

Big White Chamber of Commerce Meeting Minutes

Wednesday 20th May 2015 President declared the meeting open at 5.20pm

Board Present:

David Webb (President)
Jude Brunt (Secretary)
Michael J Ballingall (Past President)
John Mooney
Cal Barr
Leanne Foster
Guest: Vicki Gee, Regional Director for RDKB
John CAO, RDKB
Grace McGregor, Chairman of Board, RDKB
Apologies Don Hickson

Agenda:

- **Welcome to any new members**

Welcome to all members and new members.
Great turn out of 29 members who attended the meeting.

- **Minutes Agreed from March Meeting**

Motioned by Jude Brunt, Seconded by John Mooney - All agreed.
It was noted that April's meeting did not have the required board quorum, despite 22 in attendance, therefore minutes were not taken for the April meeting.

- **Matters Arising from Minutes**

No Matters

- **Correspondence Received**

No Correspondence

Reports:

- **Treasurers Report**

David Webb received apologies from Don Hickson as he is unable to attend the meeting, he did however forward a financial report.

The current bank balance is \$25,800.37 to date.

- **Membership and Marketing Report**

There are 2 new members for this month, which will bring our total membership to 52.

New members are as follows:

Wild Play
Weninger Construction.

New members were motioned by Jude Brunt, Seconded by David Webb. Approved by all board members.

- **Chairman's Report**

Nothing to report for this month.

- **Update from RDKB Director**

Vicki Gee spoke about the request for a change of government application for Municipality. She advised that the feedback she has received is that it is not the right time right now for Big White to go ahead with the Municipality project and that there should be an all year round presence of around 300 residents before we think of applying.

Cristina Lake paid for their own study so that may be an option for Big White moving forward.

As soon as we make that application to the Province then all other applications will be frozen so we cannot start an application for a community hall then apply for the municipality study.

Big White Grant and Aid money is closed for the year. There were \$120,000 in Grant and Aid Money requests and only \$87,000 available. Vicki did provide a list of who applied for Grant and Aid and Michael thanked Vicki for her consideration towards Big White Community in regards to Grant and Aid.

Vicki congratulated Big White on the Bat house and Bird house program to start to rid Big White of mosquitos.

Vicki also spoke about funding for summer hiking trails and that a not for profit society has been created which will receive money from various sources to employ John Le Brun as a Trail Co-ordinator. Part of John's job description will be to look at other grants that could be available to the Trails society. The society has been named Trails to the Boundary. This is an exciting incentive to Big White and the whole boundary.

Michael also noted that TOTA is also looking at developing trails in the boundary and that there is substantial funding available for trails in the region.

Community Forests and Agriculture are looking at being able to change rules in the district. If this impacts Big White we will be made aware at a later date.

An APC – Advisory Planning Commission - for the Regional District has been set up. Therefore any applications for building or landscaping in Big White will go to the APC initially. The committee members of the APC have been long term residents in Big White and know the area well.

Vicki had a concern that the road to the Ski Patrol was really bumpy however it was graded today. Vicki wanted to understand whom this road belonged to as she is concerned about the ambulance services access to the Ski Patrol. Michael J will inform Vicki of the owner of this land.

Tourist radio has been highlighted by Rock Creek – they create a radio-advertising loop when you arrive at a certain location. If we looked at this there would be a loop that would be connected to when you enter the area of Big White. Vicki wanted to make us aware of this possibility.

The request for building a Community Center has been raised and Vicki is looking at Grant opportunities for the area of Big White.

Questions were raised about where the province was getting a number of 300 residents before we apply for the Municipality.

David explained a summary of the previous meeting with RDKB, David also explained that we actually need to figure out how we can get the pre-application report financed so we are more informed.

- **Public Transport.**

David explained that there is an issue with Public Transport and that the Province has frozen any further funding for Public Transport in the next 3 years. Therefore there will not be a public service in Big White for least the next 3 years. This is a huge expense for Big White Ski Resort.

Michael J added the concerns about the safety and funding issues of Public Transport. Michael will now be looking for other avenues for financial support.

Suggestions were made to raise funds through sponsorship.

The Chamber needs to collect data on the safety concerns regarding the lack of public transport a suggestion was to have a petition to sign on the Clean up day.

