



## Board of Directors

**Meeting: Jan.3, 2017**  
**NES Meeting Room**  
**Agenda**

Call to Order:

Present:

Regrets:

1. Adoption of Agenda
2. Adoption of Nov.1 Minutes
3. Adoption of Dec.13 Minutes
4. Treasurer's Report  
Bookkeeping
5. Business Arising from Dec.13 Minutes
6. Reports

6.1 President

DBC Co-op Marketing Application Nov.30  
BC Ferries  
Atnarko Slough Signage  
BC Stops of Interest program  
Grants available  
VIB

6.2 Secretary

6.3 Marketing

New Business/Correspondence

7. Adjournment

Next Meeting: 7:00 p.m. Tuesday Feb.7



## Board of Directors

**Tuesday Dec.13, 2016**  
**Nusatsum Elementary School, Room 205/105??**

### Minutes of Meeting

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

Chair: E. Hall

Present: Ernest Hall, Jan Prins, Tom.Hermance, Carsten Ginsburg, Chris Nelson

Regrets: Dave Bartesko, Jefferson Bray, Jayme Kennedy

Absent: Steve Waugh, Deb Nelson

Guest: Chris Stafford

#### Business Conducted:

**Adoption of Agenda MOTION:** (TH /JP) Carried

**Adoption of November 1 minutes MOTION:** (CG/JP) Tabled for Jan.3 meeting

#### Reports:

#### Treasurer:

Jan & Wendy (Bookkeeper) are working on the books & will have report in January. Jan reported that Wendy is recommending BCVT purchase a new laptop computer for book keeping and the VIB. She also would need a current version of QuickBooks accounting software to do BCVT books.

Jan recommended BCVT monies be separated into two categories: Marketing (guides, web, shows, etc.) and Operating (postage, VIB, etc).

**MOTION:** That Jan source a laptop & software with a budget of \$750 (including shipping) (CG/TH) Carried

#### Ferry Schedule:

Ernest Hall explained BC Ferries schedule is out for 2017 but can't be booked.

**ACTION:** Ernest to write a letter to BC Ferries for customers to be able to reserve.

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## **Marketing:**

Visitor Guide/Trail Guide ad rates were discussed. Also discussed if both guides be published at once or staggered over two years. BCVT are actively seeking more advertisers. Jan & Ernest & Chris will be working on the BCVT 2017 guide. Tom will co-ordinate member ads via email.

MOTION: Keep rates the same as 2014 BCVT Visitor guide. For the Regional Guide: keep separate years but increase ad space to \$385. (CG /JP) **CARRIED**

Tom Hermance gave a breakdown of the DBC monies used to optimize the website during the 2016 cycle. The web site server has been moved to the hosting company GoDaddy in AZ for the next 5 years at \$7 monthly.

Carsten Ginsburg (Social Media) is designing a marketing campaign for the Visit Bella Coola/ Facebook page for early 2017.

## **New Business:**

Ernest reports:

HWY 20 Paving request turned down by MoTI.

WCTA & BCVT are working with possible partner Prince Rupert Tourism. Budget moving ahead & formalizing the Destination BC application.

DBC suggests two consumer shows to showcase "Great Bear".

ACTION: BCVT will not be going to 2017 Vancouver Outdoor trade show. We will be losing the deposit, but saving much more by not attending.

Anarko Slough signage project is back on track after some delays involving Parks and First Nations concerns. The BCVT portion of the signage is close to completion and installation of this signs should occur this winter.

Ministry of Transportation is reviving the BC Stops of Interest program. Now taking suggestions for points of interest signage. Current suggestions: History of the Hill Freedom Road plaque & History of Estuary.

Ernest discussed with Amy Thatcher Brands, Tag lines and campaigns: BCVT is our brand. Great Bear Rainforest can remain our tag line.

Western Economic Diversification intake January for Grant writing.

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**ACTION:** Chris to send a brief report regarding Nuxalkmc developments

**Adjournment:** 9:00 (C Nelson / T Hermance)

Next meeting: 7:00 p.m. Tuesday Dec.6, NES Room 105

Minutes prepared by J.Bray/T.Hermance/E.Hall

November 1 Minutes Follow  
As ammended Dec.13)

(To be adopted Jan.3)



## Board of Directors

Tuesday Nov.1, 2016

Nusatusum Elementary School, Room 205/105??

