



## Board of Directors

**Meeting: Feb 7th, 2017  
NES Room 205**

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

**Chair: E. Hall**

Present: Ernest Hall, Jayme Kennedy, Tom Hermance, Carsten Ginsburg, Dave Bartesko, Deb Nelson

Regrets: Jan Prince, Jefferson Bray

Absent: Steve Waugh, Chris Nelson

Guests: Garrett Newkirk, Holly Wilgress

### **Business Conducted:**

1. Adoption of Agenda MOTION: (J. Kennedy/D. Bartesko) CARRIED
2. Adoption of January minutes MOTION: (D. Bartesko/C.Ginburg) CARRIED

### **Reports:**

#### **3. Treasurer:**

Financial Report was submitted. Revenue from the Visitor Guide Advertisements is coming in.

MOTION to receive report as circulated (T.Hermance/C.Ginsburg) CARRIED

**4. Ferry:** Nothing to Report. The Mid-Coast Ferry Working Group is meeting with Ministers Shirley Bond, Todd Stone, and Donna Barnett in Victoria Feb.14 to present an update on the search for a vessel to deploy in a tourism-focused summer service to be launched for the 2018 season. An announcement is expected.

#### **5. Marketing:**

It is expected that the Visitor Guide/Trail Guide should have the same number of pages as the 2014 issue. Ads are still coming in past the deadline. Ernest expressed hope to stop accepting ads by the end of the week. Delivery date will be early-mid March.



The [bellacoola.ca](http://bellacoola.ca) website and FaceBook/Social Media are in the middle of a promotion campaign. The overall site as well as individual business webpages are submitted to search engines and travel websites 2 - 3 times every week. FaceBook Posts are being promoted on a weekly basis as well as creating daily posts for page activity.

ACTION: TH & CG will submit written before the March 1 reporting deadline for DBC's Co-Op Marketing Program. The report will explain how DBC funding was used in website/social media work to March 1, 2017.

## **6. VIB Report:**

Dave submitted a report presenting visitor data collected at the 2016s summer Visitor Information Booth. The VIB report contains detailed visitor information and may be the most comprehensive study BCVT has yet undertaken.

MOTION to receive report as circulated (D. Bartesko / J. Kennedy) CARRIED

ACTION: Tom to post the 2016 VIB Report on the website and announce it to the membership.

Unable to attend the AGM, Dave submitted his VIP Report, announcing that he is resigning as a Director as of the AGM Feb.7. The BCVT board thanked Dave for his many contributions in the year he has been on the Board..

## **7. President's report:**

Last summer's venue for the VIB will probably not be available for 2017. Possible alternative locations were discussed.

MOTION: That the Bella Coola Valley Inn be designated as the preferred choice of venue for the VIB. (J. Kennedy/C. Ginsburg) CARRIED

ACTION: EH will contact the owner of Bella Coola Valley Inn to inquire about using that location for the 2017 VIB summer operation. He will also follow up on other leads.



## 8. Trophy Hunting Ban:

The Ad Hoc Committee presented the following draft motion for Board approval.

**A Draft Resolution (Adopted in principle by the Board of Directors February 7, 2017) follows: (Proposed, T.Hermance, Seconded, J.Kennedy) CARRIED**

**Whereas** Coastal First Nations have collectively banned trophy hunting in the Great Bear Rainforest and other traditional territories, and

**Whereas** economic value of bear viewing in the region is more than 12 times the worth of trophy hunting

**Whereas** bears are a key asset for development of world-class eco-tourism and aboriginal tourism businesses in an area with few economic opportunities, and

**Whereas** bear hunting disrupts the bear-viewing industry by directly reducing the bear population and diminishing viewing opportunities,

**And Whereas** the vision and mission statement of Bella Coola Valley Tourism commits the organization to "work together to promote tourism development. . . by encouraging local businesses to succeed and grow",

**Therefore, be it resolved** that Bella Coola Valley Tourism pledges its support of the First Nations ban of trophy hunting on BC's Central Coast.

**Note:** The above is to be presented as a Special Resolution for a vote of the membership at the 2017 AGM March 7.

## New/Other Business

### 9. Director Elections (AGM)

Ten Directors' positions are for two years, and every effort is made to stagger terms so that half of the positions (5) are vacant at the AGM

E.Hall's position has expired, creating a two-year vacancy

C.Nelson, C.Ginsberg, T.Hermance, S.Waugh, J.Prins, J.Bray have one year remaining

D.Nelson and J.Kennedy\* have one or two years remaining and may stand for one or two years.

Vacancies as of the AGM 2 year terms: 2-3

1-year terms: 3-5



Current Directors Eligible for nomination: E.Hall, S.Waugh, J.Prins, J.Bray, D.Nelson, J.Kennedy

\*Note: Partway through the year, F.Gunderson resigned from the Board. J.Kennedy was appointed to fill the resulting vacanc

\*\*D.Bartesko

MOTION: That Carsten Ginsberg be named responsible for the 2017 elections.

. (T. Hermance/C.Ginburg) CARRIED

ACTION: C.Ginsburg will identify suitable/interested candidates from the community at large. He will also discuss their desires regarding service on the BCVT Board.

## **10. Chilcotin Coast Experience**

Members of the Chilcotin Coast Experience wrote BCVT to appeal the board's decision regarding group membership. The Directors discussed CCE's appeal but the decision to limit memberships to individual businesses was reaffirmed. Instituting a type of membership other than individual would involve work on the Constitution and Bylaws – a project that will BCVT must undergo in the coming year to comply with the new Society Act. Various types of membership can be addressed in this project, which involves final approval at a General Meeting.

ACTION: Ernest will DRAFT a letter in response to the CCE appeal.

## **11. CCCTA AGM**

The Fall Annual General Meeting will be hosted in Williams Lake. The board discussed the possibility of hosting the AGM in 2018.

ACTION: Ernest to DRAFT an invitation for us to host the 2018 AGM.

## **12. Adjournment:**

9:10 (D Nelson / T Hermance)

MORE

## **NEXT MEETING**

**Annual General Meeting**

**7:00 p.m. Tuesday March 7**

**NES Room 205**

# Bella Coola Valley Tourism

www.bellacoola.ca

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**Directors are urged to bring at least two guests to the meeting.**

**The first meeting of the new Board will be held following a brief break after the AGM. All are welcome to attend. The Election of Officers (President, Vice-President, Secretary, and Treasurer) will be the primary agenda for this meeting.**