

April 30, 2019

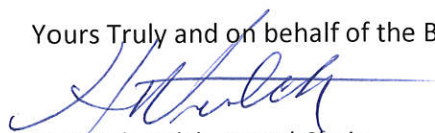
To Our Members

As a follow-up to the feedback we received during our AGM, held in Truro on Wednesday evening, April 24, 2019, on behalf of the Board of Directors, I would like to say how impressed we were with your engagement. The Board was pleased with the meaningful information you provided, which is captured below. This was a very successful AGM, specifically from a Member engagement perspective. Your questions and suggestions were certainly heard and has given the Board cause to reflect on these in our pending strategic planning activities, to be held in the fall. On behalf of the Board, please accept our sincere appreciation for your feedback and you can be assured the following key items from the meeting, as noted below, will be thoroughly considered:

- **Communications** – We have recognized that this area requires constant improvement. We will continue to address effective ways to reach more of our Members on pertinent issues. As an example, we will consider the feasibility and effectiveness of *Member Advisory Committees* for feedback on products, services, structure, technology, hours of business, etc.).
- **Member Engagement** – Engaging our Members to discuss product and service solutions, that will help in achieving their financial goals, is a priority. With our continued improvement in our communication process and with our hybrid business model and employee training programs, we will strive to have more meaningful conversations with those Members, who desire this enhanced service experience.
- **Dividends** – We will re-assess our corporate policy on community giving to effectively balance this important community development program with a potential Member dividend program. Ensuring we always respect our co-operative principles will be at the forefront of our assessment process.
- **AGM Event** – We will address creative ways to attract more Members to the AGM, in addition to having invitations in the branch, on our website and on our social media sites well in advance of the meeting. One example is to make this a celebratory event, with a trade show, guest speaker, meal, business portion and a plenary session.

Again, we thank you for your very constructive feedback and confirm that the above important items, gleaned from our discussions, will be considered in the Board's strategic planning session, to be held this fall. The Board was delighted with your feedback on the above key items and for making this year's AGM, our most productive in recent history. You will hear much more about these items in the near future.

Yours Truly and on behalf of the Board of Directors;



Howard Welch, Board Chair

Community Credit Union Cumberland & Colchester Ltd

Amherst Branch
33 Prince Arthur Street
Amherst, Nova Scotia
B4H 1V7

Tel: 902-667-7541
Fax: 902-667-1779

Truro Branch
347 Willow Street
Truro, Nova Scotia
B2N 5A6

Tel: 902-893-7134
Fax: 902-897-4655