



MINUTES

Drumheller and District Chamber of Commerce
Annual General Meeting
Thursday, March 17, 2016
Badlands Community Facility

Present:

B. Fullerton	G. Fullerton	S. Rymal	K. Stojan	T. Gough	C. Gordon
R. Fox	A. Neuman	T. Jensen	L. Donauer	D. Chambers	J. Legacy
C. Sinclair	S. Sinclair	E. Wright	S. Shoff	H. Colberg	K. Colberg
T. Yemen	C. Glydon	J. Palmquist	E. Mah	C. Knight	G. MacDonald
T. Ibrahim	J. Ibrahim	L. Bosch	J. Shoff	D. Thompson	

Staff Present:

H. Bitz K. Little M. Henneigh D. Schinnour

1.0 Call to Order

President L. Bosch called the meeting to order at 7:06pm.

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 2015 AGM Minutes

Motion: **Moved By: C. Knight** **Seconded By: S. Shoff**
That the minutes of the DDCC Annual General Meeting of
March 24, 2015 be approved as presented.

Carried

3.0 Reports

A. President's Report

L. Bosch presented the President's report.

B. Executive Director's Report

H. Bitz presented the Executive Director's report.

C. Business Advocacy Committee Report

S. Rymal presented the Business Advocacy Committee report.

4.0 2014-15 Financial Statements

C. Gordon of Ascend Financial presented the financial statements for the year ending November 30, 2015.

Motion: **Moved By: B. Fullerton** **Seconded By: S. Shoff**
That the DDCC and DDCC-Support Services financial statements for the year ending November 30, 2015 be accepted as presented.

Carried

Motion: **Moved By: R. Fox** **Seconded By: B. Fullerton**
That Ascend Financial be appointed as the auditors for the fiscal year ending November 30, 2016.

Carried

5.0 Election of Board of Directors

L. Bosch appointed B. Fullerton as Chairperson for the elections. B. Fullerton appointed K. Little and D. Schinnour as scrutineers. B. Fullerton reported that there were four 3-year and one 2-year Director terms available.

B. Fullerton made the first call for nominations from the floor to stand as Director.

Motion: **Moved By: S. Shoff** **Seconded By: C. Knight**
That Rod Fox be nominated as a Director.
R. Fox accepted the nomination.

Motion: **Moved By: S. Rymal** **Seconded By: L. Bosch**
That Adrian Hartman be nominated as a Director.
Written confirmation from A. Hartman accepting the nomination.

Motion: **Moved By: S. Shoff** **Seconded By: L. Bosch**
That Jeff Palmquist be nominated as a Director.
J. Palmquist accepted the nomination.

Motion: **Moved By: L. Bosch** **Seconded By: T. Gough**
That Cameron Sinclair be nominated as a Director.
C. Sinclair accepted the nomination.

Motion: **Moved By: K. Stojan** **Seconded By: L. Bosch**
That Sylvia Adams be nominated as a Director.
Written confirmation from S. Adams accepting the nomination.

B. Fullerton made the second call for nominations from the floor to stand as Director.

B. Fullerton made the third call for nominations from the floor to stand as Director.

Motion: **Moved By: S. Shoff** **Seconded By: L. Bosch**
That nominations for Directors cease.

Carried

B. Fullerton declared R. Fox, A. Hartman, J. Palmquist, C. Sinclair and S. Adams as Directors of the DDCC.

L. Bosch swore in the newly elected Board members.

6.0 DDCC Support Services Funding Request

L. Bosch explained the request for a line of credit to cover payroll and associated expenses related to the 2016-17 contracts with the Government of Alberta for contracted staff at the Royal Tyrrell Museum.

Motion: **Moved By: E. Mah** **Seconded By: B. Fullerton**
That the DDCC proceed with a maximum \$350,000 line of credit to be used by the Support Services division as it relates to the contracts with the Government of Alberta.

Carried – 14 in favour, 4 opposed

7.0 Open Forum

L. Bosch discussed the structural engineering inspection done on the World's Largest Dinosaur in the fall of 2015 and the Board's plans to ensure the dinosaur is maintained for years to come.

