

Cranbrook Chamber of Commerce

# Board of Directors Recruitment Package

2026-2027

cranbrook  
**chamber**  
of commerce

January 12, 2026  
Stacey Brensrud, Executive Director

## **2026 -2027 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 [Boards of Trade Act](#).

Our mandate is to support our 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, Vic-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. There are currently five (5) regular Board meetings (April, June, September, November and February), one (1) Annual General Meeting (March). These 90 minute in-person/virtual hybrid meetings are typically held on the second Wednesday of each month. There is also one (1) virtual meeting in December that focuses on the Annual Budget, for a total of seven (7) meetings per year.

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.

## **2026-2027 Board of Directors Meeting Schedule**

Chamber Boardroom – 2279 Cranbrook St N – in-person attendance preferred

Zoom link available - <https://us02web.zoom.us/j/83415813327>

11:30am – 1:00 pm

### **2026**

- Wednesday, April 8
- Wednesday, June 10
- Wednesday, September 9
- Thursday, November 12 TBC (due to Nov 11 being a holiday)
- December, date TBD for Annual Budget meeting

### **2027**

- Wednesday, February 10
- Wednesday, March 11 – Annual General Meeting – LOCATION TBD

Meeting invitations will be sent to all Board Directors and Board Liaisons

## **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**

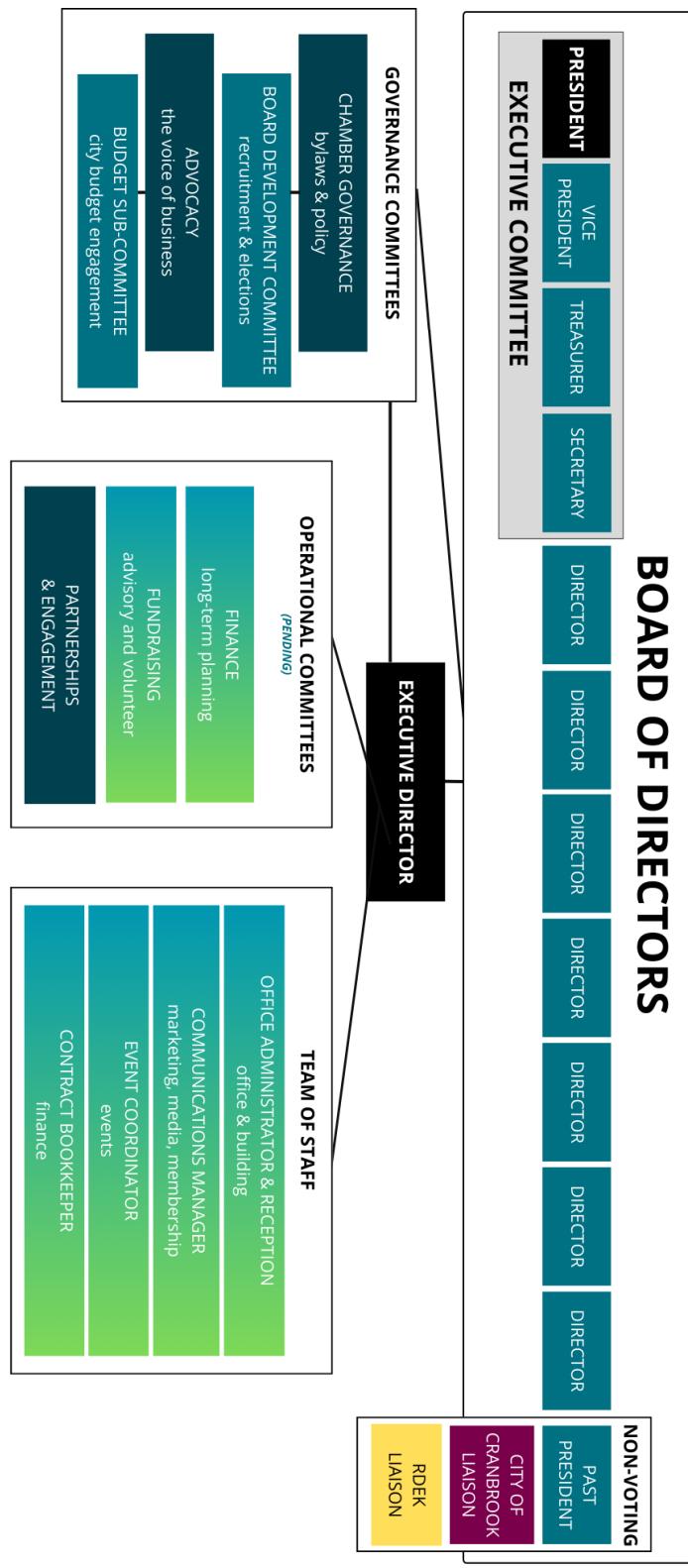
Board Directors are elected at the Cranbrook Chamber of Commerce's Annual General Meeting, which is held on the second Wednesday in March each calendar year.

