



**Regular Meeting of the Board of Directors  
Meeting Minutes**

**Date/Time:** August 14<sup>th</sup>, 2024 at 6:00pm  
**Location:** Chamber Boardroom

**ATTENDANCE**

**PRESENT**

|                           |   |
|---------------------------|---|
| <b>President</b>          | Regrets   |
| <b>Vice President</b>     | Joanne Roch   |
| <b>Directors</b>          | Sherine Leiper, Bob Buckle, Kelli Wispinski, Ashley Templeton, Pam Leniuk, Raymond Cowell |
| <b>Executive Director</b> | Sherri Buckle   |
| <b>Secretary</b>          | Nicole Groulx   |

**REGRETS**

Ryan Lefebvre, Spencer Ferguson, Paul McWilliams,

**1.0 CALL TO ORDER/INTRODUCTIONS – Call to order 6:00 pm**

**2.0 CONSENT AGENDA (2 MINS)**

- 2.1 Minutes of June 25<sup>th</sup>, 2024 (Sent by email prior to board meeting)
- 2.2 Executive Director’s Report (Sent by email prior to board meeting)
- 2.3 Correspondence Folder

**Motion:** Kelli motioned to consent agenda. Second by Ray. All in favour. Carried.

**3.0 ADOPTION OF AGENDA (5 MINS)**

- 3.1 Additions to the Agenda
  - 5.4.16 – Retail Pricing
  - 5.4.17- Advertising Vermillion

**Motion:** Sherine motioned to adopt agenda as amended. Second by Pam. All in favour. Carried.

**4.0 LIASON REPORTS (30 MINS) (NOT IN ATTENDANCE)**

- 4.1 City of Cold Lake
- 4.2 4 Wing Cold Lake
- 4.3 Cenovus
- 4.4 Imperial
- 4.5 MD of Bonnyville
- 4.6 Portage College

**5.0 UNFINISHED BUSINESS (10 MINS)**

- 5.1 Economic and Community Development – Nothing to Report
- 5.2 Budget and Finance – Nothing to Report

### **5.3 Governmental Relations and Public Policy - Nothing to Report**

#### **5.4 Events**

##### **5.4.1 Feast at the Beach**

###### **5.4.1.1 Budget to date**

- Discussion on the budget previously sent out, grant funding and lack of sponsorship

###### **5.4.1.2 Trademark**

- Discussion on trademark of Feast.
- Decision of the board to move forward with Trademark, however, meeting with lawyer cancelled as there are only two lawyers that handle said request.
- Unable to move forward at this point

###### **5.4.1.3 Location of Refrigeration Truck**

- Move truck to parking lot at water treatment plant
- City approval received today

###### **5.4.1.4 Vision & Mission Statement**

- Tabled till wrap up meeting

###### **5.4.1.5 Board Volunteer Sign up**

- Sheet sent around the table for sign up.
- Will send out to those not in attendance

###### **5.4.16 – Retail Pricing**

- Additions to the merchandise.
- Kids T-shirts \$20, Chapstick \$3, Toques \$18, Ball Caps \$20

###### **5.4.17- Advertising Vermillion**

- Advertising locally was decreased this year due to lack of sponsorships
- Decision by the board to not advertise in the Vermillion paper this time.

### **6.0 NEW BUSINESS**

#### **6.1 Candidate Endorsement**

- Discussion on the Candidate Endorsement previously developed by the board.
- Backgrounder on the documents through the Election Process
- Decision to update the documents, roll out for the next election
- Discussion on the business community which is suffering and need representation.
- Form endorsement committee, they would follow the process
- Directors to think of potential committee members.

**Motion:** Joanne motioned to move forward with the Candidate Endorsement. Revisit the draft document for changes/additions and to form an ad hoc committee. Second by Kelli. All in Favor. Carried.

#### **6.2 Your Region Your Voice Ticket Sales**

- Tickets are slow.
- Ashley, Bob & Joanne will be purchasing
- May move location if sales don't pick up
- Open to only members, but encourage anyone who wants to go.

### **7.0 OPEN DISCUSSION**

#### **7.0.1 Presidential and Board Member Highlights**

**7.0.2 Upcoming Events**

**7.0.2.1 August 30 & 31 – Feast at the Beach**

**7.0.2.2 September 5 – Your Region Your Voice – TICKETS ON SALE NOW**

**7.0.2.3 October 22 – Chamber Connect Job Fair**

**7.0.2.4 October 23 – Empower Biz**

**7.0.2.5 October 25 – Business of the Year Awards – TICKETS ON SALE NOW**

**8.0 IN CAMERA**

**9.0 NEXT MEETING** – October 9<sup>th</sup>, 2024

**10.0 ADJOURNMENT** – The meeting was adjourned at 7:05P.M.

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Recording Secretary – Nicole Groulx

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President – Ryan Lefebvre

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date