Dr Mike mentioned that he had a taxi license for Big White however it was not financially viable to do this even at \$15 per ride.

- **Update from APC**

People on this planning committee are community members who are aware of the Big White situations therefore enabling Vicki to make more informed decisions on development permit applications in Big White. This committee has been expanded to include John Le Brun, Jude Brunt and ???

- **Tourism Society Report – Michael J**

Michael advised everyone that this society was set up to collect the 2% resort tax that collected over \$100,000 last season. This society is about getting people onto the mountain to increase all businesses.

This year we should receive around \$170,000 – there was \$25,000 committed to the summer business and the Hike Big White Program.

TOTA is putting on shows in Toronto, Seattle etc so the Tourism Society will be attending those events to promote Big White.

Funding will also be provided for other summer activities.

- **Trails Society Report**

This point was covered by Vicki earlier in the meeting.

- **Wildlife & Speed Signage on BW Road – Jude Brunt.**

Jude would like to bring the community up to date about the wildlife and speed signage.

Matt and Tori Hansen, Community members created a petition about reinstating the Wildlife and Speed signs after the road resurfacing last year – but apparently the signage never existed. Apparently we do not meet the criteria for enough incident statistics for signage. Jude is investigating how we can get passed this. The board requested that if anyone has any road incidents that we can let Jude know so we can begin to compile statistics.

- **Summer operations and Brochure Marketing – Michael/Trevor Hanna**

Trevor spoke about how the summer festivals that will be running in Big White over the Summer. There will be an event each long weekend including the following:

July 4th event
Long weekend in August
Chair hopping event
Long boarding events – local/world cup events
Cycling events
Close down festival long weekend in September.

Every long weekend from July long weekend to September will have an attraction to focus marketing.

Michael added that there will be a Seasonal Summer Pass for Chamber members and residents of Big White. Over the next few months there will be a big presence with Loose Moose and Lucy Moose from Osoyoos to Salmon Arm to promote Big White Summer activities. If anyone in the community has any giveaway ideas for promotion please let the chamber know.

Michael J is asking for all round support from the community and to share any Facebook activities. Facebook will be the main advertising for the summer activities – please use and share.

Big White Ski Resort is committed to summer activities for at least 2 years and are reaching out to the community to assist to encourage people to make the drive up the mountain.

There are also great things happening already for next Winter season – there have been huge efforts in the Australian market which is already showing good results for bookings. There are dates that are already sold out for next season so we are looking good for next season!

June 5th there will be a new airline New Leaf is starting in Kelowna – the cities that they are flying to is still confidential.

- **Summer Accommodations Options – David Webb**

David spoke about his research into summer activities and how other resorts are saying that we will be busy. He recognized that Big White Ski Resort is putting a lot of effort into Summer Activities and encouraged all of us to improve our business and home frontages.

To get maximum benefits to your Facebook please tag other businesses so all the businesses get active feeds.

RentChalets.com are promoting 2 nights accommodation for the summer.

If any businesses have any summer news – make sure that the chamber is aware.

There is a question of whether RV's will be able to park and stay over in Big White. The Chamber advised that they are still working on this and a list of where toilets and other amenities are available.

Michael J advised that they are in negotiations with a motor-cross area in Black Forest region.

- **Summer Events Confirmed – Josh Foster**

Summer events were covered in the previous point

- **May 30th Clean-up and Yard Sale – Jude Brunt/ Jamie Svendsen**

David introduced the clean up event on May 30th, Trevor added that we have partnered with the Telus “Day of Giving” this year so we are hoping for more helpers for this event. The Globe will be open for the day and evening.

Michael mentioned how important it is for us to have a community presence as Telus have a lot of funding opportunities for the Big White community.

This event will start at 10am meet at the VCM where there will be a safety meeting with Jamie Svendsen.

Tables for the yard sale will be available to sell items at a cost of \$15 per table. This is a fundraising event for the Big White Community School. The yard sale will be held from noon to 4pm.

- **Any Other Business.**

The president and CEO of TOTA will be presenting at the next meeting.

Meeting Closed at 6.35pm

Next meeting June 17th for the next board meeting 5pm – The Globe.