



TRAC

TRI REGIONAL ACTION COLLABORATION TASK FORCE

WHY UNIFY?

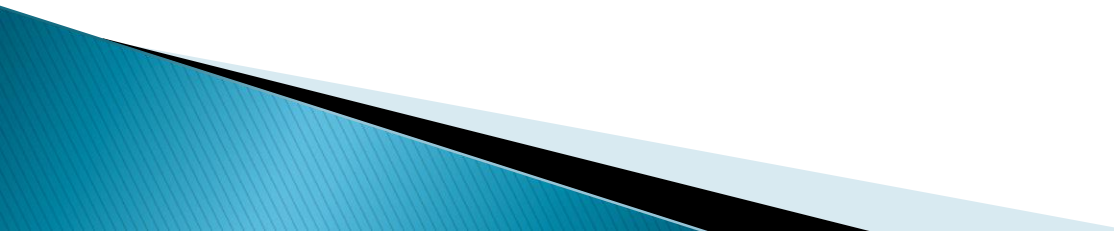


- ▶ ***Leverage Size*** – Potential to be the 4th Largest Chamber in Province
- ▶ ***Advocacy*** – Building a stronger voice for business in the Tri Region
- ▶ ***Streamline*** – events and services that are currently duplicated
- ▶ ***Governance Model*** – truly representative of all business in the greater region

CHAMBERS OF COMMERCE

- ▶ Incorporated under the Board of Trade Act II
- ▶ Defined District / Boundary
- ▶ Adhere to By-laws submitted to and approved by Corporations Canada
- ▶ Purpose to promote and improve trade and commerce and the economic, civic and social welfare of the district



- ▶ Non-Profit Corporation but not a charity
 - ▶ Governed by an elected Board of Directors that are accountable to the members
 - ▶ Provide members with value added programs that support their operational business needs
 - ▶ Voice of industry to government with recommendations for legislation that supports business growth and prosperity
 - ▶ Build Local Intelligence – Guide regional issues and Shape national policy
 - ▶ Part of a larger federation of 124 provincial chambers and over 400 chambers across the country
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Where are we at in the unification process?

- ▶ Members voted for unification April 10th
- ▶ RFP for Business Plan awarded end of April
 - ▶ *Completed a Visioning Document and business plan*
- ▶ RFP for HR Consultant awarded May
 - ▶ *Staff interviews complete and new position job descriptions created*
- ▶ Legal Counsel retained for the purpose of an MOA and new bylaws for the new “entity”
 - ▶ Memorandum of Agreement and bylaws drafted and approved
- ▶ Boundary extension and new chamber name voted on by Stony Plain & District Chamber
 - ▶ Approved at meeting of the members August 22, 2019

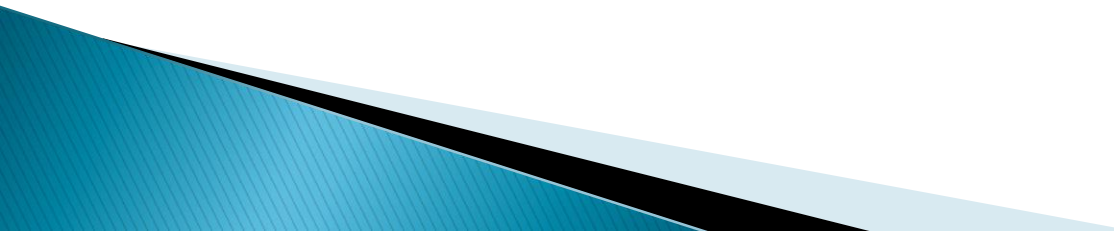


TRAC Task Force from left to right: Sarah Parry, Tyler Randolph, Debra DeBernardo, Rik Kaminsky, Lois Hannan, Dave Grobman, Kevin White, Brenda Johnson, Frank Florkewich

Completed and ready to go

- ▶ Vote by members for dissolution of both Spruce Grove & Wabamun Chambers
 - ▶ Both Spruce Grove and Wabamun had a unanimous member vote
- ▶ Applications and other paper work filed with Corporations Canada
 - ▶ November 2019
- ▶ Chambers continue to operate status quo
 - ▶ January 1st 2020 – Greater Parkland Regional Chamber of Commerce
- ▶ Interim to the above
 - ▶ All current operational agreements will be given notice of change and specified intent
 - ▶ Nominations are open for positions to the new board of directors
 - ▶ Internal staffing will be reviewed by unified CEO and determinations will be made
 - ▶ New branding created – Business plan adopted – Governance Model confirmed

Upon Approval – Next Steps

- ▶ All board members of all 3 chambers are terminated
 - ▶ Staff of the Spruce Grove Chamber are released from employment
 - ▶ All chamber members are automatically transferred to the Greater Parkland Regional Chamber of Commerce
 - ▶ Meeting of Members is called to elect a new board of directors – December 2019
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What will we look like?

