



**Board of Directors
Meeting June 14, 2016
NES Board Meeting Room**

**Minutes of Meeting
June 21 draft**

Call to Order: E. Hall 7:15 p.m.

Chair: E. Hall

Present: Jan Prins, Carsten Ginsburg, Tom Hermance, Ernest Hall, Chris Nelson,
Dave Bartesko, Jefferson Bray

Regrets: Fawn Gunderson

Absent: Stephen Waugh

Guests: Deborah Nelson

Business Conducted:

Motion: (D. Bartesko/J. Prins) Adoption of Agenda CARRIED

Motion: (T. Hermance/D. Bartesko) Adoption of minutes after adding Visitors
Information Booth and Hodgson to #4 Reports CARRIED

Business Arising from May 10 Minutes

Action: Item(2) Ernest will pursue Steve Waugh & Caitlin of
CMNews regarding a regular column/featuring a BCVT member.

Action: Item (3) Hiring and hours of VISITOR INFORMATION BOOTH set at
30 hrs.week, 11am - 6pm Wednesday-Sunday. The VIB opened June 6. The
attendant's position ends Friday August 26.

Action: Item (3) Flower boxes @ VIB done by Carsten

Motion: (J. Bray/J. Prins) Allocate maximum \$75 for additional flower
box/landscaping @ VIB CARRIED

Action: Ernest Hall stated that rental agreement for VIB will be signed in due
course

Action: Jan Prins will look into obtaining a free lawnmower and he volunteered
to cut grass (weed eater) the backyard @ VIB

Action: Item (6) BCVT materials eg. filing cabinet etc. with Sherri Fontaine
expected to arrive any day



Action: Item (7) Ernest will check with Steve Waugh regarding \$50 cheque to townsite's Beautification Project.

4. REPORTS:

President -

Planning meeting set for 1pm June 23rd @ NES Board Room

Motion: (J.Bray/T. Hermance) Appoint Deborah Nelson to BOD CARRIED

Motion: (D. Bartesko/C. Ginsburg) Mail key & pick-up to be the responsibility of the Treasury Team. J. Prins will pick up the mail regularly. CARRIED

Motion: (D. Bartesko/C. Nelson) Jan Prins to be Treasurer as of August 1/2016 and in the meantime E. Hall/Deborah Nelson are Treasury Team CARRIED

Consensus: J. Bray to be responsible for taking meeting Minutes and providing DRAFT to Tom Hermance for printing

Marketing -

Action: Tom Hermance purchased a secure server license (SSL) at a cost of \$167.97 for the minimum 3-year certificate. The SSL connections obstruct website hacking and registers BCVT as an officially recognized organization on the Internet.

Action: Carsten Ginsburg purchased \$160 FaceBook ads (5) for BCVT FaceBook 'page' since end of April 2016

Results: Reached 200,000

Website "clicks" 1500

Demographics #1 40-60 yrs. of age

#2 17-26 yrs. of age

Most popular ad #1 Support/affiliation with Conservation Groups (eg. Pacific Wild)

#2 Solitude/Remote/Wilderness

Bella Coola Valley Tourism

www.bellacoola.ca

Experience the Adventure!



Consensus: Carsten to do pilot project with M. Wigle photo prints for prizes on FaceBook

Visitor Information Booth - (D. Bartesko) Sheridan Northeast has been hired as VIB attendant, and she's working out very well. Weekly VIB guest stats (where from, #'s) are being provided to membership via the website. Front lawn has been cut. Flower boxes being attended to & looking good.

BC Ferries - if no new vessel built and/or purchase of used vessel by 2017 BC Ferries to refit "Nimpkish"

5. New Business/Correspondence

Motion: (C. Ginsburg/J. Prins) Donate \$50 to Ridge Riders purse request
CARRIED

Action: Tom Hermance to contact Arts Council re: "Galleries" listing confusion on BCVT website

Consensus: CCCTA Fam Tour and social event

Action: Ernest Hall to discuss concerns with CCCTA CEO
BOD that BCVT members to be included/invited to all future Tourism events

Consensus: Meeting adjourned 9:45 p.m.

Next Meeting: Tuesday July 5th, 7:00 p.m.

Minutes prepared by J. Bray & T. Hermance