



AGENDA

Drumheller and District Chamber of Commerce
Annual General Meeting
Thursday, March 22, 2018
Badlands Community Facility

1. Call to Order
 - a. Introductions/Opening Remarks
2. Adoption of 2017 AGM Minutes
3. Reports
 - a. President
 - b. Executive Director
4. 2016-17 Financial Statements
5. Election of Board of Directors
6. Open Forum
 - a. Tourism Industry Business Retention and Expansion (TIBRE) Program
7. Closing Remarks
8. Adjournment



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Financial Statements

- Drumheller and District Chamber of Commerce as of November 30, 2017
- Drumheller and District Chamber of Commerce (Support Services Division) as of November 30, 2017



Kevin Sorenson, M.P.
Battle River - Crowfoot



HOUSE OF COMMONS
CANADA

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Drumheller & District Chamber of Commerce
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RE: 2018 ANNUAL GENERAL MEETING

Dear Members of the Drumheller & District Chamber of Commerce,

On behalf of the Government of Canada and Her Majesty's Loyal Official Opposition I extend greetings to the Drumheller and District Chamber of Commerce for your 2018 Annual General Meeting and Wine and Cheese Mixer on March 22, 2018.

The Drumheller and District Chamber of Commerce and its more than two hundred members are leaders in the community. You have shown a great deal of resilience in the last few years as the economy has struggled. I am confident that the Drumheller area will lead the way in growth and productivity as the economy recovers in the years ahead. We all recognize and support the achievements of our local businesses that are the backbone of the economy in Battle River-Crowfoot.

As your Member of Parliament, you can count on me to support small businesses, and to stand up for policies that help job creators through less government, red tape and lower taxes. From standing up against the unfair targeting of small businesses to pushing for responsible spending, I am working hard in Parliament for you.

Thank you for all the work you do, I wish you all a very successful event.

Sincerely,

Hon. Kevin Sorenson



Rick Strankman, MLA

Drumheller-Stettler

March 18, 2018

A message from Rick Strankman, MLA for Drumheller-Stettler

It is both an honour and a privilege to bring humble greetings to everyone associated with this year's Drumheller and District Chamber of Commerce Annual General Meeting.

It takes so much time and dedication to operate and run a successful business in today's economic times.

It also takes a robust and concerted effort for your members to volunteer their precious free time to contribute to this Chamber of Commerce to ensure its continued success year after year.

So it is with great sincerity that I wish all members and volunteers an enjoyable Annual General Meeting and all the best in your continued endeavors.

Sincerely,

A handwritten signature in blue ink that reads "Rick Strankman".

Rick Strankman,
MLA for Drumheller-Stettler



DRUMHELLER

OFFICE OF THE MAYOR



February 21, 2018

Dear Members of the Drumheller & District Chamber of Commerce:

The Town of Drumheller Council and Administration would like to extend our sincerest congratulations to the Drumheller & District Chamber of Commerce for another year of successful operations.

I would especially like to recognize, Brock Harrington - President, the Board of Directors and General Manager, Heather Bitz and Marley Henneigh, Office and Chamber Services Coordinator for all your hard work, dedication and commitment in promoting the Town of Drumheller.

I am profoundly humbled to have been chosen by the residents of Drumheller to serve as your Mayor and now I am a representative on behalf of Town Council for the Chamber of Commerce. I am committed to serving our citizens and our business community with integrity, honesty and enthusiasm as we begin a new chapter in Drumheller's history. I appreciate what the Chamber does for our community and I know it is only going to be stronger into the future. I have been part of this group for the past five (5) months and I must say this organization is working very hard to advance our community. Working with other facets of the community, together we will promote a business-friendly culture as well as continuing to support what makes Drumheller truly unique.

It is so exciting to see the Town of Drumheller, the Rotary Club and the Chamber of Commerce join together to organize the Celebration of Excellence on June 15, 2018. It is a great way to acknowledge all the wonderful citizens and businesses that help our community become a great place to live. I encourage you to mark June 15th on your calendar and come out and support this amazing event.

On behalf of the members of Council and the Town of Drumheller, I am pleased to extend a warm and sincere welcome to all the Members and guests to the AGM of the Drumheller & District Chamber of Commerce.

