



DRAFT

Board of Directors Meeting

December 4, 2018

NES Boardroom, Hagensborg

Minutes of Meeting

Call to Order: T. Hermance 7:14 p.m.

Chair: T. Hermance

Present: Jayme Kennedy, Holly Willgress, Carsten Ginsburg,, Ken Dunsworth, Jefferson Bray

Regrets: Jan Prins, Chris Nelson, Inge Dunsworth

Guests: Carol Tattersall, Matthew Wheelock (CCRD), Josh Chafe (CCCTA Emergency Program Manager)

Business conducted:

1. Adoption of Agenda:

Motion to adopt agenda (K. Dunsworth/J. Bray)

Motion: CARRIED

2. Adoption of November's Minutes:

Motion to adopt November '18 Minutes (K. Dunsworth/C. Ginsburg)

Motion: CARRIED

3. Josh Chafe presents Emergency Management Information:

"Emergency Preparedness" for business - "Building Resilience in Tourism"
making sure safe before, during, and after an emergency

People, Response Agencies + Government -> Collaborative Process
Business continuity needs to be addressed; Tourism needs to make it so people can keep coming and want to keep coming

Business Continuity 101 -



Identify Assets - physical (stuff)
soft (staff, \$)
market (goodwill, reputation, client base)

Continual Reassessment

Asset Threats

Devise Counter Measures

TO address for public safety (Tom/Matthew) - gaps in cell phone service
e.g. Airport

4. Business arising from November's Minutes:

i) Bear viewing/Local reactions in the valley (K. Dunsworth) - 'working group'
meeting postponed

5. New Business:

i) Ken & Tom went and spoke to Tweedsmuir Lodge regarding bear viewing complaints on Highway 20

ii) Carol Tattersall reported first hand observations that it was not only 'tourists' on bridges during 'bear season'. She also presented photographic evidence of approximately one thousand littered cans (~85% alcoholic beverages) she cleaned up along Hwy 20 corridor through Tweedsmuir Park. A sample COORS beer can was presented with bear bite marks, illustrating that these are all bear 'attractants' (as well as drinking & driving).

iii) Bella Coola Valley FaceBook page 'Belco Bear Bulletin Board' has gotten worse.

Topic Issue(s): 1/ Tourists to blame

2/ Bears in Bella Coola

- tied together because they can't go out and shoot bears

iv) Commercial Bear Viewing Association asked BCVT to join (T. Hermance)
CBVA Kathy MacRae asked if BCVT wishes to join CBVA @ \$500/Yr.

CBVA provided 'Best Practices' to BCVT

Rebecca @ Tweedsmuir Lodge offered to submit their 'Guidelines/Viewing Eti-



quette' to BCVT for input

Motion to join CBVA (K. Dunsworth/H. Willgress)

Motion: CARRIED

6. Reports:

i) President:

ii) Marketing: Renewable Experiences, DBC training Part II was a very informative marketing program. I'll be summarizing the course for the Directors & membership in the coming weeks. And be updating the BellaCoola.ca website to reflect new information learned from the training.

iii) Treasurer's Report:

As we close out another year, it gives me great pleasure to announce that we are still in the "black". Our bank Balance is \$1362.00 after paying our CRA, CPP, and EI bill for our summer students.

This year we spent in excess of \$30,000.00 on projects, salaries and overhead. I anticipate that next year will be a better fiscal year for our members and that Tourism will thrive with the introduction, (finally) of the direct route from Port Hardy to Bella Coola.

The credit card is still in the works and I anticipate that we will be in the position of offering our membership the choice of an EMT for their renewals. I wish everyone a Happy Christmas and the best for the holidays.

Motion to accept report (K. Dunsworth/J. Kennedy)

Motion: CARRIED

7. Old Business:

i) Ferry Update - Mark from BC Ferries offered \$25,000 as a donation in kind for failing Route 28 this summer. Mark will be updating me on Friday regarding BC Ferries contribution towards the Visitor Guide via telephone meeting.

ii) 2019 Visitor Guides - Guide designer, Publisher & ad designer Michael Wigle were notified & received about 2019 Visitor Guide. We've received all their quotes (totalling roughly \$14,000). We'll be reaching out to Port Hardy Tourism, Williams Lake Tourism, past members & new operators along Hwy 20. The marketing campaign will be promoting larger ads (1/4, 1/2, & full page) and should increase revenues.



Guide Subcommittee - J. Kennedy, T. Hermance (Visitor Guide), H. Willgress & K. Dunsworth (Trails Guide). Mattias @ BC Parks to provide trails /map files GPS'd and Ministry of Forests to provide GPS'd

Ken Dunsworth recommended Kerri (FLNRO) be on agenda for next meeting January '19

iii) Local Signage - The signs need to be switched out of both pull out & wharf locations (the 'You Are Here' are in the wrong locations). I'll try swapping out both signs later tomorrow (Wednesday).

iv) Motion: To write a letter to membership to discourage unsafe usage of bridges & roadways for the purpose of wildlife viewing (K. Dunsworth/J. Kennedy)

Motion: CARRIED

8. Motion (J. Bray/C. Ginsburg) Meeting adjourned 9:41 p.m.

Next Meeting: Tuesday January 8th, 7:00 p.m.

Minutes prepared by J. Bray