

**Big White Chamber of Commerce Meeting Minutes  
Wednesday 18<sup>th</sup> June 2014 – 5.09pm**

***Board Present:***

David Webb (President)  
Jude Brunt (Secretary)  
Mark Lofquist (Vice-President)  
Michael J Ballingall (Past President).  
Leanne Foster  
Marie Martin  
Jude Brunt

Apologies John Mooney (Treasurer)

**Agenda:**

**1. Welcome Guests**

Welcome to all guests.  
Colin Burns  
Gavin Crawford  
Don and Theresa Hickson  
Bryon Pesut

**2. Minutes Agreed at Last Meeting**

Motioned by Michael J Seconded by Jude Brunt - All agreed.

**3. Matters Arising from Minutes**

No Matters that are not on the agenda.

**4. Correspondence**

No correspondence

**5. Reports:**

**Presidents Report**

Big White Chamber of Commerce has joined the Kelowna Chamber and representatives have been invited down to Kelowna for the next social drinks event next Tuesday night. -----+

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**6. Treasurers Report**

Apologies from John Mooney a treasurer's report was completed.  
Balance \$17,104.01  
\$200 in membership fees

\$1,631.75 Monies from Big White Community Association – have been recognized as a liability  
Financials are in good standing.  
Motion to approve by Marie, seconded by Michael J

**7. Membership Committee**

Jude has a welcome package put together for any new and interested parties. We also received a welcome email from Kelowna Chamber that we can review for ideas.

We did have a question regarding whether as a chamber member we could buy a Big White Staff pass? We have asked Michael to refer this to Big White Ski Resort.

**8. Membership Report**

New members: Don and Theresa Hickson from the Black Diamond Restaurant.

**9. Branding Committee Report**

Website is being modified we are half way through the changes and the website will be migrated from a wordpress site to a more user friendly CMS.

There is also a request from Board Members to submit new photos with high resolution.

**10. Facility to accept interact E Transfers for payments - John**

There is an opportunity for us to be able to change the chamber bank account to be able to accept E Transfers. There will be a higher fee of \$10.00 per month fee instead of \$5.00. It was agreed that an E Transfer would be more convenient for members to pay their fees particularly if they are overseas.

Proposed by Marie Martin, Seconded by Leanne Foster – All agreed.

**11. Report on June 10<sup>th</sup> Municipality Meeting - David.**

Tom was a great speaker for this event; the simple question is whether or not to proceed with the first report. There is no risk in moving forward to the next stage; which would be to put another community meeting together where a committee would be selected. Those board members names would then be presented to Victoria for approval of this board. Once the committee is formed, and approved, the Chamber will step aside and the committee will take over this project.

The Chamber will also be arranging a meeting with Bill Baird to discuss where we are at this point of time.

Michael said we still have to create a point of reference so that people who put themselves forward to become members of the board realize the responsibility. The proposed board members must be aware of the level of responsibility and the long-term commitment required of this committee. We need to have some information for people so they understand before they nominate themselves to be on the committee.

Jude suggested that we could get this information from the government so we could give people the correct and full information.

We will set a date for the 16<sup>th</sup> July to bring the community together again – we need 10 qualified people on the Municipality board. We will have the community meeting at 5.00pm following a chamber meeting.

There was a concern that we may not be able to get the word out quick enough – however we did collect the email addresses of everyone at the first community meeting so the chamber board is confident we can get enough information out to the community.

Also, Michael J suggested that we officially contact the president of Big White Ski Resort for a comprehensive list of all strata managers and building owners in Big White. David will draft this request.

Agreed by all.

## **12. Winter Festival Report - Michael**

Big White Tourism Society met last week to formulate a Winter Festival – Jude and Addy will be the key people to put this festival together. There will be Winter Festival committee put together. Hopefully the Tourism Committee will be able to meet before the next Chamber meeting.

David suggested that we have a calendar of events as soon as possible so we can begin to formulate our marketing plans and distribute to the Big White Community and business owners to start promoting this event.

The arena will be between Snowshoe Sams and 6 degrees. The process is moving forward and will reported at the next meeting.

## **13. Summer Operations**

Michael J spoke about the legal issues of this and he hoped to clarify this in time for the July long weekend. Signage indicating the responsibilities of people visiting and details of the responsibilities of the local businesses and community. Jude has a music weekend in August planned.

#### **14. Tourism Big White Society AGM update – Michael/David**

Last meeting was held June 20<sup>th</sup> – one coordinator resigned and one signed in. We have a very active Tourism board that is managing this winters tax of \$96,000 – we will be raising awareness in the business community to make companies who manage 4 or more rental properties that they should be collecting the tax.

The tourism society is looking at marketing opportunities and ski shows in Seattle and Toronto. \$20,000 was allocated to the running costs of Big White shuttle bus, \$15,000 allocated for stand space for the Toronto and Seattle ski shows, \$20,000 was allocated to the funding of Christmas lights for the festival.

The Tourism Board members are also negotiating with the Big White Guide for this to become a tourism magazine for Big White rather than just an off-mountain profit magazine.

#### **15. High Altitude Ice Center discussion – Michael**

Michael J suggests that this discussion be put off until a later date – maybe we should table this to speak to the regional district about, however it may be a better idea to wait until we have decided whether to move forward with the municipality or not.

This idea would help with Big White becoming a summer/winter resort – research from the Hockey Alliance is that they are starved for facilities in the winter and they have a bed problem in the area in the summer – its too expensive and there is not enough accommodation available for the numbers required. Big White has the space and the accommodation in the summer so it would be a fantastic resort for an Ice Rink to become viable option for the Hockey Alliances. The initial study was not the correct report with the correct intentions, however Michael J is convinced that a commercial ice skating rink is a viable option.

This is a discussion that we should keep on the agenda and speak to the RDKB and the MLA about.

We should invite the secretary of the Hockey Association to speak to us about their challenges and expectations for hockey camps. We will get someone to speak to us at the next meeting.

## **16. Big White Guide – Any Alternatives? Jude**

Should we be looking at an e-version – Mark is using a state of the art electronic app and it worked very well for Chalets at Big White, they were overwhelmed with the responses.

The app allows your guest and their friends to log in and view anything you want about their vacation rental, ie; they can view a video on how to use their TV for example; or where their closest restaurant is. This is an immensely powerful tool for us to use for marketing purposes.

Mark had incredible results last season, so we should look at moving forward with this. Colin looked at building a Big White App that would remind visitors and locals about all the events happening at Big White.

## **17. Any Other Business.**

There is a nomination for Chris Sherriff to become a board member, David nominates Chris Sherriff, Jude seconds and all agree!

Summer cleanup is this Saturday – we have asked for funding for RDKB for money for a vacuum truck we have no response yet.

Could we suggest to businesses that the Chamber has a pro-former for sand cigarette disposals outside each restaurant/bar in areas where guests and staff smoke in the Winter season. This will aid the spring/summer clean up process.

Gavin agreed to get some photos of the cigarette ends and the rubbish before Saturday's big community clean up.

We are grateful for people that gave their time and efforts for the clean up and thanks to the people that planted the bulbs last Autumn as they look stunning right now!

Next meeting is set for Wednesday July 16<sup>th</sup> at 4pm.

Meeting closed at 6.12pm