



**Board of Directors
Meeting July 5, 2016
Augsburg Fellowship Hall**

Minutes of Meeting

Draft July 22

Call to Order: E. Hall 7:05 p.m.

Chair: E. Hall

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

Regrets: Stephen Waugh

Absent: Fawn Gunderson

Guests: Amy Thacker, CEO @ Cariboo Chilcotin Coast Tourism Association

Business Conducted:

1. Adoption of Agenda - Motion: (D. Bartesko/T. Hermance) Adoption of Agenda
CARRIED
2. Adoption of June 14 Minutes - Motion: (J. Bray/ C. Ginsburg) Adoption of
minutes CARRIED
3. Special Presentation: Destination BC - Ms. Amy Thacker, CEO @ CCCTA

Cooperative Marketing Program:

Destination Canada - Federally funded, partners with Provinces; new "big
business" buy-in for a "Signature experience"

Destination B.C. - Crown Corp. with programs such as Travel Trade Shows,
Hello BC, Research Team \$ & stats plugs into CCCTA (Regional) and BCVT
(Destination Marketing organization)

Cooperative Marketing - new program, Province run
3 or more Communities or Sections "teaming" for 50 cent/dollars
Research based e.g. BC Ferry data for "Short Haul" markets in BC, Alberta &
Washington State



Cooperative Marketing Program cont.

What is our place & “grouping” with other communities?

Can apply multiple times; not to exceed \$250,000 annually.

Electoral Regional Districts can partner - \$money given for “projects” and common marketing message

Cross Province partnerships applicable too e.g. BC Ferry for Port Hardy to Bella Coola teamed up with Port Hardy, Williams Lake, Cache Creek or Great Bear Rainforest partnering with Kitasoo, Heiltsuk and Oweekino

****Note:** essential for applications

- 1/ Who are your partners?
- 2/ What is the common message?
- 3/ About your destination?

New Destination Development Plan for Chilcotin Coast/Great Bear Rainforest
Provincial Government policies need to change to launch mid August 2016, cross Ministry meetings e.g. Ministry of Transport, BC Ferries etc.

Input sessions to inform the Plan will be held the weeks of Sept.21 and Nov.6
Details forthcoming.

Action: Ernest to follow-up with Tanis @ CCRD for July 20th meeting

“Gateway to the Great Bear Rainforest” Branding to be discussed at next (August) BOD meeting

Action: Deborah Nelson will speak with Doug Neasloss to get feelings/thoughts regarding use of tag line.

4/ Business Arising from June 14 Minutes

(Item 1) - Ernest to speak with Caitlin at CMNews not achieved yet as she is away on holidays.

(Item 3) - Flower box expenditures: additional plants purchased by Carsten, “very good deal” provided to BCVT by Kathy Moore @ Moore’s

(Item 5) - Free lawnmower for the VIB: Ian (Jan’s nephew) will mow VIB lawns



on behalf of BCVT

(Item 6) - Filing cabinet not yet received

5. REPORTS:

President: E. Hall

Re: BC Ferries - Meeting with Premier Christy Clark was a "game changer"
Minister Todd Stone turned 180 degrees
Keith Henry chaired meeting and recommendations are close to getting to "Yes"

Re: Follow-up to June 23rd Planning Meeting - shared Minutes from meeting and will comment at next BOD meeting

Re: Website Linking - Create an Adhoc group (Tom Hermance, Jan Prins & Dave Bartesko) to report back to BOD regarding procedures/bylaws for BCVT website.
Action: decision regarding request by 'ChilcotinCoastExperience' will stand as policies are reviewed. Any/all outcomes of review to be made known to membership upon completion.

Visitors Information Booth (VIB): D. Bartesko

VIB 3 weeks open
209 visitors registered
56 visitors for last week of June 2016.
Sheridan to write up 'Job description'
Seeking BCVT membership from other tourism businesses along Highway 20

Marketing/Membership: T. Hermance/C. Ginsburg

BCVT website has added 'Norwegian Heritage' section
Action: Ernest Hall to speak with Gnomes Home regarding membership in BCVT
Action: Ernest Hall to visit Norwegian House regarding placement of 'Visitor Info'

Carsten Ginsburg spoke with Michael Wigle regarding photographic prints for 'Visit Bella Coola' FaceBook contest prizes. Michael Wigle will update Carsten with availability ASAP.

Bella Coola Valley Tourism

www.bellacoola.ca

Experience the Adventure!



6/ New Business/Correspondence

Action: J. Bray to draft 'Guest/Visitor Etiquette Recommendations' section for BOD with consideration for addition to BCVT website.

7/ Adjournment (D. Nelson/J. Bray)

CONSENSUS: meeting adjourned 8:55 pm

Next Meeting: Tuesday August 2nd, 7:00 p.m.

Minutes prepared by J. Bray & T. Hermance
