

Big White Chamber of Commerce Executive Meeting Minutes

Date: 18th February 2015: 5.00pm

Location: Inn at Big White Conference Room

Board Attendance:

David Webb – President

Mark Lofquist – Vice President

John Mooney – Treasurer

Jude Brunt – Secretary

Leanne Foster – Director

Mark Mustacich – Director

Don Hickson – Director

Apologises: Michael Ballingall (Past President) , Marie Martin (Director) and Chris Sherriff (Director)

Guest: Director Vickie Gee, RDKB.

1. Welcome

Welcome to all Board Members, members and guests in attendance. We had a large attendance of 30 plus the board.

2. Minutes agreed at last AGM

Motion for acceptance by David Webb. Seconded by Mark Lofquist. All agreed.

3. Matters arising from minutes

No matters.

4. Reports

President reports

David Webb reviewed Chamber of Commerce activities since Feb/March 2014.

In brief: Increased membership to over 50 members, Chamber season pass program has been initiated, development of plans for Resort Municipality, Provided a voice at the Regional District Council Meeting, Have had plans for a community hall drawn up and looking for funding, increase communication with members through facebook and email and worked with Tourism Big white on a number of projects including: Advent Calendars.

Please see full report Appendix 1

Treasurers Report

Don Hickson presented the Chamber's financial status. We received \$2050 in membership payments with only \$50 outstanding. We currently have \$23,067 net cash available.

Full report Appendix 2

Q: When is the membership due date?

A: Memberships will be pro-rated to start 1st November, and there will be an annual fee from then on. This fits in well with our season. Invoices to those who are due soon will be distributed soon.

Membership and Marketing report

- We have 56 members (35 on hill, 11 not on the hill). 3 to approve – Horses Drawn Sleigh Ride company/Big White Community Policing Office and Omega. Approved.
- We have increased communication with Chamber members through Facebook. Please like if you haven't already (www.facebook.com/bigwhitechamber) and 'like' updates to ensure they appear on your news feed.
- Jude is developing a member directory and we currently have a CRM database with over 140 update emails addresses split into Chamber and Community Members.
- There will be a session on social media for smaller businesses and how to make the most out of it on the 27th Feb 2015 at the breakfast meeting held at the Black Diamond.
- Overall pleased with the growth of members and hopeful that it will continue.

5. How the RDKB is working with the Big White Community?

- The board are considering having a meeting up at Big White over the next few months.
- Vickie wasn't aware that the RDKB has a responsibility to pay for part of the study that needs to take place. This will be brought up and discussed during their next board meeting.
- They are re-doing the regional budget for the year and confirmed that the Fire Department budget, and Waste Management budgets will be increased due to a presentation from the Jamie at the Fire station and the increase of waste due to the successful year Big white is having which is putting additional strain on the service.
- Trails – The region would like to have a partnership agreement to support trails in Area E by proposing an increase in the Park and Recreational budget to have a Park and Rec co-ordinator to: redirect individual helpers to create concise and achievable plans of action, apply for grants and aid and to co-ordinate local efforts. This will be proposed to the Regional board at the next board meeting.

Q – How would we approach creating and maintaining all trails?

A – We wouldn't do all trails at once as that would be too many to control. Instead only start with Area E, and go from there.

6. Summer operations and partnership with Chamber Members

- Josh Foster is now heading up summer operations.
- Last summer Big White opened one lift for hiking over Labour Day weekend and it was a huge success. Over 5000 people came which was more than expected. This is encouraging as this is clearly an opportunity for Big White during the summer.
- The plan for Summer 2015 is to run the Bullet Chair every weekend from 4th July – 7th September. The lifts will be supported by the VCM which will be open (Ski Dazzle will also be open) Big White will also have events through-out such as the Bike, Hike and Beverage weekend in August and possibly Cross Country races. Big White are in talks with other already successful events to 'lend' the mountain to other programmes during the summer e.g. Dirty Feet.
- The success of this will be reviewed for the following summer. The aim is to ensure that we offer the same world class experience as our winter season, in our summer season.
- Last year Big White committed \$250,000 for Hiking trails, and will be committing the same amount this year for Hiking and Biking trails.
- The Chamber and Tourism have budgets of \$25,000 for help and \$10,000 for the resort.

Q – So the lifts start on the 4th July, Do you have any plans for Canada day?

A – No plans for Canada Day at the moment.

Q – Any plans for accommodation?

A – We are in discussions however it will be costly to open the big hotels and big condo's for a weekend. However we are sure that home owners of smaller places on the mountain would be willing to rent during the summer.

Q – Do you have a blueprint of what services we need on the mountain? This way we can work with other businesses which are best suited for the requirements.