Take care,
Heather Colberg
Mayor

Town of Drumheller
Town Hall
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MINUTES

Drumheller and District Chamber of Commerce
Annual General Meeting
Thursday, March 23, 2017
Badlands Community Facility

Present:

S. Rymal	C. Gordon	T. Gough	B. Walker	S. Adams	B. Harrington
L. Bosch	B. Lubinski	D. Lubinski	R. Clark	J. Hall	S. Thompson
B. DeMille	J. Blanke	P. Pelligrino	N. Fleming	T. Jensen	M. Mazereeuw
A. Sprunger	P. Stokalko	D. Chambers	T. Palmquist	J. Palmquist	T. Yemen
C. Sinclair	S. Sinclair	H. Colberg	L. Lacher	C. Clark	A. Neuman
E. Mah	B. Brown	C. Miles	K. Stojan	T. Vyvey	S. Manca
G. Manca	P. Kolafa	L. Hansen-Zacharuk		D. Thompson	

Staff Present:

H. Bitz	K. Little	M. Henneigh	D. Schinnour	T. Greene
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1.0 Call to Order

President S. Rymal called the meeting to order at 6:59pm.

Written greetings from MP Kevin Sorenson were included in the report package.

Written greetings from Mayor Terry Yemen were included in the report package.

2.0 Approval of 2016 AGM Minutes

Motion: **Moved By: T. Yemen** **Seconded By: D. Thompson**
That the minutes of the DDCC Annual General Meeting of
March 17, 2016 be approved as presented.
CARRIED

3.0 Reports

A. President's Report

S. Rymal presented the President's report.

B. World's Largest Dinosaur

S. Rymal presented the World's Largest Dinosaur report.

C. Executive Director's Report

H. Bitz presented the Executive Director's report.

4.0 2015-16 Financial Statements

C. Gordon of Ascend Financial presented the financial statements for the year ending November 30, 2016.

Motion: **Moved By: B. Harrington** **Seconded By: N. Fleming**
That the DDCC and DDCC-Support Services financial statements for the year ending November 30, 2016 be accepted as presented.
CARRIED

Motion: **Moved By: B. Harrington** **Seconded By: J. Palmquist**
That Ascend Financial be appointed as the auditors for the fiscal year ending November 30, 2017.
CARRIED

5.0 Election of Board of Directors

S. Rymal appointed L. Bosch as Chairperson for the elections. L. Bosch appointed D. Schinnour and T. Greene as scrutineers. L. Bosch reported that there were three 3-year Director terms available.

L. Bosch made the first call for nominations from the floor to stand as Director.

Motion: **Moved By: B. Harrington** **Seconded By: T. Gough**
That Nathan Fleming be nominated as a Director.
N. Fleming accepted the nomination.

Motion: **Moved By: C. Sinclair** **Seconded By: S. Adams**
That Lisa Hansen-Zacharuk be nominated as a Director.
L. Hansen-Zacharuk accepted the nomination.

Motion: **Moved By: T. Vyvey** **Seconded By: H. Colberg**
That Cindy Clark be nominated as a Director.
C. Clark accepted the nomination.

Motion: **Moved By: S. Adams** **Seconded By: T. Gough**
That Jeff Hall be nominated as a Director.
J. Hall accepted the nomination.

L. Bosch made the second call for nominations from the floor to stand as Director.

L. Bosch made the third call for nominations from the floor to stand as Director.

Motion: **Moved By: B. Harrington** **Seconded By: J. Palmquist**
That nominations for Directors cease.
CARRIED

Each candidate introduced themselves. Election by secret ballot was conducted.

L. Bosch declared N. Fleming, C. Clark and J. Hall as Directors of the DDCC for three-year terms.

Motion: **Moved By: B. Harrington** **Seconded By: T. Yemen**
To destroy the ballots.
CARRIED

T. Yemen swore in the newly elected Board members.

6.0 Open Forum

7.0 Closing Remarks

S. Rymal recognized L. Bosch for his contribution to the Board of Directors for the past six years, as well as D. Thompson for the past three-years.

H. Bitz recognized S. Rymal for her contribution to the Board as President during the last year.

S. Rymal thanked Mayor Terry Yemen, L. Bosch, C. Gordon, and Badlands Community Facility staff, as well as the DDCC Board of Directors and staff.

8.0 Adjournment

Motion: **Moved By: B. Harrington** **Seconded by: K. Stojan**
That the 2017 DDCC AGM be adjourned.
Carried

Meeting adjourned at 8:00pm.

Signed by: _____

S. Rymal, President



President's Report

Thank you for taking the time to attend the Drumheller and District Chamber of Commerce AGM tonight. I have been on this board for the past four years and look forward to being able to serve another 2 years. The Board of Directors who have volunteered on this board have been a great source of knowledge, support and leadership and I would like to acknowledge them, as well as the staff at the Chamber. I would also like to thank everyone on the Board for the major time commitment this takes from your busy schedule. This Chamber is not a typical Chamber of Commerce and the commitment of the Board and staff is significant.

