

# 2008 Annual Report

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Presented:  
March 25<sup>th</sup>, 2009



## **Annual Report – Humboldt & District Chamber of Commerce (HDCC) 2008**

The Humboldt & District Chamber of Commerce (HDCC) is located in the Tourist Information Centre at 201 – 8<sup>th</sup> Avenue.

The HDCC manages the Tourist Information Centre and Historical Park Campground for the City of Humboldt. In 2003, the HDCC constructed the mini golf course to generate extra revenue for the organization. Not only did the mini golf course prove to be an excellent revenue generator, local citizens and visitors appreciated this addition to our community.

2008 was an exceptionally busy year for the HDCC. New initiatives were implemented and annual projects were completed. Aside from this, we were a destination point for new residents moving to our community. Our role was to provide them with information on our district. Humboldt hosted the Saskatchewan Chamber of Commerce Conference on Business with overwhelming success.

The HDCC had 5 committees – Tourist Booth, Public Relations, Promotions & Events, Membership & Finance and Business Retention & Expansion. Each Director volunteers to be a representative on one or more of these committees. Throughout the year, these committees met regularly to discuss projects and initiatives.

### **Committee Reports:**

#### **Tourist Booth Committee:**

The campground was booked solid all summer and the Tourist Information Centre was busier than ever. 447 campers registered in 2008 versus 304 in 2007. We experienced a large amount of seasonal campers, both contractors and families waiting for their homes to be built.

The Tourist Booth Committee spent some time analyzing what it would look like if the City and the Chamber were to be housed under one roof. The idea was that the Chamber would operate the mini golf course and campground and the City would look after Tourism. At this time, there is no plan in place to go forward with this.

This committee was also the group that interviewed and hired the new Executive Director.

#### **Public Relations Committee:**

The HDCC presents a Courtesy Service Award quarterly to recognize employees for outstanding customer service. The 2008 Courtesy Service Award recipients were Melanie Loessl from KMK Sales, John Galka and Lloyd Stumborg from the Humboldt Co-Op C-Store, and Deb Haryett from

Nutters. The Award Recipients receive \$50 in Humboldt Marks and a framed portrait of the individual to place in their business recognizing the award.

The Mark of Excellence Awards was the largest yet, with John Gourmley as the speaker.

The awards were presented as follows:

Business of the Year (more than 10 employees): South 20 Dodge Chrysler RV

Business of the Year (less than 10 employees): Quality Tire

Young Entrepreneur of the Year: Eric vonDoellen and Denise Seidle of Staging Canadell

New Business of the Year: Humboldt Smiles Dental Studio

Youth Volunteer of the Year: Shawna Breker

Citizen of the Year: Ed Brockmayer

The HDCC hosted several monthly luncheons:

January: BURR project – presented by HDCC, REDA, the City of Humboldt and Kevin Bender of Athabasca Potash

April: Goal Setting, Planning and Working as a Team – presented by John Chick, of the Saskatchewan Roughriders

June: First Impression Project – presented by REDA

November: 49 North presentation

December: Constituent's Address, presented by Donna Harpauer, Minister of Social Services and Don Morgan, Minister of Justice

#### Membership & Finance Committee:

This committee monitors the finances of the Chamber throughout the year, addresses member communication, and monitors the number of members.

2008 had approximately 145 members, similar to 2007. Memberships will be better monitored in 2009 and therefore a larger membership is expected.

#### Promotions & Events Committee:

This committee is responsible for events such as the Tradeshow, Christmas Promotion and Golf Tournament.

The Tradeshow was the largest yet and went over very well. It was held in conjunction with the Kinettes Craft Show. New in 2008 was the Eco-Advantage room and a Health and Wellness area.

The Golf Tournament was held in September with a good turnout. The Silent Auction was a new feature.

The St. Nick's Day Parade was cancelled due to lack of participants.

### Business Retention & Expansion Committee:

The BR & E Committee spent time working with Athabasca Potash, hosting a luncheon with them and promoting Humboldt as a good place to bring their business. Discussion went back and forth regarding how to house their employees and construction teams and working with them on their needs.

The committee also decided in favor of the DaVinci Condo Project and wrote a letter to the city stating this. A housing project study was conducted to address concerns and provide options to those concerned about a housing shortage in Humboldt.

The Business Mentorship program was put on hold and will be re-evaluated in 2009.

### Conclusion:

The HDCC had a very busy year in all aspects. The increased work load resulted in the hiring of Laurie Warford, permanent part time staff member, to assist the Executive Director. Lorrie Bunko resigned in December of 2008 and DonnaLyn Dyok was hired as the new Executive Director in January of 2009. The Board of Directors will be experiencing a large turnover, with 9 new Directors. These changes will bring new ideas and enthusiasm to the HDCC and a new outlook on how to promote Humboldt & Area.

For 2009/10 the plan is to focus on business retention and expansion and promoting Humboldt & area business. We are moving forward with the Business Mentorship Institute which was a program that started in 2007. We will be working closely with the new businesses coming to our city and assisting the existing ones with their needs. Working with the City of Humboldt and other organizations to promote our area is a priority. As the economic climate within the district continues to grow, the demands of the Chamber will increase. We will do our best to accommodate these demands and continue with the promotion of the district, address any impediments or issues that arise and will always focus on being a *Partnership for Business Growth!*