




Downtown Camrose Development

**ANNUAL GENERAL MEETING
JANUARY 26, 2021
7:00PM
VIA ZOOM**



DOWNTOWN CAMROSE DEVELOPMENT AGENDA
2020 Annual General Meeting
Held Tuesday January 26, 2021
Via Zoom 7:00pm

1. Welcome
2. Adoption of the Agenda
3. Approval of the February 5, 2020 Annual General Meeting Minutes
4. Chairperson's Report
5. Year End Financial Reports
 - a. Motion to File the Annual Society Return
6. 2021 Budget
7. Downtown Manager Report
8. Elections – Description of positions
9. Elections - Nominations
10. Downtown Brand
11. 2021 Projects and marketing initiatives
12. Closing Remarks
13. Adjournment

2019 ANNUAL GENERAL MEETING MINUTES

Downtown Camrose Development

6:30pm, Wednesday February 5, 2020

Mirror Lake Centre, Lower Level

1. Welcome and Call to Order

Andrey Sokolov called the meeting to order at 6:42pm

Members present: Andrey Sokolov, Jody McDougall, Denise Nadeau, Harvey Nadeau, Georgia Wensley

Administration: Rebecca Topping

Guests: Patricia MacQuarrie

Denise Nadeau declared quorum was present.

Missing: Nick Zarski, David Francoeur, Dan Olafson

2. Meeting Protocol Reminder

Andrey Sokolov reminded those present of Robert's Rules of Order.

3. Agenda

Harvey Nadeau moved to accept the agenda as presented. Georgia Wensley seconded. Motion carried.

4. Previous Minutes

Denise Nadeau moved to accept the minutes of the 2018 AGM Minutes as presented. Harvey Nadeau seconded. Motion carried.

5. Chairman Report

Denise Nadeau moved to accept the Chairman Report as presented. Harvey Nadeau seconded. Motion carried.

6. Financial Report

Patricia MacQuarrie questioned why the Profit Loss Statement had a zero income and expense for the Downtown Farmers' Market. Denise Nadeau explained that previously the Downtown Farmers' Market kept their own set of books and there is a Profit Loss Statement specifically for the Farmers' Market. Starting January 1, 2020 the records for Downtown Camrose Development and Downtown Farmers' Market will be combined.

Patricia MacQuarrie asks why on the Proposed Budget the City Levy Admin Expense was left undetermined. Andrey Sokolov responded that Downtown Camrose does not know what the unpaid Levy will be. Patricia MacQuarrie advised that the Levy Admin Expense should be listed at ten thousand dollars.

Patricia MacQuarrie questioned why there is an expense under Community Development – Farmers' Market of seven thousand dollars. Denise Nadeau stated that was an oversight on behalf of the Budget Committee and should be removed.

Denise Nadeau moves to transfer \$3000.00 (three thousand dollars) from the Operations & Admin Reserve fund to the General fund to balance the budget. Andrey Sokolov seconded. Motion carried.

7. Nominations

Georgia Wensley nominates Nick Zarski of Sunlife Financial for another term.

Harvey Nadeau nominates Devin Bonner of Team Electrical for a board position.

Denise Nadeau nominates Debra deJong of Encore Furnishings for a board position.

Harvey Nadeau nominates Jody McDougall of Nutters for another term.

Denise Nadeau moves to accept the nominations of Nick Zarski, Devin Bonner, Debra deJong and Jody McDougall for board positions. Andrey Sokolov seconded. Motion carried.

8. Adjournment

Andrey Sokolov moved to adjourn the meeting at 7:26pm.

CHAIR REPORT

First off, I would like to introduce myself to the membership for those of you that do not know who I am. My name is Jody McDougall and I am the Chair for your Downtown Camrose Association. I am a mom of 3 amazing kids that are all grown, I manage the Nutters Everyday Naturals store within the downtown revitalization zone, and I have sat on the board now for 2 years, I have sat on the executive for most of those 2 years, and accepted the Chair position last summer.


This year has of course been so difficult for all of our membership with some being forced to close down multiple times, having to find a new way to keep business going like moving to curbside pick-up and offering online shopping. We have all had to find a way to cope with this stressful time.

This board has certainly had some obstacles to overcome this year especially, With the uncertainty of Covid-19 and some board turn over, David Francoeur and I have worked really hard to obtain a full working board and a dedicated manager, and we have had to navigate a very difficult financial year that affected everyone.

As a new board of directors, one of the things we were passionate about was finding a clear path for the board. We needed to agree on a direction of focus for the downtown in order to come up with a plan that would implement change and trust with our membership. So we held a strategic planning session and started to rebuild a clear focus and direction for the downtown zone.