Some of the Chamber highlights from the last year include:

Advocacy is still a large focus for us and we look forward to writing policy on items that our members see as relevant to their businesses. I believe our input into the Town's purchasing policy and mobile vendor bylaw are two great examples where we have been able to successfully add important input to the Town's policies.

During the last year, we worked with the Town's Economic Development Officer to refine a document and hold a series of workshops that outline the steps required to open a business in Drumheller. We have also been connecting every few months with Community Futures, Travel Drumheller and the Town of Drumheller/Economic Development Advisory Committee to discuss their individual plans and identify opportunities to work together, so we do not duplicate efforts. Our community is stronger when we all work together on a common goal.

The World's Largest Dinosaur (WLD) also remains a major focus for the Board as we work through the recommendations from the structural assessment done on the dinosaur in the fall of 2015. The value the World's Largest Dinosaur has brought to the community is significant and we must work to preserve its longevity. In 2017, the WLD Legacy Fund invested \$26,256 into the community to support local capital projects.

We at the Chamber are very excited to be partnering with the Town and Rotary Club on a "Celebration of Excellence" that brings everyone together to hopefully fill the Badlands Community Facility on June 15. I would like to give a very special thank you to Mayor Heather Colberg for helping to bring all the parties together to combine awards celebrations.

Throughout the year, the Chamber hosted a variety of events for our members, prospective members, and the business community to participate in. Our largest event

of the year was our Spring Expo, which was held over three days in April at the Greentree Mall. The event will return for 2018 and we look forward to continuing to grow this event in the coming years. The Canada Day Parade and our annual golf tournament are two other large events organized by the Chamber of Commerce. For 2018 we are excited to expand our Lunch and Learn series to our calendar of events and hope the business community will find time to attend.

As always, we continue to look for ways to bring additional value to our membership. Our door is always open. We encourage our members to get involved and share ideas for the betterment of the entire business community.

Respectfully Submitted,

Brock Harrington
President



Executive Director's Report

The Drumheller and District Chamber of Commerce had an active year working diligently on behalf of our members and the business community. The four pillars of our mission statement kept us focused on:

- Promoting local business
- Building awareness of the Chamber and the benefits available to businesses
- Advocating on behalf of our membership at the local, provincial and federal government levels
- Providing opportunities for members to learn, share and network

With so much political buzz in the past year, advocacy continues to be at the forefront for the Chamber. Our Chamber is a member of both, the Alberta Chambers of Commerce (ACC) and the Canadian Chamber of Commerce (CCC). Both of these organizations are advocacy leaders and advocate on our behalf at the provincial and national levels of government. The Canadian Chamber's most significant advocacy effort in 2017 was related to the federal business tax changes. Their Protect Growth campaign sought to encourage the federal government to rethink tax changes, launch consultations with the business community and consider a comprehensive review of the tax system with fairness and simplification in mind for all taxpayers. The CCC has also been vocal on strengthening Canada's relationship with the US, our largest trading partner. At the provincial level, the ACC has been closely monitoring the province's retail cannabis model and weighing in on the pipeline dispute with BC. The ACC has also spoke out on the changes to Alberta's Employment Standards legislation and minimum wage increases.

At a local level, our Business Advocacy Committee, was chaired by Cindy Clark this past year. We had our first policy "win", as we lobbied the Town of Drumheller for changes to the Town's purchasing policy. These changes saw the inclusion of a shop local component for Town purchases. More recently, the Business Advocacy Committee provided feedback to Council and administration on the mobile vendor bylaw. I am pleased with the work the committee has accomplished in the past year and extend an invitation to our members to attend our monthly advocacy meetings. These meetings provide an opportunity to identify, discuss and propose solutions to issues and policies affecting business.

Our 2017 events calendar was full of many different events geared to the business community and community at large. From the launch of our Lunch N' Learn series and our Women In Business mixer to the ever-popular Canada Day Parade and a massive municipal election forum, our staff and board members worked hard to provide a full selection of opportunities to learn, share and network.

Throughout the year, there were a number of ways we promoted our members and the local business community. All of our members are listed on our website directory. Member are also promoted through our monthly Chamber e-newsletter and our Member Monday e-blast, in addition to our social media channels. Our office receives regular inquiries and it is an opportunity for us to promote members through referrals. Staff in our Visitor Information Centre are also constantly promoting businesses from attractions and accommodations to retail and dining.

