

Executive Director's Report Thursday January 5, 2012

I have gathered information from various Chamber of Commerce websites. I've visited and talked to Rimbey, Lacombe and Rocky Mountain House Executive Directors.

Some of the information I have gathered is as follows:

1. The number one goal should be defining what you want the Chamber to be. What are our goals. What should be the focus of the Chamber of Commerce. We need to define this for ourselves, however, here are a few samples of what other Chambers have said.

- Chambers goal is to support your business and assist in experiencing success. The single most important function is to promote public interest, support and patronage of our business community.
- Bringing businesses together to act as one voice, creates opportunities and helps eliminate barriers to business growth and success.
- The chamber is the voice of business. The chamber stands for promoting business, monitoring municipal, provincial and federal governments, and championing managed growth in the local economy.
- Offering networking events, promotional opportunities and publicity for your business. Supporting businesses through legislative advocacy.

The consensus of many Chambers is that they should be about promoting the local and surrounding area businesses, helping them prosper and becoming an advocate for the business concerns in the area.

2. Some have gone to four meetings a year for the General Membership. These meetings involve speaker presentations and themed meetings about information vital to businesses. Advertising, websites, how do you get to your customers and other helpful seminars and discussion topics their members have suggested.

3. Firm up membership benefits. Know what it is we are offering our members.

4. Promote and develop a strong web site. Advertise it until it is established as the place to seek out businesses, find out who they are and what they do. A

place to get information on what our businesses offer, and perhaps even advertise some of their specials.

I feel it is now time to move forward. I would like to suggest for discussion today the following. That our meeting in March focus entirely on defining our goals as a chamber and developing a plan for moving forward. In a one hour meeting we will not be able to come up with a detailed plan, but a direction and suggestions of how we proceed to achieve our defined goals.

Another option could be: We could define our goals in the March meeting, and develop the plan in the April meeting.

From: Twyla Ursaki [Twyla.Ursaki@TravelAlberta.com]
Sent: Wednesday, January 04, 2012 10:28 AM
Subject: Small Town Saturday Night mobilizes rural Alberta to showcase local tourism experiences

Good morning,

At noon today, Travel Alberta will be holding a press conference in Edmonton, to announce Small Town Saturday Night, an exciting promotion developed to showcase Alberta's rural communities. We will be following up by sending the below press release to media in your community and hope your community participates.

Travel Alberta and Big Valley Jamboree create contest to bring country music to small Alberta communities
Small Town Saturday Night mobilizes rural Alberta to showcase local tourism experiences

For Immediate Release

Travel Alberta has partnered with Big Valley Jamboree to celebrate its 20th anniversary and to support Alberta's rural communities by offering them a chance to win a day-long country music celebration on April 28, 2012 in their home town through a contest called "Small Town Saturday Night".

The grand prize includes a concert headlined by Canadian country music artist Dean Brody and a songwriters circle hosted by Alberta's own Aaron Lines. Big Valley's Master of Ceremonies Danny Hooper will MC for the event. In addition to the excitement of hosting this once-in-a-lifetime concert experience, the winning community can use the event as a fundraiser to support a local charity or municipal initiative of their choice.

"Alberta's vibrant rural communities are filled with authentic experiences that travellers are looking for," said Alberta Tourism, Parks and Recreation Minister Jack Hayden. "We want to shine a spotlight on our small towns and give them an opportunity to showcase what makes them unique."

Entering is simple:

- Choose a place to host the event (local bar, community hall)
- Connect with a group of passionate local champions
- Create a two-minute video showcasing what makes your community a great place to visit
- Upload your video to YouTube and submit your official entry form
- Invite your friends, neighbors and entire community to vote for your video online

Deadline for entries is March 2, 2012. A panel of experts will narrow down the eligible entries, choosing the top five submissions based on their depiction of community spirit and involvement, passion for local tourism attractions and events and creativity. The top five will be announced to the public on March 6, 2012 and this will be followed by a public vote for the grand-prize winner, ending on March 20, 2012.

The winning community will be announced on April 2, 2012 and the grand prize concert will take place on April 28, 2012.

More than 200 communities in Alberta qualify for the contest, which is open to communities of 20,000 people or less.

For complete rules and regulations and to download the official information package and entry form please visit www.bigvalleyjamboree.com/STSN

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For further information:

Media Contacts:

Noelle Aune

403-669-2947

Noelle.Aune@TravelAlberta.com

Twyla Ursaki

Travel Alberta Team Member

Media Measurement and Events Coordinator, Travel Media Relations

Travel Alberta

400, 1601 9 Avenue S.E., Calgary AB T2G 0H4

T: 403.648.1047

F: 403.648.1111

E: twyla.ursaki@travelalberta.com

W: TravelAlberta.com

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