A – We are planning on hosting an event every other weekend, and it's up to you as business owners to decide if you'd like to open during the summer.

Q – Are there any plans about making an RV campsite?

A – Not at the moment. Big white will review the success of this summer and build and learn from there.

Q – What will the lift charges be?

A- Unofficially \$15 a lift and \$35 day pass. Yet to be confirmed.

“We are very excited about this summer and encourage as much participation as possible to allow us all to have a great summer at Big White 2015”.

7. Motion to change Bylaw Article III, Section 3.01

The motion was put forward by David Webb. Seconded by Mark Lofquist. To change the Bylaw to have two types of memberships; Members physically on the mountain, and members off the mountain. Those classified as being off the mountain will not be eligible for the Chamber Lift pass program for staff. Motion Carried unanimously.

The bylaw has been changed from:

“Every person, association, corporation, partnership or society directly or indirectly engaged, or interested in trade, commerce, or the economic or social welfare of the Big White area shall be eligible for membership in the Chamber. All members are encouraged to subscribe to the values and be prepared to turn them into action by participating in chamber events and activities.”

to

“Every person, association, corporation, partnership or society directly or indirectly engaged, or interested in trade, commerce or the economic or social welfare of the Big White area, shall be eligible for membership in the Chamber. There are two types of membership:

- *Members who's interests in the above categories are physically based ON the mountain will be eligible for all Chamber benefits and privileges INCLUDING the Chamber Lift Pass program.*
- *Members who's interests in the above categories are based OFF the mountain will eligible for all Chamber benefits and privileges EXCLUDING the Chamber Lift Pass Program.*

All members are encouraged to subscribe to the values and be prepared to turn them into action by participating in chamber events and activities”

8. Election of The Board of Directors for 2015/16

- 10 positions available and 8 nominations received.
- David Webb accepted all 8 nominations. Seconded by Lance. Unanimously agreed.

9. AOB

Q – What are the next steps for the regional study?

A – The process will involve at least two studies to be undertaken and will ultimately go to the province for a vote. We will continue our discussions with the regional regarding Study one and will keep you informed of the progression.

Next meeting is 7.30am - Friday 27th at Black Diamond.

Appendix 1 – Presidents Report

David Webb – 18th February 18th 2015.

In the year to February 2015 Big White Chamber of commerce has worked on behalf of local businesses in many areas. Here are the highlights:

- Membership has increased to over 50 members.
- Meetings are open to all members and held at 5pm on the 3rd Wednesday of the month.
- Breakfast meetings were held on the last Friday of the month in the winter season,
- A Chamber season pass program was initiated with Big White for staff working on the mountain.,
- A directory of benefits with local businesses was created.
- A meeting to discuss Resort Municipality was held and followed by a meeting with guest presenter to better understand the process.
- We have had many conversations with Provincial Government and others on Municipal Incorporation.
- Jude and I attended a Regional District Council meeting to make a 10 minute presentation as we felt our voice was not being heard at regional level.
- We communicated the right to vote to residents and property owners in Big White and increased the turnout of voters 100% in the Regional District Elections.
- The Regional district candidates were hosted by Chamber of Commerce for a question and answer evening.
- The elections resulted in a new Regional District director who has been very receptive to communication with the Chamber and Big White community as a whole. Our new areas director is Vicki Gee.
- The creation of the new RDKB Planning Council was the result of working with Vicki.
- Grant in aid requests and submissions by the chamber have been successful.
- Regular communications via facebook and email with members.
- Updated website with full member directory.
- Had a stand at the Rock Creek Fair for the 2 days. Promoting Big White as a place to do business.
- Hosted out MLA Linda Larson for a guided tour of the mountain and lunch at the Blarney Stone with Micheal J, Jude, and David Webb.
- Jude attended BC Transport Planning meeting in Kelowna.
- Members attended Kelowna Chamber events.
- Had plans for a community hall drawn up.
- Summer events working with Tourism Big White, we put on Bike Hike and Beverage.
- Winter Festival worked with Tourism Big White to create Advent Calendar, Christmas Tree promotion.

The board has increased in numbers of the year but not everyone has always been able to make meetings, I would like to point out to prospective board members that if they miss three meetings without passing along apologies they can be removed from the board. We ensure to the best of our abilities that a phone in option is available and Michael has become proficient in this method of joining our meetings.

To all members we need your help, answer the calls to action, bring your support and energy to events and planning. Attend the monthly meetings and the breakfast meetings. Next breakfast meeting is a social media workshop.

I would like to say a very special thank you to Jude who has put in many many hours this year as secretary.

