

Diamond Valley Chamber of Commerce Executive Minutes of January 10, 2011

Present: Pat, Randal, Barb
Meeting called to order at 7:05PM

Website Redesign □ site that is being done by Jan at Skyline is very similar to the new Open Roads site. Suggested that the tab colors change at least. Jan has reworked the logo to clean it up and give it some sharper lines.

Business Expo □ To take place March 18th and 19th at the Flare and Derrick and the new Sheep River Library.
There will be a business to business gathering where there will be wine, and cheese and the organizers will be attempting to get local producers involved. It is attempt to get the businesses to network with each other. There will also possibly be the speed networking done there so there is an opportunity to meet every business involved. The chamber is asked to speak to let everyone know of all the initiatives that are coming up. Saturday will be open house for the public where the first 24 businesses interested have the opportunity to expand on their business info in the library. All booths will be set up in the Flare and Derrick. Pat suggested that we also advertise in the High River Times.
Moved by Pat to give the organizers \$500 towards the business expo, carried.

January 12th meeting with Travel Alberta (Lisa Lima). Barb to advise the members that there will be a \$7 charge for pizza. Pat to organize the pizzas and pop.

Marketing Strategy session with Brooke Campbell to be held February 4th. Barb to book the Griffith center and advise the members that it is brown bag. Barb to contact Josyln Kientz to see if she can design a poster and ad for the two sessions. Barb to write a press release put it on our Facebook page on our website. Ask the towns to put on their websites and place an ad in the Gazette. The Web presence session can go at the end of February or into March. Suggested putting it off until we can hold at the new library in March also as a brown bag presentation at noon.

Moved by Barb that we proceed with the quote from James at Western Financial Group for insurance on the VIC, carried.

AGM □ To have a president, secretary and treasurer report covering the last year's events. Ask Diane if she would be willing to speak to the Business Expo. Also someone should speak about the Mount Royal Study and the Website Redesign then elections for all positions.

Meeting adjourned 9:30PM
Next executive meeting February 7th