J. Shoff suggested the Board consider suspending funding of large projects from the WLD Legacy Fund. Doing so would allow the DDCC to build up a fund that could generate interest revenue for funding projects in the future.

8.0 Closing Remarks

L. Bosch recognized E. Mah and J. Shoff for their contributions to the Board of Directors for the past six years.

R. Semchuk was recognized for his three year contribution to the Board of Directors.

L. Bosch thanked Mayor Terry Yemen, B. Fullerton, Badlands Community Facility staff, as well as the DDCC Board of Directors and staff.

9.0 Adjournment

Motion: **Moved By: S. Rymal** **Seconded by: J. Shoff**
That the 2016 DDCC AGM be adjourned.

Carried

Meeting adjourned at 8:10pm.

Signed by: _____

L. Bosch, President



President's Report

Thank you for taking the time to come out and attend the Drumheller and District Chamber of Commerce AGM tonight. I have been on this board for the past five years and look forward to being able to serve another year as Past President. The Board of Directors who have volunteered on this board have been a great source of knowledge and support and I would like to acknowledge them, as well as the staff at the Chamber.

Some Chamber highlights from the last year...

I was pleased to attend the Canadian Chamber of Commerce Annual General Meeting in Regina in the fall. The policy debates and networking with other Chambers throughout Canada are a great opportunity to learn.

Advocacy is still a large focus for us and we look forward to writing policy on items that our members see as an important part of their business. During the last year, we worked with the Town's Economic Development Officer to create a document that outlines the steps required to open a business in Drumheller. We have also been connecting every four months with Community Futures, Travel Drumheller and the Town of Drumheller/Economic Development Advisory Committee to discuss plans and work together, so we do not duplicate efforts.

The World's Largest Dinosaur (WLD) also remains a 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 2016, the WLD Legacy Fund injected \$12,000 back into the community to support four capital projects.

Throughout the year, the Chamber hosted a variety of events for our 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 2017 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 2017 we are excited to add the Lunch and Learn series to our calendar of events and hope the business community will find value in these sessions.

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,

Shelley Rymal
President



Executive Director's Report

It is the mission of the Drumheller and District Chamber of Commerce to build 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

Your Chamber of Commerce was active on a number of fronts in 2016, as we worked on all four pillars of our mission. Advocacy continues to be a strong area of focus. Our Business Advocacy Committee, chaired by Darcy Thompson met monthly throughout the year to identify, discuss and propose solutions for issues and policies affecting the business community. We worked with the Town's Economic Development Officer to develop a checklist to aid people in starting a business in Drumheller. The Committee also spent part of the year looking at the Town's purchasing policy and ways it might be improved. Last fall, the Chamber also put its support behind a petition against the Carbon Levy, being driven by the Brooks Chamber of Commerce and Carbon Tax Referendum Society.

The DDCC is also a member of our provincial and federal networks, respectively the Alberta Chambers of Commerce (ACC) and the Canadian Chamber of Commerce (CCC). Both are advocacy leaders and work diligently to advocate for business on provincial and national levels. Specifically in 2016, the ACC has been extremely vocal regarding increases to Alberta's minimum wage. This fall, the ACC released its 3rd minimum wage survey, which we encouraged our members to respond to and have their voice represented. Results from the survey are available online and have been shared with the provincial government to provide an assessment of the impact the increase has had on the business community. This example is just one of many demonstrating how our provincial and federal counterparts are working to influence the business climate. Last year, our Chamber also attended the ACC AGM in Red Deer and the CCC AGM in Regina, where we were able to network with fellow Chamber leaders from across Alberta and Canada and vote on policies of importance to the business community.

We concluded 2016 with 231 members and we welcomed fifteen new members throughout the year. Through relationship building by staff and board members, along with an excellent selection of value-added programs geared to help our members save time, money and resources, we have maintained a stable membership overall. The Chambers of Commerce Group Insurance Plan continues to be one of the most popular value-added programs with over 60 members enrolled. Please contact the Chamber office

for additional information on the group insurance plan or any other value-added program we offer so you can maximize the benefit of your membership.

