

**Watson Lake Chamber of Commerce**  
**General Meeting**  
**Tuesday, March 8<sup>th</sup>, 2016**  
**Signpost Seniors Centre**  
**MEETING MINUTES**

**Call to Order-** Meeting called to order @ 12:07 by Rick Harder

In Attendance- Rick Harder, Cheryl O'Brien, Gerry and Dianne Amann, Jim Holt, Patti McLeod, Dianna Raketti, Jenny Skelton, Ruth Wilkinson, Cam Lockwood, Pierre Germain and Tiffany Lund

**Adoption of Agenda**

- Agenda Additions- #6- Letter of Support for TOWL Recreation Dept., Art's in the Park funding application
- Motion to Adopt Agenda- **Motioned by Cheryl, Seconded by Gerry. Motion carried**
- Adoption of January Meeting Minutes- **Motioned by Jim, Seconded by Gerry. Motion carried.**

**Correspondences-** N/A

**Guest Speaker-**

Pierre Germain, Yukon Government, Director of Tourism

Pierre presented the new Yukon Tourism commercials to the WLCC. He presented information on the campaign branding, the strategy used to create the campaign and a breakdown of cost. Studies showed that Canadians have a low awareness of the Yukon as a travel destination. The commercials will be aired on specialty TV channels that have programs about the North as well as other mainstream channels. Commercials started airing on February 22<sup>nd</sup>. Commercials and behind the scene video's are available through YouTube, Instagram and Twitter, social media sites. Slide presentation available upon request.

**Old Business**

**1) Financials**

Bank balance- \$18, 852.03  
Investment (GIC)- \$10, 867.79  
\$ 29, 719.82

Income statement is available upon request.

**2) Focus of the Year**

A committee is needed for the Focus of the Year. Dianna would like to see the WLCC get involved in the upcoming 75<sup>th</sup> anniversary of the Alaska Highway and this be added as a focus. WLCC discussed reaching out to the Historical Society to see if they have any plans. The Canadian Arctic Aviation Tour will also take place in 2017.

**3) New Member recruitment**

Feedback was sent to Rick on the pamphlets and they will soon be finalized. WLCC registered 3 new members.

**4) Air Service in Watson Lake**

Rick has been awaiting a response from Kells Ballard and has been working on a budget for the feasibility study for this initiative. Nothing new to report at this time.

## **New Business**

### **5) Spring Fling/AYC**

Chris Irvin has spoken with the TOWL and they do not wish to collaborate the AYC Host Dinner with the WLCC Spring Fling & Art Show. Rick and Cheryl will go and speak with the TOWL Admin. to clarify the reason for this.

### **6) Letter of Support for TOWL Recreation Dept., Art's in the Park funding application**

**Motion 3.1** to write letter of support made by Jenny, **seconded** by Ruth. **Motion Carried.**

## **Reports around Town**

### **RCMP- Cam Lockwood**

Two new officer replacements are starting to replace Cont. Maloff and Cont. Siedeman. Cams term in WL has been extended to the spring of 2017. Cont. Gregorach's term extended also. Local detachment has set their annual focus on alcohol abuse, drug abuse, and vulnerable peoples section.

Cont. Brad Kelly and local student Vanessa Chaput went to Regina for a RCMP/student program where Vanessa started to work on an anti-bullying campaign for Watson Lake Secondary School.

### **Watson Lake Ski Club- Jenny Skelton**

Ski Hill is open Wednesday-Sunday during Spring Break. The Recreation Centre staff is running some skiing programs there for the break also.

Free Style Yukon is holding a camp at Mount Maichen- \$15.00 registration fee.

The Yukon Cup will be hosted at Mount Maichen in the 3<sup>rd</sup> week of March. Skiers from Whitehorse and other communities will be attending.

### **Yukon College- Cheryl O'Brien**

Upcoming coarses at Yukon College include: OFA, Microsoft Word, Wilderness First Aid, Simply accounting, H2S, WHMIS, First Aid, Excel, Hoisting and Fall protection. WLCC suggests to advertize the coarses at the college in the Town Crier.

**Meeting Adjourned at 1:20pm**