



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

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**Committee:** Future Opportunities Committee

**Meeting Date:** December 15, 2015

**Time:** 7:30-8:45am

**Location:** Chamber of Commerce

**Meeting Chair:** Bill Brooks

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### Introductions

### Planning for Next Year

- Have list of topics we would like on the website or for presentations
  - Editorial rules for website
    - Should be growth-oriented
    - Should look through a business lens
    - Example:
  - “Innovation: what they did and how they did it” may be a potential presentation
  - Can we have other formats aside from events?
    - Due to geographic constraints
    - Have contests that can have major mindset changes we need
      - Maybe on April 15<sup>th</sup>
      - Have list of problems and crowdfund ideas
      - E.g. Water purification
      - Emerging Ag
        - What concepts in Agriculture can teams work on?
        - Nikolas Badminton, a futurist, is the keynote speaker
        - Use EBlast to promote. Get details.
- Rule of innovation according to Denver team leader: no new technology
  - How to improve process as opposed to what new technology we can incorporate. Should only be a supplement/approach
- “Think Differently” series

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# the Chamber

GREATER SASKATOON CHAMBER OF COMMERCE

- Can be any format
- Throw a challenge to another committee to change their mindset from “they government should” to “what can we do”
  - May also be an event
  - Will depend on how do you frame the problem
  - Example: Arts organizations are on decline
- Goals: (1) at least 3 questionnaires next year (2) Creativity forum: creating compelling stories. It’s a marketing problem
- Possible theme: “Fighting dystopia” or “Finding optimism.” It’s always pessimistic.

**Next meeting:**

January 5<sup>th</sup> 2015

7:30-9:00AM

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