



To identify, for Saskatoon Chamber members, potential opportunities / threats / cool stuff (OTCs) that may impact individuals, businesses, or the community. These OTCs will normally not be actively promoted by other Chamber committees or business groups and tend to lie 8 months to 10+ years in the future.

COMMITTEE MEETING ACTION SUMMARY

Committee: Future Opportunities Committee

Meeting Date: March 15th 2016

Time: 7:30-8:45am

Location: Chamber of Commerce

Meeting Chair: Bill Brooks

In attendance: Martin McInnis, Bill Brooks, Erik Tetland, Mark Zielke

Staff: Kent Smith-Windsor, Czarina Catambing, Kevin Tetland

Science Map

- Needs to have a vision or the big picture
- Problem: companies find it hard to see themselves in 5 years

Da Vinci Day (April 15th) ideas

- Crowdsourcing ideas
 - To tap into the creativity of people in the city
 - Asking the public to submit essays, videos, or other forms of media to depict what they see in the future
- X prize
 - Put out a call and prize to encourage technological development
 - Competition should send the message: "Saskatoon is an innovative community"
 - Find out what we have and sell it
- Other format (i.e. profiles)
 - Have something that can be constantly repeated to saturate the public
 - An event or written feature does not have any lasting impact
 - Needs to have a call to action

Call to action for other committees

- X prize can be promoted to other committees and they can participate

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the Chamber

GREATER SASKATOON CHAMBER OF COMMERCE

Next meeting:

Tuesday, April 5th 2016

7:30am

104-202 4th Ave North

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