

Big White Chamber of Commerce Executive Meeting Minutes

Date: 18th March 2015: 5.00pm

Location: Inn at Big White Conference Room

Board Attendance:

David Webb – President

Mark Lofquist – Vice President

Michael Ballingall - Past President

Jude Brunt – Secretary

Don Hickson – Director

Apologies: John Mooney (Treasurer), Leanne Foster (Director), Mark Mustacich (Director), Calvin Barr (Director)

1. Welcome

Welcome to all Board Members, members and guests in attendance.

2. Minutes agreed at last Meeting.

Deferred to next meeting.

3. Matters arising from minutes

Nun

4. Correspondence Received

Nun

5. Reports

President reports

Nothing to report this month.

Treasurers Report

Don Hickson presented the Chamber's financial status. We received \$100 in membership payments with only \$50 outstanding. We currently have \$25,876.39 net cash available.

Full report Appendix 1

Membership and Marketing report

Jude Brunt informed that we have had no new members. The website has been tweaked to allow more space for company advertising. Request that all members check they are happy with the information on the site and to inform Jude of any changes.

Q – How many members do we currently have?

A – 52 current members.

6. Update from RDKB Director Vickie Gee

No update from Vickie this month.

7. Accessing grant money and funding for hockey rink feasibility study

Michael raised the idea of spending some of the Chamber's \$25,000, on an individual that specialises in finding/applying for grants. As part of this discussion he also raised the motion to allocate 10K aside to investigate the feasibility for an indoor ice-rink at Big White as this could be the way to get to the 'next level' for summer at Big White. An ice-rink could potentially attract teams from all over, and fill beds/restaurants etc it would also open the door to other summer activities such as: zip-lining, golf, mountain biking etc.

There were some concerns regarding the large amount of Chamber savings that this would use and also the annual costs of maintenance of an in-door ice-rink, however it was decided that at this stage the money wouldn't be spent unless there would be a guaranteed outcome of grant money. Micheal motioned to set 10K aside for a feasibility study for an indoor ice-rink. Seconded by David Webb. 4 agreed, 1 against.

Michael will present options to the Chamber in 60 days.

8. Hwy 33/BW intersection repair updates

The terrible condition of the road at the Junction of Big White Road and Hwy 33 was discussed. Big White has received complaints from customers and is currently writing letters to the province, and encourages the Chamber and the Tourism society to do the same in order to expedite the process.

9. Tourism Big White Society update –

Michael informed that the tourism society has spent \$119K on various projects such as: Gas cards promotions, Eastern Canada Ski Shows, Christmas Decorations, the mountain shuttle bus, marketing in Washington, Portland etc. They have a budget of \$25K to spend on 'Hike Big White' marketing campaigns. Trevor Hannah is planning activities during the weekends between 4th July – September and will keep the chamber informed.

Q – Are the Mountain bike trails still an option for this summer?

A – Due to the length of time, and cost to cut out, we are not going to be officially opening any biking trails this year. However, we will be spending the summer cutting one trail out ready for next summer.

10. Community Clean up

Due to the early melt of the snow this year, the garbage is showing earlier than usual. Jude suggested that the chamber spend \$300-\$600 from the community beautification money, to fund staff to pick up garbage. There were suggestions for businesses take responsibility for outside their establishment, however the issue was raised for those areas that don't have businesses attached, and are outside the Big White remit.

Q – Can we have more Bins?

A – In theory, however who would maintain them, where should they go?

Michael motioned to give Trevor \$500 to be used for more hours for cleaning up Big White. Jude Brunt Seconded. All agreed.

11. Telus Day or Service – May 30th

Michael informed that on our annual Big White Clean up Day on May 30th. Telus are going to be supplying T-shirts, Bags, Rags, Gloves etc. We will be cleaning from Snowpines to Black Forest and Big White will be putting on a BBQ and band. Promotion required through Chamber facebook events.

12. General Village summer beautification

David Webb motioned to spend the remaining \$1100 from the community beautification on advice on, and for planting seeds, plants and bulbs. Seconded by Mark Lofquist. Agreed by everyone.

Advice will be sought from Jeremy regarding what plants should be planted where and when.

13. Summer event & activities update & marketing

Trevor Hannah is the lead for Big White Summer activities which are currently being organised for the weekends. The VCM and the bullet lift will be open during the weekends. There will also be two hiking patrollers. We have 'Hike Big White' on all Coca Cola trucks in the Okanogan and radio ads advertising the summer operations at Big White.

The lifts won't be making money so in order to make the summer at Big White successful, they need chamber members to open, and hold events to create a fantastic customer experience. Please inform the Chamber if you are going to be open in order to include you in promotion and also keeping you in the loop with on-going events through-out the summer.

Q – Will there be a season summer pass/ discount?

A – No, however the daily rate is \$15 which is very reasonable in comparison to other summer resorts.

Q – Could we put a sign in the village somewhere with "General Information" about Big White. Hiking trails, wildlife, etc.

A – Jude looked into it previously. Cost roughly \$3000. The cost might be covered by a grant. This will be investigated and reported back to the Chamber next meeting.

Q – Could we have a printed booklet with all businesses open during the summer?

A – Yes – need confirmation of who will be open, and any events planned by 1st June.

14. Tourism Signage at Big White Road

Jude informed that the Chamber have spoken to the highway agency about having a brown tourism sign put on the highway. This will be installed over the summer.

15. Any Other Business

Michael encouraged the chamber to review some of the key findings of a study completed for how we are doing in Canada in regards to tourism.

Full report in Appendix 2.

We will be looking to get a voting booth at Big White for the Fed elections. We will try to ensure that we are participating in everything possible.

Q – How have we done this year at Big White? (Jude Brunt)

A – This has been a record year for Big White. We have had more people hence the increases in water and waste. Big white is currently in talks to increase the number of planes from Vancouver to Kelowna, as we

know have daily Ontario to Vancouver flights. It's been a good year for Big White, and we hope we can have a successful summer also!

Thanks to all in attendance.

Appendix 1 – Treasurer Report

BIG WHITE CHAMBER OF COMMERCE

Treasurer's report as at March 18, 2015

Cash Position:

Bank Balance as of February, 18 2015 per attached account activity

		\$25,664.14
Less: Segregated fund for Big White Community Impr.		-1,631.75
Net bank balance		<u>24,032.39</u>
Add: Outstanding Memberships	50.00	
Memberships to deposit	100.00	
	<u>1550.00</u>	1,700.00
Less: Outstanding Cheques/payables:		
Ck # 100 Blarney Stone re: Christina	144.00	
		144.00
Net cash available		<u>\$25,876.39</u>

Previous Month Bank Activity

Deposit memberships	2,975.00
Cheques cashed	-
Bank Charges/fees	<u>-5</u>
Net increase/(decrease)	<u>2,980.00</u>

Comments:

We completed the change over of Banks to Valley First Credit Union. We received \$3,075.00 dollars in membership payments, and there was a \$5.00 bank fee charged. The net cash available is now \$25,876.39

Appendix 2 – Tourism in Canada Study

PDF attached.