

**Hope and District Chamber of Commerce  
Minutes  
February 20, 2013**

**In Attendance:**

Glen Ogren, President  
Tammy Shields, Vice President  
Ruby Rempel, Treasurer  
Pauline Cattrell, Secretary  
Scott Medlock, Director  
Elaine Lawton, Director  
Alison Harwood, Director  
Rudy Kehler, Director  
Deb Arnott, CF Sun Country  
Shanon, Fischer, Pixel Mountain Studio  
Debbie Romano, Graphic Smarts

**“Our mission is to sustain and promote a positive business environment for our members within the District of Hope and surrounding areas by providing support, advocacy, education and networking opportunities”**

**Call to Order was made at 7:05 p.m.**

**Motion to accept Agenda with one addition was made by Ruby, 2nd by Scott. Carried.**

**Motion to accept the Minutes of last meeting dated January 16th, 2013 was made by Elaine, 2nd by Ali. Carried.**

**Motion to accept Financials was made by Ruby and accepted by Ali. Carried.**

**An Evening with Trevor Linden**

Glen is trying to set this up for June 21st at a cost of \$12,500 which could be offset by using sponsors. He showed a proposed letter outlining sponsorship levels of \$5,000 (2), \$2,500 (4) and \$1,000 (6). If the go ahead is received for June 21st, this event will probably be held at the Hope Legion Hall. It was also suggested that schoolkids could attend under some form of sponsorship.

**Greyhound**

The Chamber has been asked to write a letter to Greyhound expressing concern about the cut in service to Hope.

**Communication**

Rudy reported on the meeting between Tyler, Glen and himself. Basically, more communication is necessary for members via website blog, monthly newsletter, Facebook, Twitter and also the Hope Standard. It was also suggested the Communication Committee start a content calendar and have a meeting to coordinate what two or three members write once a month. Also new members to Chamber could be profiled (or members who are not well known). Rudy suggested using a Vertical Response newsletter template and offered to help Pauline to initially set it up.

**Idea Exchange**

It was suggested that business seminars should be designed to generate more interest and attract more people i.e. financial planning or gardening. Discussion took place on whether they should be once a month or just in spring.

**Hunter Creek Kiosk**

Shanon reported that she had received a quote of \$900 per side plus tax to fix the six sides of the kiosk to make them vandalproof. More quotes to be requested. Shanon also estimated that there was enough room for 60 ads to be accommodated for an income of \$375.00 each one per year. Glen would like to get something moving by June/July.

**Branding Presentation**

Ali talked about branding process and how the Open House was a good information session. There had been 355 responses to the survey which shows encouragement. She explained how the list was chosen for tomorrow's meeting and was looking forward to a good turnout incorporating a cross-section of the community. A professional facilitator from Vancouver would be in attendance and this would be the last public major engagement for the branding process.

**Strategic Planning Session –Finish**

Tammy said she would send Shanon an e-mail to update the website and reminded us of our goals and target dates. She will update these dates for the next meeting.

**Chainsaw Carving Competition**

This will take place around B.C. Day and a committee will be struck to secure sponsors. Scott and Elaine agreed to co-chair the committee.

**Moonlight Madness (Winter Carnival)**

Deb Romano reported that this would take place on Saturday, December 7th. She outlined all of the tentative plans, including a pancake breakfast, vendors' market, games, hayrides with Santa, street hockey tournament (with retired Canucks) and a toboggan run. Any chamber members who are interested in helping are asked to call Debbie at her store. Store owners might want to consider doing a sidewalk sale that day.

**Motion to Adjourn at 9:15 p.m. was made by Rudy, 2nd by Elaine. Carried.**