We decided as board that in order to regain trust and show commitment to the downtown zone we would look for a new office space within the revitalization zone. We found a great spot just off the main street, and with some love from some surrounding businesses and the board we are now located at 4911 – 50 Ave. We have also worked hard on a new website that is user friendly and a great information spot for upcoming grants and our 2 year strategic plan.

With limited events being allowed due to COVID-19, Downtown Camrose asked businesses to support a Halloween night of trick or treating for the kids in the community, we had quite a few businesses participate and many ran out of candy. This would be a great event every year and is Covid friendly. Nutter's saw 221 kids everyone was happy and thankful to the



businesses in making a difficult time especially happy for the kids in the community. We look forward to this Halloween, 2021 Halloween will be amazing just like last years was.

Another way that the downtown board thought we could lift some spirits this year was to make lighting the downtown our main focus. The lights that line the main street in downtown are beautiful, well worth the wait, and definitely welcomed by the residents within Camrose and the surrounding areas.

We also worked this year on creating a winter farmers market, it is still a Downtown market, just for winter. In partnership with the Bailey Theater, Francois Michaud has taken on the task of managing the market and hopefully will continue with the summer market outside.

Stepping into 2021, we are working on some more efforts for the downtown zone, we have ice sculptures sponsored by some of our membership, and a plan, (weather permitting) for a 30ft slide and skating rink in the empty lot where the catholic church once was, sponsored by the CO-OP. Creating a winter wonderland and a restart for the community.

Some of the things we will continue to work on this year is our Branding, becoming a resource for grants and upcoming projects, working closely with the city, as we hope to have a bus shelter installed beside Tish's. Advocating for our Membership and expanding the market, recruiting new services for downtown and new businesses that will add to the amazing experience when you support a small business.

I want to close by saying, I am proud. I am proud of where we started and where we are today, I am proud to be a part of this amazing community, and I am proud of all of our membership for being a strong, resilient, family working together to help each other succeed. 2021 may pose some obstacles but if we work together and rely on one another I am 100% confident we will keep the lights on! Shine bright Camrose!

Jody McDougall, Chairperson



2021 BUDGET

Income

BRZ

Levy \$ 81,000.00

Downtown Market

Revenue \$ 15,000.00

Winter Market Revenue \$ 12,000.00

Grants \$ 10,000.00

Sponsorship for Bus

Shelter \$ 3,000.00

Total Income

121,000.00

Expense

Administration

Accounting & Bookkeeping Fees \$ 1,150.00

Bank Service Charges

Insurance \$ 1,715.00

Office Equipment &

Supplies \$ 2,500.00

Rent \$ 6,000.00

Salaries, Source Deductions, Health

Benefits \$ 51,000.00

Telephone and Internet \$ 1,970.00

Constant

Contact \$ 600.00

Utilities -

Electrical \$ 845.00

Total Administration

\$ 65,780.00

Community

Development

Events and

Projects \$ 18,000.00

Bus Shelter \$ 4,000.00

Downtown

Lighting \$ 7,400.00

Total Community Development

\$ 29,400.00

Enterprise Development

Advertising/Marketing	
Website	1500
Promotional Materials	1500
Advertising	7000
Total Advertising	10000
Total Enterprise Development	10000
Downtown Markets - Advertising	1070
Downtown Markets - Materials & Supplies	300
Downtown Market - Office & Administration	200
Downtown Market - Payroll	6250
Downtown Market - Rental Space	8000
Total Market Expenses	15820
Total Expenses	\$ 121,000.00
Total Revenue	\$ -

DOWNTOWN MANAGER REPORT

My name is Jennifer Filip and I have been involved and worked in the Camrose community for several years. I spent fifteen years working for the Camrose Regional Exhibition as Business Development and Marketing Manager; also producing large conferences such as the Growing Rural Tourism Conference and Celebrating Women Conference. During this time, I had the opportunity to serve as President of the Alberta Association of Agricultural Societies which represents 295 small agricultural societies, seven regional agricultural societies and two major agricultural societies. I also served as President of the Camrose and District Chamber of Commerce which represents 400 local Camrose businesses and organizations.

