

We set to work the day after our Member vote and with the clear message you sent to us all, we have all been working hard to make this coming together of Chambers happen as efficiently and smoothly as possible.

Both Spruce Grove and Stony Plain have instructed their own legal team to work on a Memorandum of Agreement that clearly sets out the process and legal requirements for this unification and a draft set of Bylaws. The Task Force has increased the number of meetings we have been having from once a month to twice a month and we have sent many emails, had many phone calls and engaged a number of key and knowledgeable individuals to help guide us and ensure we are on track.

At the onset of this process we hired a consultancy group, Ps&Qs, to complete a business plan and a vision document and we now nearing completion and sign off. They have completed the Executive Summary background, looked at our strengths, weaknesses and areas of opportunity and threats and have provided analysis and details of where we need focus and how to move forward. On Monday, July 29<sup>th</sup> we worked on defining our purpose. Purpose-driven organizations have a strong mission. We know that our members, strategic partners and stakeholders along with our staff are looking to us to have an authentic and meaningful purpose and we are excited and motivated to work on this critical part of the unification process.

The TRAC Task Force spent much time considering all aspects and understanding the implication of the new name. The TRAC Task Force discussed many ideas and options for a new naming convention including 'Tri Region(al) Chamber of Commerce' but it was agreed that this was not descriptive of our entire region and of all of the interested parties and business that are part of the process. We also feel that the chosen name stands the best chance of being recognized outside of our region as it is gaining traction in the rest of the province and the country.

### **Greater Parkland Regional Chamber of Commerce**

When breaking down the title (Greater Regional Parkland County) we felt that it encompasses everything we want to achieve:

Greater – Area affected outside of the Region

Parkland – Geographical Area Described within existing boundary

Regional – All entities within adjacent Geographical area.

We are trying to look at the bigger picture and not limit ourselves by our title. We see this as an opportunity to not only represent our current members well but also grow the footprint of the region on the national stage. We thank all our members that came out to vote on our name change and our boundary extension.

### **We are working on:**

- A. Producing a Business Plan for the “regional entity”
- B. To include:
  - Vision / Mission
  - Business Model
  - Governance and Management
  - Strategies
  - Metrics and Measurement

- C. Legal counsel is formalizing our Memorandum of Agreement (MOA) for our chambers to execute a legal binding agreement
- D. We have defined a new brand identity / name – consideration of geography for provincial, national and global identity – Great Parkland Regional Chamber of Commerce
- E. New Bylaws are being finalised ready for presentation to our Members
- F. Numerous filings with Industry Canada including:
  - Defining new boundary
  - Change of Name
  - New Bylaws
- G. Upon approval of Industry Canada
  - Nominations of new entity board and board elections
  - Governance and Management Model implemented
  - New Board to review strategies and action/ implementation

As Spruce Grove, Stony Plain and Wabamun Chambers' of Commerce create one unified organization we are confident that in doing so, our combined forces will allow us to:

1. Have a stronger voice;
2. Provide better benefits to our members, and;
3. Enhance our portfolio of courses, events and activities.