We were pleased to round out 2017 with 238 members. We are fortunate to have kept our membership levels stable over the years. 2017 actually equated to a 3% growth in membership, with 25 new members joining our organization. We believe our continued focus on relationship building, along with an excellent range of value-added programs have helped to maintain our membership base.

Many thanks to our Chamber members, Board of Directors and staff who have contributed to the achievements of the Drumheller and District Chamber of Commerce in the past year. We are much stronger working together as a group than independently. It is a pleasure working with you and I look forward to a successful and prosperous 2018!

Respectfully Submitted,

Heather Bitz
Executive Director



Business Advocacy Committee Report

In 2014, the Drumheller District Chamber of Commerce recognized the need to form a Business Advocacy Committee. This committee is comprised of some of the DDCC board members along with other members at large from our business community. We believe that the success of small business is a critical component of Alberta's economic well-being, and in order to ensure a fair and level playing field, small business must have a powerful and united advocacy voice at the local, provincial and federal level.

Our committee's purpose is to listen to existing businesses and new start-up businesses in our area and to assist with issues that are brought forward to opening or expanding a business. We believe that through cooperative networking, idea sharing and education we can establish mutually beneficial relationships with other groups and accomplish the common objective of building a successful business community.

Throughout this past year this Committee has worked hard to expand on the thoughts to "Shop Local" by advocating some change to the Town of Drumheller's purchasing policy. With the great reception to our efforts from the Town of Drumheller, the Town has changed their policy in regards to preferential purchasing from local businesses. They have taken a large step in showing their support of local business.

This Committee has also been looking into the situation faced by mobile vendors. We have listened to many local vendors, and we have taken those concerns to Town Council. Council has begun the process of writing a new bylaw for the licensing and guidance of these mobile types of small business. Council has listened to the existing mobile vendors and they have taken our recommendations forward. This new bylaw is before Council at this time and we will continue to monitor this over the coming months.

As Chair of this Committee, I would like to thank all of the fellow Chamber board members and businesses that have been actively involved throughout this past year. I have truly enjoyed getting to know you, and know we are making a difference.

The DDCC supports businesses by assisting them to help build their own. We are always looking for others from our community to be involved with this committee in order to be able to promote the success of all businesses through political advocacy, support services and educational programs in the upcoming years. If you are a Chamber member in good standing please consider joining our committee. Your voice will be heard and change can be made. Meetings are held every first Wednesday of the month at noon in the Chamber boardroom.

Respectfully Submitted,
Cindy Clark
Chairperson



World's Largest Dinosaur (WLD) & Visitor Information Centre (VIC) Report

The World's Largest Dinosaur continues to be one of the top attractions in the Drumheller Valley. In 2017, 126,227 people climbed up to the mouth to take in the incredible view of the valley compared to 129,897 people in 2016. Compared to the 5-year average, visitation in 2017 was up 13.7%.

The board and staff continued to work on a short and long term maintenance plan for the WLD. In 2017, we installed new fire doors, smoke detectors, security cameras and reconfigured the grates in the mouth to help keep the birds away.

In 2017, the World's Largest Dinosaur Legacy Fund distributed funds to the following non-profit organizations:

- 1st Drumheller Scouts - \$400
- Drumheller Off Road Vehicle Association - \$2,106
- Canadian Badlands Aquatic Club - \$3,000
- Drumheller Minor Ball Association - \$3,000
- Drumheller Pioneer Trail Society - \$3,000
- Wayne Community Association - \$3,000
- East Coulee School Museum - \$11,750

Since its inception, the Legacy Fund has reinvested a total of \$617,907 back into the community. For a full list of Legacy Fund recipients view our website, www.worldslargestdinosaur.com.

There are new criteria in place for the Legacy Fund for 2018. Applications will now be accepted throughout the year. A maximum of two (2) capital projects of \$2,500 will be funded quarterly. All applications will be kept on file until the end of the year. For more information, visit the Chamber's website, www.drumhellerchamber.com.

As we work to promote all businesses in the Drumheller Valley, our very knowledgeable and friendly Visitor Information Centre staff counselled and encouraged 57,270 visitors to stay, dine and explore more of the valley in 2017.

In July and August, 2,080 visitors to the Royal Tyrrell Museum were counseled by our mobile VIC staff. Thank you to the Royal Tyrrell Museum for allowing us space on the plaza. We received funding from Alberta Culture and Tourism's Visitor Services Innovation Fund (VSIF) in the amount of \$1,950 to assist with the mobile VIC. The

funds were used for a banner and a sandwich board, as well as a portion of the staff costs. Thank you to the VSIF for their financial assistance.

