vendor business restrictions
  - c. Donna Kropp – brought up the vending bylaw, and how there is no food truck friendly bylaw

- d. Donna Kropp – the idea of having sub committees that deal with more specific things
  - e. Lloyd Forman quotes Bud Gardner, speaking of how we want to keep new businesses and support them rather than have the businesses out on their own and fail.
5. Discussion about Advantage Hope
- a. Donna Kropp – would like to see an Advantage Hope member present at Chamber meetings for discussion purposes
  - b. Donna Kropp – would like user friendly business licenses, would like to see inclusion, everyone working together
  - c. Michael Kropp – would like to see the Chamber do a presentation before Council as a voice for businesses
  - d. Stephen Yeung – with his experience this past year as president and receiving emails, talking to people about their concerns, he asks “How do we hold people accountable?” As business people, we care the most about businesses, and so our role is different from Advantage Hope
  - e. Glen – Would like to see the Council run shop, and not to let Advantage Hope decide how they are going to interpret the OCP
  - f. Stephen Yeung – Chamber can provide care that a small business needs, and the chamber needs to help educate those in tourism of the businesses that we have in town to keep the money in town. Concerned that Advantage Hope’s mission is distracted
6. Discussion on Tourism and Small Businesses
- a. Donna Kropp – gave the example of Osoyoos, and how they are a friendly community, with weekly advertisements on the radio. The local businesses feel the support of the local people. Hope used to have ads on the radio in order to push shopping local. We need to get back on track with pushing for people to shop local. With SignCrafters, we didn’t think we would benefit from the tourism industry, and yet when German people come into Hope, they hear that Michael can speak German and they come in to communicate. It promotes a tourism friendly atmosphere. We are an international community and there are many different things we can do with that.
  - b. Lloyd Forman – The jobs that are going to bring money in are the industries outside of the municipality. We can use the suburbs to make Hope grow. There needs to be a focus on good paying jobs.
  - c. Michael Kropp – don’t forget that in town, there is a tendency with businesses to open whenever they like and close when they like. There needs to be consistency in the operating hours.
7. Discussion on how the Chamber has tried to help local businesses
- a. Glen Ogren – we’ve tried to hold seminars and have only had 15-20 people attend. How do you get other business owners into these seminars?
  - b. Donna Kropp – suggests a cheat sheet for opening up a business in town, a package to help out business owners. Start small and grow our membership first.

- c. Stephen Yeung – We need to create an environment which attracts smart business people. Part of the package to give to new businesses would be a budget sheet and other tools needed to help people stay in business. We need to develop an overall healthy business community to attract these smart business people.
  - d. Donna Kropp – this isn't the first conversation that we have had about all of this. 20 years ago, there was talk about how to attract the local market. We need to look at networking with the people around us, in Boston Bar, Spuzzum and so on. Include these areas.
  - e. Donna suggest two things to focus on in 2015
    - i. Create sub committees, including one with government relations
    - ii. Have a council member sit on Chamber to include the council in Chamber affairs
8. Nominations for Directors and their roles
- a. Ryan Mohle - director
  - b. Stu Hartmann – communications
  - c. Sherry Farley? TBA
  - d. Glen Ogren – treasurer
  - e. Stephen Yeung – president
  - f. Lloyd Forman – vice president
  - g. Milly Marshall – director
  - h. Hiro Takeda – director
  - i. Michael Kropp – director
  - j. Donna Kropp – director
9. A Look at Events in 2015
- a. Chainsaw carvings
    - i. 22-25,000 dollars needed
    - ii. Right kind of wood needed
      - 1. Lloyd suggests looking at the community forests for wood donation
    - iii. Have it separate from Brigade days
    - iv. Victor Smith suggests doing the Chainsaw Carving in August before brigade days: more tourism, more money coming in at that time.
    - v. Lloyd Forman suggests Victor pass on records and have a set budget
  - b. Business Excellence Awards
    - i. Glen would like to see this come back
    - ii. Glen steps up to take on the Business Excellence Awards
    - iii. Combine with an “Eat Out in Hope” event where local restaurants create a dish to show off their restaurant at the event.
  - c. Kids Fest
    - i. Was a success this past year, would like to do it again
  - d. Ideas Exchange
    - i. Set it up at the golf course
    - ii. For business people

- iii. Glen asks how we would engage people who need to be there.
- iv. Social Media awareness
  - 1. There needs to be education set out on how to respond to negative feedback on social media.
  - 2. There needs to be education on how to use social media as a tool to help with your business.
- e. Golf Tournament
  - i. Hiro to inquire of golf tournament details
  - ii. Use the tournament as a fundraising event. Invite MLA/MP
  - iii. Hole sponsorship
  - iv. Glen notes that everything the Chamber does should have a fundraising aspect to it.

**Meeting adjourned at 8:55 pm**