**For adoption as amended at the Jan.3 Meeting**

## Minutes of Meeting

Business Conducted:

1. Adoption of Agenda - Motion: (J. Kennedy/D. Bartesko) Adoption of Agenda  
CARRIED
2. Adoption of October 4 Minutes - Motion: (J. Bray/C. Ginsburg) Adoption of Minutes  
CARRIED
3. Treasurers Report (Jan Prins) - Motion to receive report (J. Kennedy/  
T. Hermance) Motion  
CARRIED
4. Bookkeeping - Wendy Kingsley has bank statements & cheque stubs; willing to use her own "Quickbooks" to assist BCVT with bookkeeping.  
BCVT BOD gratefully accepts Ms. Kingsley's offer to change original stipend of \$50/month for bookkeeping services provided to a monthly invoice up to a billing maximum of \$50 per month.  
Bookkeeper recommends budgeting for a new computer for BCVT bookkeeping and VIB  
Action: Drew to email Wendy directly any/all bookkeeping materials in his possession.  
Action: Tanis to deliver Wendy's email contact info to Drew on November 2nd.  
Action: Tom accepts BCVT computer back from Wendy.
5. Strategic Plan - E. Hall, D. Nelson, Jan Prins formed ad hoc committee to address and send off DBC application to Tanis.

Tanis spoke to sustainability of BCVT and how to begin investigating more tangible solutions moving forward. She cautioned that there is no guarantee that BCVT's current



funding request would be supported by the EDAC or the CCRD board as it is not the intention for CCRD funds to become part of the regular operational budgets for organizations.

Ms. Shedden strongly encouraged BCVT to come up with some more revenue sources – be it increased membership dues, partnering with other organizations to bring in workshops/events, etc. BCVT should reach out/enquire with other organizations and find out how they fund and maintain their organizations, this could open up new ideas and possible partnerships.

Potential Partners may include: CCRD, Chamber of Commerce Port Hardy, Chilcotin Ark, Williams Lake Chamber of Commerce, CCCTA, West Chilcotin Tourism Association, City of Williams Lake, Central Coast Chamber of Commerce

Action: Confirmation email to Tanis @CCRD by Thursday November 4th stating BCVT is seeking \$5000 2017-18 grant funding for Regional Visitors Guide with BCVT contribution to be \$8500 +/- 15%

Action: E.Hall will continue work on the application for Destination BC Co-Operative Marketing funding for 2017-18FY. (Deadline Nov.30)

## 6. Business Arising from October 4, 2016 Minutes

Item i) Action: Tom to prepare report for December 6th BOD meeting of how monies from Destination BC have been used to date (2016-17FY).

Item ii) Hwy 20 transportation options either ‘public’ (lobbying) and/or ‘private’ (business development)

Action: Chris Stafford to talk to private businesses e.g. Darcy @ All West Freight and investigate/enquire with communities of Hwy 16 to see how they achieved bus line.

Item iii) Action: Chris Stafford will discuss with his marketing friend ideas surrounding BCVT “brand” and potential use of “Great Bear Rainforest”

## 7. President’s Report:

Item i) Destination Development Session November 7, 2016 @ Nuxalk Administration

Item ii) Ernest Hall and Leonard Ellis are no longer on Board of CCCTA. (Their terms as Directors have expired.)



Item iii) Action: E.Hall will extend a written invitation to CCCTA for their AGM to be held in Bella Coola at the end of October 2017.

## 8. Marketing:

Item i) next 30 days Tom will be busy moving BCVT website to a less expensive server.

Item ii) Social Media - Carsten continues promotional efforts with increasing public engagement/interest.

Tanis asked Amy Thacker to consider a social media package

## 9. New Business

Item i) Dave & Ernest to meet with Kopas Store & Shop Easy to discuss/secure racking our "Visitor/Trail Guide" and regional Highway 20 Guide.

Item ii) Tom will check with Jan to keep membership list current.

**Note: The following motion represents a substantial change from that recorded in the previous draft of these minutes. (This accounts for the delay in adoption of these minutes at the December meeting.)**

Item iv) MOTION: (JP /CN) That the Board consider in principal a motion to support the Coastal First Nations ban on Trophy Bear Hunting, and that this matter be presented to the membership at the Annual General Meeting. **CARRIED**

Action: An ad hoc committee of Deb, Jeff & Ernest will draft a resolution for presentation at the January 3 meeting.

## 10. Adjournment (E. Hall/T. Hermance)

CONSENSUS: meeting adjourned 9:10 pm

**Next Meeting: Tuesday December 6, 7:00 p.m.**

Minutes prepared by J. Bray/E.Hall