

# Bella Coola Valley Tourism

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## AGM MEETING MINUTES

DATE: March 5th, 2019

The BCVT By-laws require that the Board of Directors hold their Annual General Meeting (AGM) during the first week in March.

### Welcome and Call to Order:

The Annual General Meeting of Bella Coola Valley Tourism was called to order at 7:10 on March 5th, 2019 at Nusatsum Elementary School Room 205.

### Attendance:

*Directors:* Jayme Kennedy, Carsten Ginsburg, Ken Dunsworth, Jan Prins, Chris Nelson, Lisa Carlson (bookkeeper),  
*Guests:* Linda Duggan, Jefferson Bray, Ed Wilson, Sandy Wilson, Stephen Waugh, Kerry Phillips, Carol Tatersal, Zoltan Mateffy,  
Lucas Mack, Abra Silver  
*Regrets:* Holly Wilgress  
*Chair:* Tom Hermance

**Approval of Agenda:** CARRIED (KD/JP)

**Approval of Minutes of 2018's AGM:** CARRIED (JK/CG)

### General Discussions:

*BC Ferries:* The topic of BC Ferries delay in confirmations was brought up. According to BC Ferries, the new vessel, Northern Sea Wolf should be on schedule. BC Ferries is taking reservations for the summer season using the capacity of the last vessel, the Nimpkish "out of an abundance of caution" in case the new Northern Sea Wolf fails any of its sea trials & testing procedures. From what we are hearing, everything is on schedule and the Sea Wolf looks like it will start its sailings on June 3rd. The President of BCF sent letters to all who made NSW reservations explaining the delays in confirmation and stated everyone who has a reservation will be on a Port Hardy - Bella Coola Sailing. A travel agent out of Nelson (CSM?) has stopped booking Route 28 due to the confusion. *(I will make sure to follow up with this once the NSW is up & running- TH)*

*Sustainable Tourism:* A discussion about how the community could ideally focus on sustainable tourism. A point was made to make the tourism growth sustainable & not conflict with our community. CCCTA has been working on a 3-5 year & 7-10 year strategic plan for tourism that should be released later this year. One focus of CCCTA's plan will keep in-check "too much growth" and transform the valley into a Whistler, or other corporate vacation spot. A point was made that new attractions will have better success if it benefits both the community & tourists. Director Kennedy spoke of using the MRDT tax to fund targeted ads to the valley's typical tourist types: "Authentic Experiencers" and "Cultural Explorers" to promote local food & attractions. Another point of discussion was floating the idea of a 1% tax or "Head Tax" tourism fee for travelers to finance specific local promotions. Also discussed, acquiring a computer-based Kiosk for the Visitor's Center for information on attractions & lodging.

### Reports:

#### President's Report / Annual Summary:

##### **During 2018 BCVT:**

*Printed, Updated and expanded Visitor/Trail Guides.* The Visitor portion has four new informative sections and larger membership ads for promoting BCVT businesses. And with the assistance the Bella Coola Resource Society and the Bella Coola Trails Alliance, the Trail Guide has all new maps complete with GPS co-ordinates. By March 1st, 40 boxes of Guides were distributed to Visitor Centres throughout Province. And by tomorrow, boxes of Visitor Guides will be available at Shop Easy & the Valley Inn for the members to pick up.

*Completed a new roadside Stop of Interest:* Featuring a newly-designed Locations Map, a large sturdy picnic table, bearsafe refuse containers and complimentary WIFI courtesy of Central Coast Communications Society. A second Locations Map was erected at the Bella Coola Harbour Authority for first-time ferry passengers to get a layout of the valley.

*Redesigned, Updated and Printed Map Pads* Featuring a newly commissioned Nuxalk logo (Moon) to reproduce as an exclusive BCVT watermark.

*Expanded Internet Marketing:* Director Jayme K & I attended a six day internet marketing course which has resulted in expanding internet traffic by 20% over the same period last year. BCVT's marketing campaigns are more widely seen by international markets. FaceBook exposure has also increased to reach 6000- 7000 people every week. Other social media platforms such as Google My Business, Trip Advisor and Instagram have also helped BCVT become more popular. Web presence continues to grow and Bellacoola.ca is also more easily found on popular BC tourism websites

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*Safe-Guarded / Archived Important Documents* on a cloud-based platform to insure that sudden personnel changes or catastrophic events won't effect Director's access to critical documents.

*Co-ordinated Visitor/Ferry Confirmations.* From April through August, BCF passengers were not receiving sailing confirmations and summer cancellations were mounting. BCVT Directors worked with BCF staff and guests to get confirmation questions answered on a daily basis during this time. Ongoing dialogue with BCF Management resulted in BCVT's ability to secure funding for the 2019 Visitor Guides.

*Staffed Visitor Information Booth & Help Desk* (June - September). BCVT partnered with Copper Sun Gallery to cover 7-days-a-week of staff coverage. Our working relationship with Copper Sun resulted in another season of rent-free operations which is very much appreciated.

*Joined the Commerical Bear Viewing Association* for help with lobbying government, wildlife advice and assisting in minimizing human bear conflicts.

*Lobbied Ministry of Forests, Lands, Natural Resource Operations* to repair and maintain the Forest Access Roads for the summer season.

*Accepts INTERAC E-Transfers* for Annual Membership Fees and Advertising payments. Also, necessary paperwork has been completed for a BCVT credit card to use for minor online purchases. We're expecting the card to be issued shortly.

MOTION TO ACCEPT: (KD/JK) CARRIED

## **Treasurer's Report / Annual Summery:**

We have had a very productive 2018, despite the lack of a ferry service. The fires missed us, and we completed projects that had been on the books for a while. Through the generous \$10,000.00 grant from BC Rural Dividend Fund we completed the Stop of Interest pullout at Ratcliffe's Farm, the new signage at the wharf and upgrades to our website and our Facebook presence.

We also employed two students to assure complete coverage of the Information Booth. As noted on the Profit and Loss sheets, we are in good fiscal shape.

A \$25,000.00 grant from BC Ferries that Tom negotiated has helped in the publication of our guide for 2019. We hired a new bookkeeper, Lisa Carlson, to manage our books and even though I cannot attend all the meetings, am still able to direct the finances of Tourism.

MOTION TO ACCEPT: (CG/JK) CARRIED

## **New Business:**

*Develop Plan for Bear Co-Existence* - Due to the large number of bears euthanized from last summer's community Bear/Food conflicts, BCVT will set up a "One Stop Shop" resource webpage for Members to access electric fences, fruit pickers and other relevant information.

*Small Donation of Funds to FLNRO & Volunteer's Alpine Roadwork* - To ensure summer access to alpine Forest Service Roads, BCVT will donate a modest amount of funds to FLNRO to support road maintenance. BCVT will also plan a day (or two) of volunteer roadwork on Nusatsum FSR & Clayton FSR to help fix up trouble spots along the roads. Dates to be announced.

*Distribution of Guides at Ports of Entry* - To increased exposure, BCVT is inquiring at pricing to rack Visitor/Trail Guides to YVR and other bordering ports of entry.

## **Elections of Directors:**

### **New Directors:**

Abra Silver, Carol Tattersall and Chelsea DeGraaf

Holly Wilgress: Agreed to another 2 year term

Jayne Kennedy: Elected as Vice President

Jefferson Bray: Stepped Down. The Board thanks Jefferson for his many contributions to BCVT.

Position of Secretary: (To Be Announced at the next Meeting April 5th)

## **Adjournment:**

Meeting was adjourned at 8:30 by Chairman Tom Hermance. The next AGM will be at 7pm March 5th, 2020 at this location unless otherwise announced.