

Bragg Creek and Area Chamber of Commerce Member Meeting

March 20, 2019 7-9PM

1. Call to Order 7:10PM
2. Adoption of Agenda-Gord McDonald; 2nd Michele Longo
3. Adoption of Minutes-Gord McDonald; 2nd Nathalie Belanger
4. **Michelle Longo - Firesmart.** Improve safety of the hamlet and are working together with RVC.

May 11th there is a Firesmart open house and the local businesses that relate to the Firesmart initiatives (landscapers, arborists, etc.) are invited to advertise their businesses at the open house. So, if anyone is interested this is a free promotion opportunity and can contact Michele Longo.

5. Neil MacLaine- Signage Committee updates

The grant is to be used for” things that enhance the visitor experience”. Therefore, the signage needs to fall under that description.

Observations:

- inadequate signage, particularly travelling from the south and travelling west on highway 66.
- No highway signage for the West Bragg Creek Trails Recreation Area.
- Information Kiosks are in poor locations to reach visitors. Do they present the visitors with what they need to know?

In Play:

- Tourism destination signage for the West Bragg Trails have been applied for. Two signs, one for 22 southbound and one for northbound. As well as, one across the bridge at the 3 way stop and one by Hawkeye/ Elk rd.
- Community Display ads/signage will be updated and have been applied for.

Under Consideration:

- Are kiosks in best location?
- Do they display useful information?
- Are more needed?
- Should we have a large display recognizing The Great Trail that runs through the hamlet?

Process has started to connect the community through trails Bragg to Redwood etc.

6. Marketing Update-Jennifer Jurkowski

Jennifer shared the Marketing plan for the Chamber and for tourism that the Marketing Committee have been working on. Once finalized a copy can be found on the Chamber website.

Introduced the Bragg Swagg Baskets, informed businesses to email office@braggcreekchamber.com to be included.

Brief summary on the MVA positions this summer. We are hopefully hiring 2 full time MVAs. We are just waiting for funding to come through. One will be stationed at the West Bragg Creek Trail Head and the other in the Hamlet. The MVA in the hamlet will be joined by Hendrix the Goat on Saturdays. Kicking off a social media campaign called "Hendrix in the Hamlet"

TOBC still needs volunteers and ticket counters for the next day.

7. President's Comments-Lowell Harder

- Informed members of the new Foothills Tourism Association. The Chamber is going to hold off joining for now. If anyone is interested Jen can email the info to you.
- Youth Entrepreneur camp looking for business minded youth in the community, so if you know of anyone that would be interested have them apply. Would like to send a youth from Bragg this year.
- Rocky View 2020- Bruce arranged a chance to share our SWOT with counsel, which intern offered an opportunity to present in front of Cole Nelson from Corporate Business Development. Change is moving in a positive direction. Good conversations are happening.

8. Sherry Olsen- Update on her experience with RVC and her AirBnB

- People love coming here.
- Received a letter from By-law saying she is operating against their by-laws.
- Meeting with Johnson Kovan and Dave Kalinchuk to help update and revitalize our little community.

Neil proposed motion that the Chamber supports the AirBnB's. Gord McDonald 2^{nds}.

9. Darin Fauth - FFG Business Solutions

Spoke with the members on the different packages and benefits of the Chamber Benefits Plan.

8. Next meeting: April 17, 2019

9. Meeting adjourned: 8:24PM