

Cranbrook Chamber of Commerce

# Board of Directors Recruitment Package

2025-2026



Approved January 8, 2025  
Stacey Brensrud, Executive Director

## **2025 -2026 Board of Directors Recruitment Package – Introduction**

Thank you for considering a position as a Board Director for the Cranbrook Chamber of Commerce.

### **About our Chamber**

The Cranbrook Chamber of Commerce was established on July 7, 1910. We are a membership-based non-profit organization that is registered under Part 1 of the federal [Board of Trades Act](#).

Our mandate is to support our 450 members, comprised of businesses and non-profit organizations.

### **Why our Work is Important**

When our members succeed, Cranbrook also succeeds.

The collective success of businesses is a critical cornerstone for our community. A strong economy provides jobs that can support families. When families are doing well, the community's population can stabilize and grow. A growing population supports employees in the public sector – teachers, healthcare professionals, RCMP members and civil servants are all required proportionate to community growth. Increased population can also support and catalyze an increase in services and amenities for our city and region.

It all starts with a healthy business community.

### **What does the Chamber Do?**

Our work is guided by our current Strategic Plan which defines our priorities as Advocacy, Advantage and Advancement.

Chamber work is a complex and calculated undertaking, designed to reflect the priorities defined in the Strategic Plan while also maintaining good working conditions for the Team of staff and financial stability for the organization.

## **We are Advocates – Local, Provincial, Federal**

We are the voice of the business community of Cranbrook, BC, often consulted as the main representative of businesses' needs and priorities. We work to react on issues that we deem to be negatively affecting the conditions of doing business. We proactively support and advocate for projects and initiatives that we believe will have positive effects for our business community.

We work to leverage our regional, provincial and federal scope of influence; our Chamber is a member of the BC Chamber of Commerce and the Canadian Chamber of Commerce, and we leverage the Cranbrook Chamber of Commerce's memberships to these organizations by bringing forward our challenges, concerns and innovations to higher levels of government in collaboration with other Chambers.

We establish and maintain healthy working relationships with our Mayor and Council, our Member of Legislative Assembly for Kootenay-Rockies, and our Member of Parliament for Kootenay-Columbia.

## **We Give Our Members the Advantage**

We offer exclusive member pricing on all aspects of our programming, and valuable money-saving benefits to assist our membership in their business operations. Chamber members have the exclusive opportunity to offer their Team the Chambers Plan benefits, which leverages the collective strength of the Chamber network across the nation to provide one of the most affordable and comprehensive suites of benefits to members whose businesses have 50 or fewer employees.

## **We Facilitate Member Advancement**

We provide quality educational and networking opportunities to aid in the professional development and connection of our members. By working with our membership, we continually focus on the issues most important to them when creating the Chamber's programming.

## **Leadership at our Chamber and Beyond**

Our organization needs strong leadership to define the current priorities of the business community.

Chamber Board Directors' work can inspire, educate and incubate leadership professionals for a broader scope of influence.

Our Chamber has a long history of being led by professionals whose skills and talents have strengthened our business community and beyond. Board Directors can succeed into Executive positions – our list of past Board Directors includes influential community leaders, city councillors, MLAs and a Provincial Cabinet Minister.

## **Executive Positions**

Board Directors may apply to become a member of the Chamber Board Executive, which is comprised of President, Vice-President and Secretary/Treasurer.

## **The Role of a Board Director**

Board Directors are critical to the Chamber – we cannot function without solid representation and governance leadership.

The Cranbrook Chamber of Commerce is governed by our Board of Directors; the Board sets the strategic goals and direction for the Chamber. All facets of operations are led by our Executive Director, who reports to the Board of Directors. All programming is created and delivered to reflect the priorities as outlined in the Board of Directors' Strategic Plan.

## **Time and Other Commitments**

Board Directors are required to attend Board Meetings once per month for 10 months of the year. These 90 minute in-person/virtual hybrid meetings are held on the second Wednesday of each month, excluding July and August.

Directors are also encouraged to sit on a minimum of one committee, which typically is a once-per-month meeting schedule for one hour. Once you become comfortable in your

role, you may likely join other committees as you begin to realize the rewards of offering your talents and skills to Chamber work.

### **Board Director Nomination Process**

Our Board of Directors strikes a nominating committee prior to January 15 in each calendar year, to assist the Board in identifying persons willing, able, and eligible to serve as a Board Director.

