



## DRAFT

### **Bella Coola Valley Tourism**

### **Board of Directors Meeting**

**October 16, 2018**

**School District 49 Building SAMS**

**Minutes of Meeting**

Call to Order: 7:12 p.m. T. Hermance

Chair: T. Hermance

Present: Carsten Ginsburg, Tom Hermance, Holly Willgress,  
Inge Dunsworth, Ken Dunsworth, Chelsea deGraaf, Jefferson Bray

Regrets: Jan Prins, Jayme Kennedy Kovanda

Absent: Chris Nelson, Chris Stafford

Guests:

Business Conducted:

1. Motion to Adopt Agenda (K. Dunsworth/ J. Bray): CARRIED
2. Motion to Adopt August 2018 Minutes: Put off until November BOD meeting
3. Business Arising from August's Minutes:
  - i) Southern Bear viewing Platforms/Grants -  
Action: new grant writer looking into grant monies and viability of potential locations.
  - ii) Bear Safety (J. Bray); \$5K donation available for potential BCVT 'program'
4. New Business:
  - i) Bear situation (Inge Dunsworth): recommendations for education and dialogue amongst membership/Valley residents.



ii) Bear viewing in the valley (Ken Dunsworth): FaceBook 'Belco Bear Bulletin Board' page has asked members to write CCRD, as well as fill out BC Parks questionnaire to request a stop to bear viewing.

Action: letter to be submitted to 'Bear Working Group' to request BCVT be permitted representation

Motion BCVT to write letter to Tweedsmuir Lodge regarding alleged guide/vehicle conduct on Hwy 20 in Hagensborg e.g. creek bridges

(K. Dunsworth/ I. Dunsworth): CARRIED

iii) AirBnB (Carsten Ginsburg): tabled until November

iv) Credit Card Resolution (Tom Hermance): BCVT credit card application through Williams Lake Credit Union.

Motion for BCVT to acquire credit card requiring two (2) signators (K. Dunsworth/C. Ginsburg): CARRIED

5. President's Report (T. Hermance):

Marketing: BC Ferries promotions resumed in force after BCF's Route 28 fall sale. BCF & FaceBook promotions appeared to be successful. The first vessel brought over 40 RVs or campers on its first sailing. Vehicle numbers have been steadily lower into October. Darin Guenette, Public Affairs Manager will be gathering traffic data for the N. Adventure from Sept. 16, and we should have numbers by next meeting. FaceBook and website updates/promotion have begun for 2019.

Kristi from CCCTA is in the Valley to record 360 degree Google Map images at a number of establishments and recreational sites. I've lobbied for her to return in the Summer and to sign up members who haven't taken advantage of this service. it's an important feature on Google Maps. Once functioning, I'll incorporate the 360 degree Google maps images into the website. Next week I'll be participating in DBC's internet marketing and 'best practices' website training courses (2 days each in Oct & Nov. in Williams Lake).

Summer Fire Season: Smoke conditions in BC negatively impacted travellers. Marketing paused during unsafe air conditions and re-activated when deemed safe by authorities. The valley benefitted from Hwy 20 remaining open all Summer.

VIB: Staff at the Visitor Information Booth had a disappointing finish for this Summer. Visitor data was severely incomplete. There was no social media activi-



ty. Visitor emails were re-sent with corrected information by me. Keith from Copper Sun was also unhappy with his staff and ours. We discussed different ways to avoid this next year such as hiring older/more experienced staff, more training and follow-up , as well as banning non-work related activities. I recommend BCVT hire one staff full-time over two part-time. Unfortunately, there were no volunteers for manning the VIB during September & October. Copper Sun staff cover for us. Cooper Sun closed for the season last week.

Earlier this month, Kirsten Schieck from Tweedsmuir Travel told me of a good amount of their time was spent answering frustrated visitor questions during the Summer mainly due to unsatisfactory answers by BCVT or Copper Sun staff. Tweedsmuir Travel once hosted the VIB in their office and could help. I asked to let me (or the President know) if/when this happens to work on correcting it. Visitor Guides replenished at Copper Sun, Hagensborg ShopEasy & the Valley inn. The VIB phone has been turned off for the season.

6. Treasurer's Report (J. Prins): ATTACH HERE

Motion to accept Treasurer's Report (K. Dunsworth/C. Ginsburg): CARRIED

7. Old Business:

i) Ferry Update: BC Ferries run of the Northern Adventure is over. At least one arrival was significantly delayed due to windy conditions and small docking facilities for the vessel. There were difficulties during windy conditions due to much larger size than the custom size dock for the Sea Wolf.

BC Ferries is offering all locals free passage to Bella Bella during the Winter season. The start date of Route 28 has been moved up to June 1st (at our request). Mark from BCF offered \$25,000 in compensation for failing Route 28 this summer. Cheryl Waugh of Suntree Cottages reported a cancellation loss due to BCF at roughly \$4,000. She was the only member to submit anything. We need to discuss how we will use BCF's donation.

Motion to reimburse Cheryl Waugh/Suntree Cottages \$4,000 of BCF compensation (K. Dunsworth/H. Willgress): CARRIED

ii) Grant Funding: The six month contract for Tourism Manager job-position has exited. Jessie MacDonald was contacted to help BCVT apply for available grants to which she agreed. Jessie, sought payment for her work from CCRD which has agreed to compensate her on behalf of BCVT.

Motion for BCVT to send letter of "Thanks" to CCRD for providing compensation



to Jessie MacDonald for BCVT grant work (H. Willgress/K. Dunsworth):  
CARRIED

iii) 2019 Visitor Guides: Our focus has been for Visitor Guide funding, but there isn't much available for a single entity. The policy has moved to partnerships. Jessie submitted a grant proposal of \$2500 towards a Visitor Guide, but also recommends using BCF's money for designing and printing 2019 Visitor/Trail Guides (typically \$23,000 for 20,000 copies). The advertising money could go to distribution, which has been difficult to fulfill requests in the past.

Motion to dedicate remainder of BCF compensation funds (\$21,000) to production of Valley Guides (K. Dunsworth/ C. Ginsburg): CARRIED

iv) Local Signage: Refuse cans, picnic table and the map sign have been installed at the Ratcliff's pull-out area. The wharf sign is also in (though they need to be switched - the 'You Are Here' are in the wrong locations) (Wharf & Ratcliff's Pull-out) have issues with receiving WiFi which should be resolved by Spring 2019. "Wrinkles" to iron out but close to complete.

Motion for Adjournment (K. Dunsworth/J. Bray): CARRIED 8:51 p.m.

**Next Meeting: Tuesday November 5th, 7:00 p.m.**

Minutes prepared by J. Bray