

Bella Coola Valley Tourism

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Experience the Adventure!



NES Boardroom, Hagensborg Minutes of Directors Meeting January 9th. 2018 Draft

Call to Order: T. Hermance 7:30 p.m.

Chair: T. Hermance

Present Carsten Ginsburg, Chris Nelson, Jayme Kennedy, Deborah Nelson

Regrets: Jefferson Bray, Chris Stafford, Linda Duggan, Jan Prins,

Guests: 0

Business Conducted:

1. MOTION: Adoption of Agenda (J Kennedy / C Nelson) CARRIED

2. December's Minutes: Strip Motion in Dec's minutes regarding all members to have insurance. Must be voted on at AGM.

MOTION: Accept December's Minutes with updated language (J Kennedy / C Ginsburg) CARRIED

New Business:

3. Director's Insurance: application form filled out & sent to Hub for quotes. Should have quote by next meeting.

Insurance for Membership is an option and will be announced & voted upon at the next AGM.

4. Google-Ads marketing campaign for Bella Coola's Route 28 / Direct Ferry Service has begun in Germany, Netherlands, etc. Clicks set to amount of \$1000 by April.

5. Jayme K. volunteered to be the valley representative for **CCCTA** & report back after meetings.

President's Report:

6. **BC Ferries** has funds to co-op with other partners for the spring travel guide, or another campaign. In January, BC Ferries' media plan will include digital display, SEM, radio, print and television coverage.

7. **DestinationBC** blog is doing an article with **BC Ferries** on the **Discovery Coast Circle Route**. I've been going back & forth with both organization to change the name to the **Great Bear Circle Route**.

8. **Website**: We have new web-links from **BritishColumbia.com**, **PacificCoastal.com** & **AhoyBC.com**

8.1. AhoyBC Proposal:

The GBR is one of the most popular place for Adventure Tour Charters. AhoyBC would promote a GBR regional showcase under Water Activities. A GBR showcase would have more of an orientation to itineraries, with anchorages and marinas/resorts. Note that a showcase includes a cultural tour and First Nations cultural attractions are candidates, as are every outpost and former settlement.

The cost to build the showcase is \$8000. AHOY BC would provide \$4000. I have spoken with the EDOs at CCRD and KSRD. Northern Development Trust could provide the matching \$4000 to build the showcase. There is a \$2000 annual fee to maintain and promote the showcase. The building charge

includes the first year of hosting, so the annual fee would be April 2019. They tried to contacting CCCTA and NBCTA about providing that fee, but got no response. BCVT could solicit businesses along the coast to be included.

Treasurers Report:

- 9. Jan emailed this months report. Profit & Loss, Account Summery. DBC's 10,000 grant is in.
- 10. Book Keeping: Membership invoices go out this month which should help the bank account. BCVT is down to one box of guides & need another shipment from Mitchell Press.

Marketing:

- 11. Carsten spoke of the new most popular post is the Solar Installation of Hagensborg Mercantile. The announcement reached 150K clicks onto the post.
- 12. BCVT is running out of Map Pads and need renewing with updated businesses, artisans and attractions. The directors expressed interest including a new Map Pad project within the next grant.

Adjournment: 8:30 PM (C. Ginsburg / J Kennedy)

Minutes prepared by T Hermance

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