

## Regular Meeting of the Board of Directors Meeting Minutes

**Date/Time:** February 12<sup>th</sup>, 2025, at 6:00pm  
**Location:** Chamber Boardroom

### ATTENDANCE

#### PRESENT

**President** Joanne Roch

**Vice President** Spencer Ferguson

**Directors** Bob Buckle, Kelli Wispinski, Pam Leniuk, Raymond Cowell, Axel Axmann, Daru Pretorius,

**Executive Director** Sherri Buckle

**Secretary** Nicole Groulx

#### REGRETS

Sherine Leiper, Ashley Templeton, Paul McWilliams

#### 1.0 CALL TO ORDER/INTRODUCTIONS – Call to order 6:01 pm

#### 2.0 CONSENT AGENDA (2 MINS)

- 2.1 Minutes of January 8<sup>th</sup>, 2025 (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:** Ray motioned to consent agenda. Second by Kelli. All in favour. Carried.

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

- 3.1 Additions to the Agenda
  - 6.4 Advanced Education Rural Engagement Tour
  - 6.5 Food Truck Wars
  - 6.6 Potential Event – Health and Wellness Show - September

**Motion:** Bob motioned to adopt agenda as amended. Second by Kelli. 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

### **5.2.1 Investment Update**

- The GIC account has been moved to the Lakeland Credit Union with updated signatures.

### **5.2.2 GST Update**

- Audit complete. Some items were removed that technically shouldn't have been (ie group insurance) however the longer the back and forth the more we lose on our return. Settled at around \$10,000

## **5.3 Governmental Relations and Public Policy**

## **5.4 Events**

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

- Received letter from the City to hold the event for 2026
- Met with Chelsea Blair, talent buyer for Mud Fest. She is interested in sitting on the committee for 2026.

## **6.0 NEW BUSINESS**

### **6.1 Political Action Day March 13<sup>th</sup>**

- This year is being held the evening of March 13, same day as our AGM.
- Budget has allocated for the Executive Director as well as the order of President, Vice President, Chair of Government Relations, director. At this time the President and Vice President are unable to attend. Chair of Government Relations will be in the City, however if another director would like to attend the position is available. Please let Sherri know as soon as possible.

### **6.2 Go East of Edmonton**

- Background given on Go East Guide and the Road Trip Game held each year.
- Last year sticker was located at the Cold Lake Marina, however the City has indicated that they are not participating this year.
- Chamber was approached to take the place of the City. Minimal cost of \$500. Partnership exposure, provide some prizes for swag.

**Motion: Ray motioned to partner with Go East of Edmonton for the amount of \$500 with the member prizes/swag and to work with Go East on a location for the sticker. Second by Kelli. All in favor. Carried.**

### **6.3 Candidate Endorsement**

- Draft documents sent out prior to meeting
- Committee will be formed separate from the Chamber.
- List of potential participants created.
- Background given on the Candidate Endorsement

### **6.4 Advanced Education Rural Engagement Tour**

- Letter sent to the Chamber asking for feedback
- Anyone having feedback is asked to email the address in the letter

### **6.5 Food Truck Wars**

- Chamber was approached by a member to participate in an event over the summer around the same time as Feast. Would be geared towards Food Trucks.
- Discussion on the proposed event and potential involvement of the Chamber.
- Discussion of Feast and its potential direction in future years

- Boards recommendation is to offer support/mentoring with items such as permits. However director participation wouldn't be available at this time.

**6.6 Potential Event – Health & Wellness Show – September**

- Discussion on a potential event, the Health & Wellness show, for September.
- Directors asked for a term of reference and how it could potentially work.

**Motion:** Kelly motioned to move forward with a one day Health & Wellness terms of reference.  
**Second** by Spencer. All In Favor. Carried.

**7.0 OPEN DISCUSSION**

**7.0.1 Presidential and Board Member Highlights**

- Axel told group about the upcoming Death by Chocolate event being hosted by the Aeros.
- Jackets will be put on the March 12 meeting.
- Chamber AGM March 13. At the best western

**8.0 IN CAMERA**

**9.0 NEXT MEETING – March 12<sup>th</sup>, 2025**

**10.0 ADJOURNMENT – Motion:** Pam motioned to adjourn the meeting at 7:04pm. Second by Kelli.  
All In Favor. Carried.

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Recording Secretary – Nicole Groulx

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President – Joanne Roch

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Date

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Date