Part of our mission is to provide opportunities for members to learn, share and network. In March we hosted our Annual General Meeting. Our 2nd Annual Spring Expo was a great success with 74 vendors, despite a slight drop in attendees. Our 5th annual Women in Business mixer was held in June at the Yavis Prop Room Lounge with 40 women in attendance. July 1st saw us organize the ever popular, Canada Day Parade and to finish off the summer, we hosted our annual golf tournament, the Jurassic Classic. In October during Small Business Week, we hosted the Business Excellence Awards gala, which recognized outstanding individuals and businesses in our community. To close out the year, we held our annual holiday celebration, Jingle Mingle at the World's Largest Dinosaur Giftshop and Visitor Information Centre with over 70 members in attendance.

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

Looking forward into 2017, we are pleased to launch our Lunch N' Learn series, which will provide a combination of networking and educational opportunities for the business community. We also look forward to continued growth of our 3rd annual Spring Expo, which will take place April 21-23 at the Greentree Mall. 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 as a group than we are working independently.

Respectfully Submitted,

Heather Bitz
Executive Director



Business Advocacy Committee Report

In 2014 the Drumheller and 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 community. Our purpose is to listen to existing businesses and new start-up businesses in our area, and assist with any issues that may have been brought forward to open or expand a business.

The Chamber represents over 230 businesses locally, over 23,000 businesses provincially and over 200,000 businesses federally through our partnership with Alberta Chambers of Commerce and the Canadian Chamber of Commerce. What does it mean to our community? It means the Chamber is the largest and most influential business association in our country and that our policy efforts do make a difference to our business community. The Business Advocacy Committee largely contributes to the Chamber profile and effectiveness. Through our policy and advocacy approach we develop and advocate for new and innovative solutions to improve the business climate on behalf of our members. The Business Advocacy Committee provides opportunities for our members to become involved in the organization by contributing to our advocacy efforts. If you are interested in making a difference within the business community, the Business Advocacy Committee might be the right fit for you.

Throughout the last year the Business Advocacy Committee has assisted new businesses coming to our community who encountered issues and lead them in the right direction. We also assisted existing businesses that required us to advocate on their behalf. Some of the main focuses have been on making Drumheller “Open for Business”, assisting on creating a “user friendly” start-up guide for new businesses opening in Drumheller, and promoting a “Shop Local” component focusing on the importance of keeping dollars spent in the community within the community.

Many businesses have experienced hardships throughout the economic downturn in Alberta. Additionally with the NDP changes in minimum wage and the addition of the carbon levy, local businesses are feeling the impact. To build a strong community you must have a strong business core. The Drumheller and District Chamber of Commerce’s Business Advocacy Committee is committed to assisting and encouraging Drumheller to be a great place to work, live and do business.

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,

Darcy Thompson
Chairperson



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

The World's Largest Dinosaur (WLD) continues to be one of the top attractions in the Drumheller Valley. In 2016, 127,481 people climbed to the gaping jaw of the WLD to view our beautiful valley from 86 feet in the air, which equates to an increase of 5% over 2015 figures and a 22% increase over the 5-year average.

Each month 15% of admissions and Giftshop sales are allocated to the WLD Legacy Fund. Since its inception, the Legacy Fund has reinvested over \$610,000 into community projects. In 2016, the World's Largest Dinosaur Legacy Fund distributed \$12,000 to the following organizations:

- Drumheller Minor Soccer Association - \$3,000
- Midlandvale Community Association - \$3,000
- Munson Community Association - \$3,000
- Royal Canadian Legion, Branch #22 - \$3,000



For a complete list of fund recipients, visit www.worldslargestdinosaur.com.

In 2016, the Drumheller Fire Department hosted the Fire Fit Challenge from September 9-11 at the foot of the dinosaur. The area surrounding the WLD was also a beehive of activity during the Town's Canada Day celebrations. We look forward to celebrating Canada's 150th birthday with the Town in 2017.