## **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.



## 2026 – 2027 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 2026-2027 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).



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



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

LEGAL	ACCOUNTING & FINANCE	TOURISM & HOSPITALITY	RESOURCE INDUSTRY	TRADES	EDUCATION	TECHNOLOGY	RETAIL	OTHER

If other, please describe \_\_\_\_\_

## BOARD DIRECTOR'S CODE OF CONDUCT

1. Directors must consider the interests of the Chamber. Directors' communication through social media and conversation, are perceived reflections on the Chamber.
2. Directors shall maintain the confidentiality of the details and the dynamics of 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 shall attend all board meetings unless excused due to unavoidable circumstances.
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 communication 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 Chamber business in ways and means other than attending board meetings, including 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 enquires 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 Chamber.
14. Directors shall not attempt to exercise individual authority or undue influence over the Cranbrook Chamber of Commerce or use this influence personal gain.
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

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## **Board of Directors: Roles, Responsibilities & Succession Plan**

### **Purpose**

This document outlines the structure, roles, responsibilities, and succession plan for the Board of Directors. It ensures consistent leadership, supports professional growth, and maintains good governance practices. Participation on committees and in training sessions helps prepare Directors for their current and future responsibilities.

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### **Director**

Directors serve up to a four-year term, with a maximum of two consecutive two-year renewable terms.

#### **Responsibilities include:**

- Serving as a voting member of the Board
- Attending annual governance and financial training workshops
- Participating in orientation and leadership development sessions
- Attending all Board meetings and actively contributing to discussions and decisions
- Serving on at least one committee or task force each year
- Attending the Annual General Meeting (AGM) and other key organizational events
- Mentoring new Directors after completing their first term

### **Executive Officers**

Executive Officers are elected for a one-year term. These positions follow a defined succession plan to ensure continuity, skill development, and strong leadership.

### **Secretary**

- Holds signing authority on cheques
- Participates on the Governance Committee
- Ensures accurate recording and distribution of meeting minutes
- Oversees the approval and signing of minutes by the President and Executive Director
- Maintains Board records and archives
- Ensures that Chamber staff remit annual filings with the incorporating or regulatory body

## **Treasurer**

- Holds signing authority on cheques
- Participates on the Financial Committee
- Works with Executive Director to review monthly financial reports
- Presents quarterly Financial Reports to Board of Directors
- Works with Executive Director to coordinate the annual review or audit with a Chartered Professional Accountant
- Presents the annual financial report at the AGM
- Ensures procurement process for appointing accountant to the length of term as outlined in Chamber Bylaws and policies

## **Vice President**

- Holds signing authority on cheques
- Chairs the Governance Committee
- Chairs the Nomination Committee
- Serves as Acting President in the President's absence
- Represents the organization at community events and public functions
- Acts as a secondary media contact
- Leads in developing and executing the annual strategic plan
- Attends relevant conferences and training, including Robert's Rules of Order and media training
- Attends relevant conferences if President cannot attend (BCCC, CCC)

## **President**

- Holds signing authority on cheques and legal documents
- Presides over all Board meetings
- Serves as an ex officio member of all committees and task forces
- Represents the organization at official events and in the community
- Acts as the primary media spokesperson in conjunction with the Executive Director
- Attends provincial and national conferences
- Participates in governance, leadership, and media training

## **Past President**

- Serves as a non-voting advisor to the Board
- Vice-Chair of the Nomination (Board Development?) Committee
- Participates on the Governance Committee
- Advises the President and provides leadership continuity
- Oversees the Board election process at the AGM

## **Succession Intent**

The succession plan is designed to promote leadership continuity and build governance capacity. Each Officer role provides opportunities for mentorship and skill development, preparing individuals for progressive leadership positions. This approach ensures a steady transition of leadership while preserving institutional knowledge and organizational stability.

### **Succession Diagram Example:**

Director → Vice-President → President → Past President

## **Document Review**

This document will be reviewed annually by the Governance Committee to ensure alignment with any newly approved Board of Directors policies and Bylaws. This review timeline ensures the document remains current and accurate prior to being included in the recruitment package for the upcoming Board election cycle.

Cranbrook Chamber of Commerce

# Strategic Plan

## 2023-2026

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## 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

## STRATEGIC GOALS 2023-2026