It is the Nominating Committee's responsibility to ensure that a full slate of candidates is nominated at the AGM.

The Nominating Committee shall consist of the President as committee Chair, and selected Board Directors. The committee must recommend to the Board of Directors:

- 1) For President, at least one candidate
- 2) For Vice-President, at least one candidate
- 3) For Treasurer, at least one candidate
- 4) For Directors, at least one candidate for each position to be filled by election.

The Nominating Committee will recommend candidates to the Board as soon as is practical and no later than 30 days before the day named for the annual general meeting.

Nominees will be contacted, in order to confirm their acceptance of a formal nomination to the Board for presentment at the AGM.

New Directors will be provided with mentorship support.

### **Empowering our Board Directors with Governance Training**

All Board Directors are given Governance Training as soon as possible after they are elected. This training is designed to give Directors the knowledge and tools they need to fully realize the rewards and best outcomes from their work.

### **Elections**

Board Directors are elected at the Cranbrook Chamber of Commerce's Annual General Meeting, which is held on the second Wednesday in March each calendar year.

## **Terms**

Once elected, Board Directors remain in their positions for a two-year term. Upon expiration of the term, a Director may seek re-election for a second term, to a total of 4 years. Once the term is expired, a Board Director may a) wait until a year has lapsed before applying again, or b) remain on the Board of Directors as the Treasurer, Vice-President, or President.

## **More information**

More detailed information on the topics in this document can be found in the Cranbrook Chamber of Commerce's full suite of Chamber Bylaws and Constitutions and other policies. Please email [info@cranbrookchamber.com](mailto:info@cranbrookchamber.com) for more information.

## 2025 – 2026 Board of Directors Recruitment | Director Skills Matrix

The Board of Directors has identified the following skill sets required on their Board of Directors for the 2025-2026 term.

Identify the top three skills/competencies below that you would bring to the board of directors. Indicate your strongest skill with a (1); second strongest with a (2); and third strongest skill with a (3).

<b>YOUR NAME</b>	<b>ADVOCACY EXPERIENCE</b>	<b>MARKETING / COMMUNICATION</b>	<b>GOVERNANCE EXPERIENCE</b>	<b>EDIB*, INDIGENOUS</b>	<b>COMMUNITY CONNECTOR</b>	<b>CRITICAL/ STRATEGIC THINKER</b>	<b>VISIONARY INNOVATOR</b>	<b>ENTREPRENEUR</b>
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\* Equity, Diversity, Inclusion, Belonging/

Please indicate below – in which sectors do you have current or past experience?

<b>LEGAL</b>	<b>ACCOUNTING &amp; FINANCE</b>	<b>TOURISM &amp; HOSPITALITY</b>	<b>RESOURCE INDUSTRY</b>	<b>TRADES</b>	<b>EDUCATION</b>	<b>TECHNOLOGY</b>	<b>RETAIL</b>	<b>OTHER</b>
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If other, please describe \_\_\_\_\_

## BOARD DIRECTOR'S CODE OF CONDUCT

1. Directors must consider the interests of the Cranbrook Chamber of Commerce at ALL times, understanding that any communications, including through social media and conversation, are perceived reflections on the Cranbrook Chamber of Commerce
2. Directors shall maintain the confidentiality of the details and the dynamics of any and all board discussion and communication.
3. Directors shall not speak publicly against, or in any way undermine board solidarity once a board decision has been made.
4. Directors are expected to attend all board meetings unless excused due to unavoidable circumstances. Directors shall be prepared to commit **sufficient time and energy** to attend to Cranbrook Chamber business.
5. Directors shall avoid, in fact and perception, conflicts of interest and shall disclose to the board, in an immediate manner, any possible conflicts.
6. Directors' contributions to discussions and decision-making shall be positive and constructive.
7. Directors' interactions in meetings and communications shall be courteous, respectful and free of animosity.
8. Directors shall adhere to the Cranbrook Chamber of Commerce bylaws and governance policies.
9. Directors shall be prepared for meetings, having read pre-circulated material in advance of meetings.
10. Directors shall participate in the Cranbrook Chamber of Commerce in ways and means other than attending board meetings, including but not limited to luncheons and other events. It is expected that directors will attend at least 50% of Chamber events throughout the year
11. The Executive Director is responsible to the entire board. Consequently, no single director or committee has authority over the Executive Director.
12. Directors have no authority over other Cranbrook Chamber staff and must, as an entire board, direct any operational inquires to the Executive Director.
13. Directors recognize that only the President of the board and the Executive Director, or their designate, shall be the spokespersons for the Cranbrook Chamber of Commerce
14. Directors shall not attempt to exercise individual authority or undue influence over the Cranbrook Chamber of Commerce or use this influence for any purpose than furthering the Cranbrook Chamber of Commerce causes.
15. Directors are expected to develop an understanding of the scope, mandate, bylaws, constitution and policies of the Cranbrook Chamber of Commerce, the needs of the members it serves, and the board's policy governance approach.

