

Barrhead & District Chamber of Commerce General Meeting Minutes

Date: Thursday, May 18th, 2023

Time: 12:00 noon

Location: Charles Godberson Room, Agrena

1. Call to Order 12:10pm
2. Additions to the Agenda -no
3. Adoption of Agenda - Kristine
4. Adoption of Minutes of Previous Meetings
 - a) May Executive Meeting Minutes - Kristine
 - b) March General Meeting Minutes - Kristine
5. Business Arising from the Minutes
6. Speaker:
 - Ellen MacCormac with Exposure Photo Design Publishing on – How to Create a Great Social Media Strategy Plan
 - Provided handout on marketing strategies “Business Planning Canvas”
 - Campaigns and promotions via social media; go hand in hand with other media types like radio, newspapers, mailouts and showcases.
 - Always stay focused on the mission statement of your business
 - Aim your marketing strategies to your target markets – invest you time and money focusing on this.
 - Understand the different social media paltforms and who the market
 - Attend events (marketing) and sponsor events that your target market attends.
 - If a business has a tight budget what is the best way to spend you marketing dollars? Depends on your market, put all your eggs in one advertisement or spend a little on many? Somewhere in the middle. Take advantage of free marketing options like community boards. Get quotes from different advertising to see what’s affordable for your business. Review readership stats to know what the better option is to reach your target market.
 - How much should someone spend on a website? More money will be spent on ecommerce; basic websites are simple and not very expensive. Look at your website annually to see if it needs updating. Get customers feedback to see if it has been useful to them.
 - It is worth spending on FB ads if that is the platform you want to use
 - Google reviews are great, client “fans” can be asked to share their good experiences.
 - Please contact Ellen @ exposurepdp@me.com or 780-978-5445 for more information
7. Financial Update – Michelle
 - a) Balance \$49,318.84, outstanding \$1,300
 - b) Membership fees still slowly coming in – reminder notices going out.

8. Committee Reports

- a) Advertising/Marketing - Kristine
 - i. Working on marketing plan, website with store feature and social media
- b) Economic Development – Megan
 - i. No update
- c) Membership – Dave & Diane
 - i. Review newest list
 - ii. Have bee out on the street approaching new businesses.
- d) Networking & Business Activities – Josh
 - i. New date of golf tourney – July 28, 2023
 - ii. Golf tourney – costs prepared, looking fo sponsors, looking for help on the event day. Looking for teams of 2!
- e) Charitable Activities (Festival of Trees, etc.) – Michelle
 - i. First meeting will be in July
 - ii. Suggestion for entertainment are requested
- f) Mainstreet Activities – Laura
 - i. No update – looking for helpers

9. Related Organizations – Updates

- a) Business Support Network – Dave
 - i. Tabled

10. Town of Barrhead Update

- a) Issued 3 new business licences -food truck, medical and retail store.
- b) Better in Barrhead need event content, please submit your event at [Contact Us \(betterinbarrhead.ca\)](https://www.betterinbarrhead.ca)
 - i. 44% increase in viewing of site
 - ii. Most popular page is the street festival and events calendar.
- c) If you are looking to donate new and unopen items for the Swan Hills evacuees, please drop off at the arena. The following items are needed:
 - i. Shampoo conditioner
 - ii. Hygiene products
 - iii. Eggs
 - iv. Coffee
 - v. Laundry detergent
 - vi. Dryer sheets

11. County of Barrhead Update - tabled

12. Announcements

- a) FCSS are responsible for taking care of reception and registration for the Swan Hills evacuees and the town of Barrhead is the designated centre.
- b) 775 adults and 224 children have registered so far.
- c) Hotels and social housing are full.
- d) Thank you for your support and donations!

- e) Municipality is responsible for costs but would appreciate donations to help sustain the municipal spending.
- f) Need volunteers in play stations, taking care of pets, helping in the kitchen.
- g) Providers will be recognized in the newsletter.
- h) SH wrist bands have been handed out to all evacuees.
- i) Please come by the arena if you can help or donate.

13. Other business

- a) Street festival handout with sponsorship information provided – Date: June 17th.
- b) Wild Alberta visitor guide out this week which covers 11 communities including Barrhead and the County – keep your eye out for them!

14. Next Meetings:

- a) General Meeting June 15th, 2023, Charles Godberson Room, Arena
- b) Executive Board Meeting June 14th, 2023, Perry Law LLP

15. Adjourn Meeting 12:59