▶ 16 member board

3 representatives from each of the Town, City, County and 1 representative from Wabamun; 6 directors at large

▶ Executive Committee

▶ Chair – Chair Elect – Vice Chair – Treasurer



▶ Staffing

- ▶ CEO – only employee of the board
- ▶ CEO transitions and hires all staff
- ▶ Recommended Positions:
- ▶ Office Manager
- ▶ Communications and Social Media Manager
- ▶ Membership Co-ordinator
- ▶ Visitor Services Co-ordinator

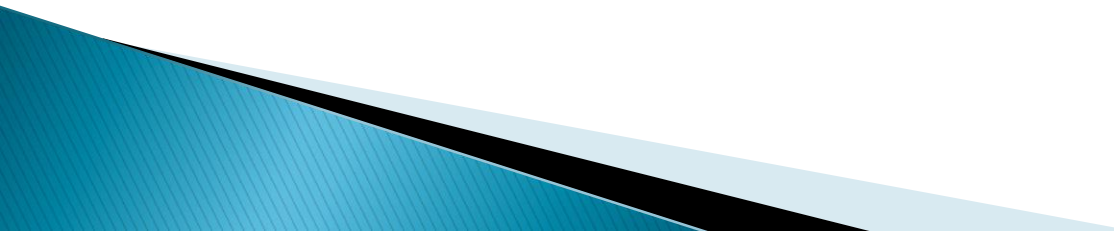
Contracted Positions:

Bookkeeper

Special Events Co-ordinator



Financial – What we Know Now

- ▶ 35% of the revenue budgets are member fees
 - ▶ Largest expense is operating costs
 - ▶ Staffing being the greater of the operating costs
 - ▶ Other revenues are generated from:
 - ▶ Chambers Group Insurance Administration Fees
 - ▶ Value Added Program Benefit Fees for processing and referrals
 - ▶ Events, Educational Programs & Luncheons
 - ▶ Supplemented by; Youth Employment Programs, Grants and Sponsorships
 - ▶ Current budgets, revenues, operating costs and expenses of 2 chambers are comparable
 - ▶ New streams of revenue will be imperative
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Financial Cost to Unification

▶ Business Plan

- ▶ Vision/Mission – Business Model – Governance and Management – Strategies
- ▶ Metrics and Measurement

▶ HR Consultant

- ▶ Staff Interviews – Designated Job Descriptions – Staff Transition & Training

▶ Re-Brand to Greater Parkland Regional Chamber of Commerce

- ▶ Including new website – logo – signage and more

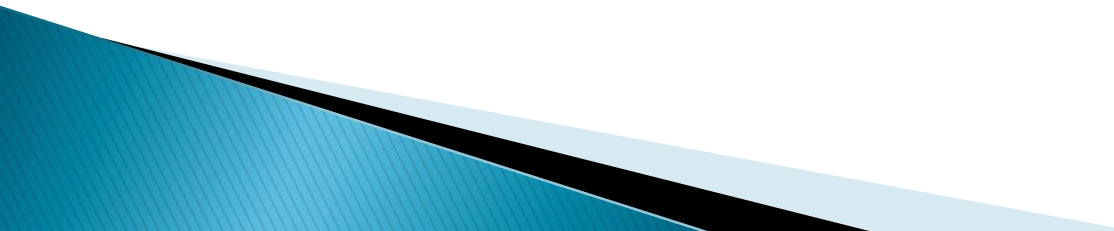
▶ Legal Counsel

- ▶ MOA – New Bylaws – Filing with Corporations Canada

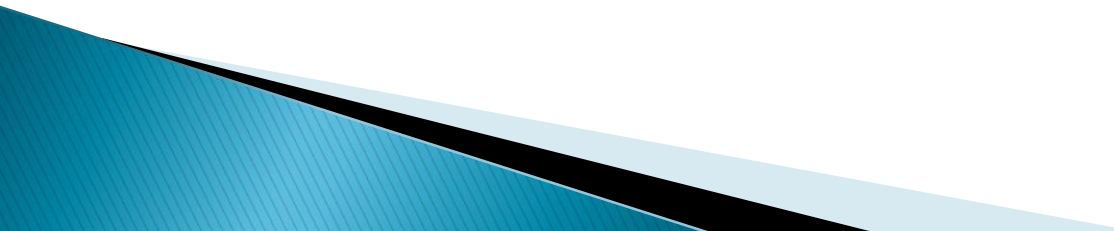
▶ Other

- ▶ Asset Management – VIC Brand & Innovation – Network and Operating Integration
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Visitor Information Services

- ▶ Agreements in place with Spruce Grove Rotary provides office and visitor information space for chamber to provide services
 - ▶ City supports VIC with an agreement for service and funding historically with a 3 year renewable agreement
 - ▶ Stony Plain Chamber owns its building and will continue to offer Visitor Services through a partnering agreement with the Town
 - ▶ Future rebrand of VIC Regionally – no firm strategy in place currently
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Accreditation & Partnerships

- ▶ Member of the Alberta Chambers of Commerce
 - ▶ Member of the Canadian Chambers of Commerce
 - ▶ Staff hold membership in the ACE (Alberta Chamber Executives) and CCEC (Canadian Chambers Executives of Canada)
 - ▶ Director of GERCC (Greater Edmonton Regional Chamber of Commerce)
 - ▶ Certified Alberta Visitor Information Provider
 - ▶ PROGRAMS WE ENGAGE IN: Business Mentoring; Junior Chamber and Youth Mentorship; Education; Canada Alberta Job Grant; STEP; YCW, Other Grant Funding Information, Business Strategy and Operations Analysis
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Greater Parkland Regional Chamber of Commerce boundary is intended to be that of Parkland County, including the Town of Stony Plain, City of Spruce Grove and Wabamun, excluding Entwistle at the present time, 2,388 square km., 3,700 licensed businesses.



Chamber of Commerce to retain presence in City of Spruce Grove, Town of Stony Plain and Wabamun.

QUESTIONS ?