I hereby consent to act as a Director of the Cranbrook Chamber of Commerce and agree to abide by the foregoing terms.

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Director's Signature

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Date

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Print name



Cranbrook Chamber of Commerce

# Strategic Plan 2023-2026

cranbrook  
**chamber**  
of commerce

## Who We Are

The Cranbrook Chamber of Commerce is the professional organisation that works collaboratively with and on behalf of its members to support business interests to create a successful and sustainable business community. With a membership spanning the entire cross section of the local economy, including businesses of all sizes and non-profit organisations, the Chamber is in a strong position to build business and community.

With clarity and an enhanced focus, the Cranbrook Chamber of Commerce can strategically direct policy and lobby to ensure a successful and sustainable future for the economy of Cranbrook.

The Chamber is proud and grateful to work with businesses, non-profit organisations and a wide range of stakeholders and partners on the traditional and unceded homelands of the Ktunaxa Nation and the chosen home of Métis peoples.

## Our Vision

To enable and support the success of Cranbrook businesses and be a strong and collaborative community partner

## Core Objectives

We strive to meet the needs and interests of our members through delivery of the following:

- **Advocacy**  
We lobby on behalf of our members to all levels of government.
- **Advantage**  
We offer exclusive member pricing on our programs and valuable money-saving benefits to assist our membership in their business operations.
- **Advancement**  
We provide quality educational opportunities to aid in the professional development and connection of our members.

## Core Values

The Cranbrook Chamber of Commerce will continue to build its legacy by making the following values a priority in our day to day operations:

- **Member-focused**
- **Collaboration**
- **Effectiveness**
- **Adaptable and Flexible**
- **Leadership**

## Key Result Areas

### Key Result Area 1: Business Hub

*Establish the Chamber as the go-to place for business support in Cranbrook*

#### Strategic Goals:

- 1.1 Demonstrate the essential role the Chamber has in the Cranbrook business community and all economic development activity.
- 1.2 Support and encourage the growth and development of new and existing businesses in the area by offering online and physical resources, training and engaging and diverse events.
- 1.3 Promote and facilitate meaningful connections and collaborations among businesses, economic development agencies, local government and community organisations to attract investment, promote economic growth and create job opportunities.

### Key Result Area 2: Strong Strategic Partnerships

*Develop meaningful and result-driven partnerships*

#### Strategic Goals:

- 2.1 Continue to develop and grow working relationships with local government, Indigenous communities and organisations and other community partners through regular outreach, education and collaboration opportunities.
- 2.2 Regularly assess current and potential partnerships with organisations whose mission aligns with the Chamber's objectives.
- 2.3 Continue to demonstrate the Chamber as a competent and collaborative partner by identifying and working as part of multi-partner projects that support economic development in Cranbrook.

### Key Result Area 3: Communication and Advocacy

*Influence change through advocacy*

#### Strategic Goals:

- 3.1 Continue to tell our story and communicate what the Chamber is, its role as a business resource hub, what it achieves, and the positive impact it has on the community.

3.2 Communicate and share the Chamber advocacy processes and how businesses can be involved.

3.2 Utilise committees to identify and prioritise issues that impact the business community and ensure they are advocated at the appropriate municipal, regional, provincial and federal government levels

### **Foundational Strategic Goal: Membership**

*Members form the foundation for all activities and plans for the Chamber*

#### **Strategic Goals:**

4.1 Continuously assess and enhance the value proposition for Chamber members.

### **Foundational Strategic Goal: Organisational Excellence**

*Focus on our people and processes to enhance our value, reach and sustainability*

#### **Strategic Goals:**

5.1 Continue to regularly assess and enhance good governance structures by reviewing best practices, policies and plans

5.2 Continue to lead by example and demonstrate what a strong, inclusive and flexible organisation looks like