Throughout 2016, the Drumheller Visitor Information Centre's knowledgeable and friendly staff interacted and counselled 57,805 visitors. To maintain our accreditation with the Alberta Visitor Information Providers, staff attended Spring Showcase training in Edmonton and the AVIP Conference in Stony Plain. These conferences and showcases are great educational and networking opportunities that benefit both the staff and our visitors. We also completed our Drumheller Valley familiarization tour in May with our staff and local businesses taking part. The tour is a wonderful training tool to increase product knowledge of the Drumheller valley and we appreciate all the businesses who participated in the exercise.

Unfortunately with the unseasonable wet summer, our mobile Visitor Information Centre was not utilized to its full potential. Plans are underway for 2017 and we are preparing to have the kiosk operational in July and August two days per week at the Royal Tyrrell Museum.

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

Respectfully submitted,

Debbie Schinnour
Tourism Services Manager



Drumheller DinoArts Association Report

The Drumheller DinoArts Association is proud to be working on our fifth full year of involvement in the Drumheller community.

Our goal is to enrich local and tourist experiences by coordinating, acquiring, and maintaining the 30+ dinosaur structures around the valley. The ultimate vision is to make Drumheller world known for being the “Dinosaur Capital of the World”.

In early 2016 we finalized the design on a new bench type dinosaur that was unveiled on the cement outcropping on 3rd Avenue, near the Centre Street intersection.

Our major project for 2017 is the replacement of the older cement dinosaur that is in front of the Napier Theatre. The existing dinosaur is going to find a new home at the Horseshoe Canyon public area.

And of course, fundraising to cover these costs is our other big project for 2017. We have some irons in the fire in terms of grants, as well as the many local businesses that have supported the group over the past several years, and of course the very generous donation of up to \$10,000 annually from the Chamber of Commerce in matching funds.

Personally, I am extremely proud of the DinoArts group. They are an excellent group of volunteers and individuals, many of which have spent countless hours cleaning, prepping, and painting the older dinosaurs around the valley.

I've been involved with DinoArts since its inception, and several months ago I gave notice that I would be stepping down from the role of chair. I'd love to see some new faces join the group, and I am still very happy to stay involved in a lesser role.

On behalf of the Drumheller DinoArts Association, best wishes for the 2017 year! If you are interested in being involved, please contact Marley at the Chamber of Commerce, 403-823-8100.

Respectfully Submitted,

John Shoff
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.



2016-17 Board of Directors

- President:** Shelley Rymal (Sage Valley Marketing)
- Vice President:** Brock Harrington (Community Futures Big Country)
- Secretary-Treasurer:** Nathan Fleming (RBC Royal Bank)
- Past President:** Landon Bosch (Centre Street Insurance)
- Directors:** Sylvia Adams (ATCO Electric)
- Jason Blanke (Connect First Credit Union)
- Brooke Christianson (Canalta Hotels)
- Adrian Hartman (ATB Financial)
- Jeff Palmquist (TJ Valley Adjusters)
- Cameron Sinclair (AFSC)
- Darcy Thompson (DCT New Age Promotions)
- Brent Walker (Drumheller Co-op)
- Mayor Terry Yemen (Town of Drumheller)

Board of Director Terms

<u>Name</u>	<u>Position</u>	<u>Term</u>	<u>Expiry</u>	
VACANT	Director	3 year	2020	BOLD = Nominee Required
VACANT	Director	3 year	2020	
VACANT	Director	3 year	2020	
S. Rymal	Appointed	1 year	2018	
J. Blanke	Director	2 year	2018	
B. Walker	Director	2 year	2018	
B. Christianson	Director	3 year	2018	
B. Harrington	Director	3 year	2018	
S. Adams	Director	3 year	2019	
A. Hartman	Director	3 year	2019	
J. Palmquist	Director	3 year	2019	
C. Sinclair	Director	3 year	2019	
Mayor T. Yemen	Appointed	Annual	2017	