

January 20th, 2009

Winkler Chamber of Commerce BR+E Program
Phase 3 & 4 Final Report

Recommendations:

1. Customer Service Training:

The 3rd and 4th phase of the BR+E survey was targeted more at the retail, restaurant and service sector. These are the businesses that primarily deal with the retail customer and as such the survey identified the need for customer service training or workshops. It is our recommendation that the Winkler & District Chamber of Commerce together with the Retail Merchants Committee organize a series of seminars and workshops to address this concern. It should be noted that quality and content are important factors and that they be given every consideration before final selections are made.

Key Players:

- I. Winkler Chamber of Commerce
- II. Retail Merchants Committee
- III. Southland Mall

2. City of Winkler - Strategic Planning:

Due to the extensive number of areas that the Survey addressed that are applicable to City of Winkler, it would be our recommendation that the Chamber of Commerce Executive Board of Director's meet with the Mayor and Council to review the various areas of concerns as expressed by the businesses surveyed. We have included for the purpose of this recommendation the City of Winkler Maintenance area, the Advertising and Promotions sector and the Wish List.

Key Players:

- I. Winkler Chamber of Commerce
- II. Mayor Martin Harder
- III. City Council

3. Immigration:

That the Winkler Chamber of Commerce meet with Regional Settlement Office, Immigration Consultants and a representative from the City of Winkler to address the concerns expressed by the businesses surveyed.

Key Players:

- I. Winkler Chamber of Commerce
- II. Settlement Office
- III. Star 7
- IV. City of Winkler Council Representative

4. Schools & Labor:

That the Winkler Chamber of Commerce meets with Garden Valley School Division (GVSD) Superintendent and representatives from the Board of Trustees as well as a representative from Red River College to discuss specific concerns regarding our schools and the concerns of our Employers as surveyed.

Key Players:

- I. Winkler Chamber of Commerce
- II. Garden Valley School Division Superintendent
- III. Garden Valley School Division Board of Trustees
- IV. Representatives
- V. Red River College - Winkler Branch

5. General & Miscellaneous:

All items under this category should be referred to the respective business to make them aware of the concern or concerns expressed.

Key Players:

- I. Winkler Chamber of Commerce

6. Technology:

That the Winkler Chamber of Commerce meets with Manitoba Telephone System (MTS) to discuss the telephone and internet services provided to the City of Winkler as well as the feasibility of providing a fiber optic line within the City limits.

Key Players:

- I. Winkler Chamber of Commerce
- II. Manitoba Telephone System
- III. City of Winkler Council Representative

7. Wish List:

This category should be reviewed by the Winkler Chamber of Commerce and put on the Agenda at their annual Planning meeting. Items that need to be addressed are as follows:

- I. The "need" for a year round Tourist attraction
- II. Indoor Pool c/w Wellness Centre
- III. The need for a Convention Centre
- IV. Assisted Living facilities (Seniors)
- V. Regional Airport
- VI. Public Transit System
- VII. To review the needs for the future infrastructure when population reaches 20/30/40/50 thousand people

Key Players:

- I. Winkler Chamber of Commerce
- II. City of Winkler Council Representative

8. Southland Mall:

It is recommended that the Winkler Chamber of Commerce call a meeting with the owners of the Southland Mall to discuss the concerns expressed by the businesses surveyed. It is further recommended that the concerns identified be firstly reviewed with the Management of the Mall.

Key Players:

- I. Winkler Chamber of Commerce
- II. Southland Mall Management
- III. Southland Mall Owners