For the past three years and until the end of December 2020, I was the Executive Director for Tourism Camrose, which was the destination marketing organization for the Camrose region. This organization promoted all the shopping, dining, attractions, events, camping, etc. for all of Camrose County and the City. I worked closely with many of our accommodation providers, businesses, and operators to increase visitation to the region as well as overnight stays. One of our highly successful programs was our Stay and Play package, a partnership with our hotel partners and the Camrose Golf Course. With the exception of 2020, we hosted bus tours to attractions within the County as well as a remarkably successful greenhouse tour. Tourism Camrose worked very closely with Go East Regional Tourism Organization further promoting Camrose and participated in road trip videos, influencer marketing campaigns and a successful road trip game. I currently sit as Chair for Go East and will continue to work with them as we enhance experiences, shopping, dining, and encouraging exploration of the Camrose area.

In late June of 2020, I was approached by Board members of Downtown Camrose for the position as manager. Until the end of December this was a very part time position, and I am excited to be brought on full time to work with the Board of Directors, the City of Camrose and our businesses and organizations in the downtown core.

The need to move forward in the coming years meant a strategic plan was necessary. Board members and other partners were invited to participate in a facilitated strategic planning workshop. The result was a clear vision, mission and four priority goals. This strategic plan will guide the organization over the next couple years.

As we all know 2020 was an incredibly challenging year with many events and activities unable to take place. However, we were able to create some community engagement with our

Halloween activity, which invited businesses to hand out candy. This was a successful initiative with participating businesses running out of candy. This activity was a safe option for our community as our businesses were very aware of all necessary safety protocols. We will expand on this community activity next fall.


Shop local has been an exceptionally large campaign in many communities for several months. In support of our local businesses, we continued with Midnight Madness in a much-modified fashion. The 2020 Midnight Madness was not host to all the usual events that take place on the last Friday of November; however, we expanded the late-night shopping to be over three days and businesses chose whether they wanted to stay open until midnight or set their own hours. While overall numbers of shopper were down (and was anticipated), it was a great way to encourage without the crowds to support local.

In keeping with shopping and supporting local, a need for a Winter Market was recognized. The Bailey Theatre was approached as a venue and we retained the services of Francois Michaud to manage the market. The first market day was October 21st, and it has been growing in popularity. The market takes place Wednesdays 2:00pm – 6:00pm and will continue until the end of May. A registration website was set up so vendors can easily register online. In December, a Christmas Market was promoted with extended hours allowing for more time to shop for local products. As we continue into the new year, we look forward to increased vendor numbers as well as building upon our relationship with the Bailey Theatre.

At long last, 50th Street has been lit with LED lights. They are to be up year-round and will add to the experience and ambience Downtown Camrose. While the initial goal was to have the trees lit by the end of November, there were a few minor technicalities along the way such as back ordered products and shipping delays. However, now that they are up and lit, there has been incredibly positive feedback from businesses and community members.

Another enhancement for ambience as well as community spirit was the planning for ice sculptures as well as an ice slide with skating rink to be built. These projects were delayed due to incredible nice weather and of course a lack of snow necessary to pile for the slide. There were several businesses that were interested in participating by having a sculpture as well as becoming a sponsor of the slide.

As the holiday season neared in December, many organizations wanted to give back support to the businesses that supported them over the years by purchasing Downtown Dollars as a gift for their employees. Downtown Dollars act like a gift certificate and can be used in all



downtown businesses. The businesses are then reimbursed by the Downtown Camrose Business Association. A great way to continue to support local and keep spending within our community. Downtown Camrose partnered with the Camrose Chamber to sell the Downtown Dollars and we worked collaboratively cross promoting the sales. We will continue this collaboration as we continue into the new year.

To be effective in our communication with our members and the community, we have been sending out regular monthly newsletters, increased our activity on social media and began a redesign of our website. It is the intention to use these marketing strategies to increase engagement and allow us to be more effective in our communication strategies. We look forward to the official launch of the new website.

This past fall the decision to re-locate the office back to the downtown core was made. We needed to be much more accessible to our members and the community and a suitable location was found. Extensive renovations took place through September and all of October. While there are still a few cosmetic things to take place, we invite you to stop in to our new space at 4911 – 50 Avenue. We have a beautiful large board table that was generously donated by the Camrose Regional Exhibition and is perfect for meetings. I am typically in the office physically Tuesday – Thursday 9:00am – 4:00pm with some exceptions as schedules are subject to change. I can be reached however, anytime Monday – Friday by phone or text 780-672-5191 or e-mail at manager@downtowncamrose.com

In the upcoming year, work will continue in terms of beautification projects, communication with our membership, activities to engage the community; just to name a few. I am looking forward to working with the Board of Directors, City of Camrose, our business community as well as other partners to enhance the experience of Downtown Camrose and to fulfill the goals set forth in our strategic plan.

Respectfully Submitted by:
Jennifer Filip