



UNIFICATION REPORT TO THE MEMBERSHIP – MONTHLY UPDATE – JULY 2019

Stony Plain & Spruce Grove, July 30, 2019 – The Memorandum of Agreement draft, prepared by legal counsel, has been reviewed, and will be signed off on or before August 15, 2019. The agreement clearly sets out the process and legal requirements of the unification and protects all unifying entities through the process.

Ps & Qs Consulting, who were awarded the contract to write the business plan 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 to be and how to move forward. On Monday, July 29th TRAC worked on defining our purpose under the facilitation of P & Q. Purpose-driven organizations have a strong vision. 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.

Our unified Chamber in so many ways will be a new organization. With the creation of this new entity, defining our purpose and the vision will lend the support to our purpose and strategic goals that will bring the vision to reality.

The TRAC Task Force invested 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. It is strongly believed that the chosen name provides the best opportunity of being recognized outside of our region as it gains traction in the rest of the province and the country.

Greater Parkland Regional Chamber of Commerce encompasses everything we want to achieve as follows:

Greater – Area affected outside of the Region

Parkland – Geographic area described within existing boundary application

Regional – All entities within geographical area

TRAC is looking to the bigger picture and not limiting ourselves to a title. TRAC has explored this as an opportunity to well represent our current members and to grow the foot print of the region on the national stage.

The engagement of Shift Management as our HR Professional, has been informative and productive to date. Our staff has engaged in the opportunity to input on current job descriptions, where and how they see themselves working with the new chamber, what they expect to change or remain the same, and how they would like to see the collaboration of staff, senior administration and the new chamber board.

In follow up to the interview conversations and a staff retreat, an organizational chart expressing lines of authority and communication will be created. A draft of recommendations for the functions of the new unified chamber staff will be presented to the designated decision makers and a final report will include all interview and retreat data and recommendations, including risk assessment and perceived obstacles.

We are working on:

- A. Producing a Business Plan for the “regional entity” to include:
 - Vision / Mission
 - Business Model
 - Governance and Management
 - Strategies
 - Metrics and Measurement
- B. Legal counsel is formalizing our Memorandum of Agreement (MOA) to be executed as a legal binding agreement ASAP
- C. HR Consultant will facilitate the staff transition to the new entity
- D. TRAC has defined a brand identity / name in consideration of geography for provincial, national and global identity as Greater Parkland Regional Chamber of Commerce.
- E. New Bylaws are being drafted
- F. Numerous filings for Corporations Canada (formerly Industry Canada) are being prepared which will include:
 - Application for new boundary
 - Change of Name
 - New Bylaws
 - Dissolution of two chamber entities
- G. Upon approvals of the above (F) from Corporations Canada:
 - Nominations of new entity Board of Directors and board elections
 - Governance and Management Model implemented
 - New Board to review strategies and action / implement

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

1. Represent members with a stronger voice to municipal, provincial and federal governments
2. Provide a higher level of benefit to our members
3. Enhance our portfolio of education, events and activities

Chair

Dave Grobman
Chair, TRAC Task Force