To maintain our VIC accreditation, staff attended the Growing Rural Tourism Conference in Camrose, Spring Showcase in Edmonton and the Alberta Visitor Information Providers Fall Conference in Brooks. These conferences and workshops not only benefit our staff but the businesses and visitors as well. They are extremely educational and a great opportunity to network with others in the tourism industry.

The Drumheller and District Chamber of Commerce would like to acknowledge the Town of Drumheller for their continued support of the Visitor Information Centre.

The WLD and VIC staff look forward to another busy season in 2018.

Respectfully submitted,

Debbie Schinnour
Tourism Services Manager



Drumheller DinoArts Association Report

It has been a great year for the Drumheller DinoArts Association. This was the sixth full year that our association has been involved with the Drumheller community and our contributions are starting to really add up. It seems that the residents of Drumheller are also seeing that our additions are not just tourist attractions, but are enhancing the community for locals as well.

The selfie Dinosaur (aka Curt) at the Napier Theatre was a great example of that. You know you must have gotten something right when you can post a picture of a new dinosaur being unveiled on the Drum Discussion Facebook Group and get 122 likes, 17 loves and ALL positive comments. When does that ever happen? We have come a long way since the days of yarn bombing!

In the past year we have all worked hard to enhance our profile within the community. I think a great example of that was the cotton candy stand on Canada Day. We all had a great time, and it encouraged people to stop by, have a chat, and find out what is new with our group.

We were also able to take advantage of the Chamber's generous matching funds agreement with DinoArts, by matching donations from Boogie in the Badlands, the Sugar Bird Foundation, The Chopped Leaf, the Co-op Communities in Full Colour program and the CIP grant for a portion of the Selfie Dino. Through the continued support of our community and the Town of Drumheller staff, we have been able to make some great contributions to the valley and already have some exciting plans for the upcoming year.

In 2018, we look forward to enhancing a main entrance into town by painting the South Hill water tower, and adding an amazing mural to the exterior of the Napier Theater building.

It has been an absolute pleasure working with all of you, and it is nice to be part of something so positive and cooperative. Thank you to the Chamber for their continued support of DinoArts. I cannot wait to see what the future holds for this group and what creations will be brought to life.

Respectfully Submitted,

Courtney Bell
Chairperson



DDCC Strategic Plan

Mission Statement

Building a strong business community in the Drumheller area through:

- Promotion of local business
- Awareness of membership benefits and the DDCC
- Advocacy on behalf of membership at the local, provincial and national levels
- Providing opportunities for members to learn, share and network

Vision Statement

The Drumheller and District Chamber of Commerce supports and engages businesses in making the Drumheller area a vibrant and diverse community.

Goals

Goal #1:

The DDCC is recognized as the premier advocate for its members and the business community.

Goal #2:

The DDCC enhances its membership value by proactively marketing the services, benefits and opportunities it provides to the business community.

Goal #3:

The DDCC has an inclusive and engaged membership that actively participates in Chamber activities, events and committees.

Goal #4:

The DDCC is led by a strong Board of Directors representing various industry sectors and supported by professional Chamber staff.

Goal #5:

The DDCC maintains strong, stable revenue sources and a sound financial base.



2017-18 Board of Directors

- President:** Brock Harrington (Community Futures Big Country)
- Vice President:** Jeff Hall (MNP)
- Secretary-Treasurer:** Nathan Fleming (RBC Royal Bank)
- Past President:** Shelley Rymal (Sage Valley Marketing)
- Directors:** Jason Blanke (99.5 Drum FM)
- Cindy Clark (Canalta Hotels – Jurassic Inn)
- Mayor Heather Colberg (Town of Drumheller)
- Vanessa Page (Drumheller Public Library)
- Jeff Palmquist (TJ Valley Adjusters)
- Darryl Reid (Pro-Active Building Maintenance)
- Chris Sadler (ATB Financial)
- Cameron Sinclair (AFSC)
- Brent Walker (Drumheller Co-op)

Board of Director Terms

<u>Name</u>	<u>Position</u>	<u>Term</u>	<u>Expiry</u>	
VACANT	Director	2 year	2020	
VACANT	Director	3 year	2021	
VACANT	Director	3 year	2021	BOLD = Nominee Required
VACANT	Director	3 year	2021	
VACANT	Director	3 year	2021	
V. Page	Director	2 year	2019	
J. Palmquist	Director	3 year	2019	
D. Reid	Director	2 year	2019	
C. Sinclair	Director	3 year	2019	
C. Clark	Director	3 year	2020	
N. Fleming	Director	3 year	2020	
J. Hall	Director	3 year	2020	
Mayor H. Colberg	Appointed	Annual	2018	