



Board of Directors

Meeting October 4, 2016
NES Room 105, Hagensborg

Minutes of Meeting Oct.9 draft

Call to Order: E.Hall @ 7:09 p.m.

Present: Ernest Hall, Tom Hermance, David Bartesko, Jan Prins, Carsten Ginsburg, Deb Nelson

Visitor: Chris Stafford

Regrets: Jefferson Brey, Jayme Kennedy, Steve Waugh, Chris Nelson

Business Conducted:

1. **Motion:** (D Bartesko /J Prins) Adoption of Agenda
2. **Motion:** (D Bartesko /T Hermance) Adoption of August 2016 minutes
3. **Motion:** (D Bartesko /C Ginsburg) Adoption of September 2016 minutes

All carried

4. Business Arising to come up in Reports or New Business
5. Reports:

5.1 President: Ernest Hall

Ferry Schedule: The Mid-Coast Ferry Working and the Ferry Advisory Board is discussing extending the summer season from the 12 weeks in 2016 to 20 weeks in 2017 (from Victoria Day through Thanksgiving – an increase in the summer season by 66%). The 2017 season is projected to be the last of the Nimpkish "Connector" service and can be seen as a pilot for future scheduling.

Destination Development Planning Meeting: Ernest Hall (with Tom Hermance & Deb Nelson): A well-attended and productive community meeting Sept.21 under the auspices of Destination BC and CCCTA gathered input, articulated goals, and presented information regarding the development of tourism infrastructure in the Cariboo-Central Coast region. This was the first stage of a process expected to involve several meetings



over the course of six months to a year in a first-ever cross ministerial effort to develop a 10-year tourism plan for British Columbia. Similar meetings were scheduled for Anahim Lake and Alexis Creek. Another round of meetings will be scheduled in November.

Emergency Vacancy Registry: Ernest Hall (with Tom Hermance): In mid-September, Hall & Hermance instated a registry process which enabled Valley accommodators to inform BCVT of their vacancies until month end so that visitors inquiring about accommodation could be linked to vacancies efficiently. At least seven parties of visitors were assisted by this service.

5.2 VIB: Supervisor Dave Bartesko

Visitor census: Total visitors numbered 1,280 this summer.

VIB Rent: Consensus: That BCVT allocate \$400 for the season, up from \$300 in 2015

Landscaping: E.Hall and T.Hermance volunteered to look after lawn mowing once more this season

Marketing: Tom Hermance, Vice President)

Web Server: The web server is being moved next month. Prices for hosting is \$251.64 for three years or \$419.40 for 5 years. Tom recommends the five year package for cost considerations.

5.3 Social Media: Carsten Ginsburg: One popular post on the Visit Bella Coola/ Facebook page has 138 thousand views. Visit Bella Coola is getting a lot of attention

Treasurer: Jan Prins:

Jan Prins, Financial: (See Addendum for Report and Income Statement.

Consensus: To receive the Treasurer's report.

New Business:

Projected Project: T. Hermance will research ways for the membership to input their vacancies to a central registry such as the website in order to implement an Accommodations Registry for 2017.

4. Motion: (C Ginsburg/ J Prins) That a Visitor/Trail Guide be included among the projects for the current Co-op Marketing year and that BCVT request the appropriate diversion of funds from other approved projects.



6. **5. Motion:** ((D Bartesko / D Nelson) To hire Wendy Kingsley as the BCVT bookkeeper at \$50 per month.
- 6. Motion:** (J Prins/ E Hall) That an ad hoc committee of Directors (Ernest, Jan & Deb) meet to draft a strategic plan for the next two years that reflects funding opportunities.

This follows a Sept.13 recommendation that BCVT have a draft Strategic Plan to CCRD by the third week of October.

Highway 20 Transportation: Guest Chris Stafford suggested BCVT examine a need for transportation between Williams Lake whether it be public or privately owned.

Facebook Contest: C Ginsburg, confirmed he'll be purchasing social media prizes (photographs by Michael Wigle) from Dragonfly. The FaceBook contest will take place early in the new year.

'Great Bear Rainforest': D Nelson will find out who if anyone has registered a trademark or copyright on the term.

7. Adjournment: 9:00

Minutes prepared by T.Hermance and E.Hall



Treasurers Report for September 2016

1. Paid final salary to Sheridan Northeast and by way of thanks, took her to lunch at the Restaurant. Directors were in attendance.
2. Paid for the second Soar ad and the final shipping of our guides.
3. Transferred \$ 7500.00 to our savings account as this is "seed" money from Destination BC towards projects.
4. I have squired the services of Wendy Kingsley as bookkeeper for the Board pending a motion by the board. We will be paying her a stipend of \$50.00 per month to do the books. Wendy has previous experience doing bookkeeping and she has "Quick Books" on her system. I think that this is a good fit and maintains transparency in the financial end of things.
5. I am bringing Deborah up to speed and we can discuss future (2017) projects.
6. I am still wrestling with the letter I received from the CRA, stating that we owe them \$100.00 for late filing. This is disconcerting as there is no evidence that we filed and that Drew says he never filed. Story to continue.

Jan Prins