

Bella Coola Valley Tourism

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Bella Coola Valley Tourism

September 2019 Minutes of Directors Meeting

Location: NES Boardroom, Hagensborg September 3rd, 2019

Call to Order: 7:05 p.m.

Present: Tom H., Jayme K., Carol T., Carsten G. Abra S.,

Absent: Chelsie S., Chris N., Holly W.

Regrets: Jan P.

Guest: Kerry P., Matthew W., Shannon Lansdowne

1. Adoption of Agenda Jayme K./Carsten G.

2. Adoption of June's Minutes Jayme K./Carol T.

3. Business Arising from the Summer:

- VIB Staff Thomas Northeast performed very well this summer & left for university last weekend. Tom H has been / will be volunteering during September & looking for any other volunteers. Flower Boxes still looks good. Lawn Maintenance has been covered by Tom H during the summer months.
- Joan Zawicki's Tweedsmuir Park Recreation Overview went very well. Staff Thomas N, Chris N. & Jayme attended. I recorded the meeting & will edit & save it for next year's staff (though I may get Joan back if there are any substantial changes).
- CCCA will be coming to the valley to present the program **Remarkable Experiences** on October 24-25, 2019(?), Community Futures will be putting on the program. There will be no charge to participants. Details to follow.
- Clayton Falls trail to Big Cedar Tree is now accessible by ATV's and SidexSides. Kerry P. will be installing information signs along the trail.
- BC Trails Alliance & BCVT organized a volunteer road maintenance day in July which had a good turnout (15 folks).
- The timing of the SuperHost/Community Ambassador program didn't work out. Josh at CCCTA emailed again this week to schedule for October, but I didn't take him up on it due to the time of the season. Next year we'll schedule in late May/early June.
- Ratcliff Pullout: The property owner was asked if he wanted a donated electric fence for the cherry tree by the pull-out picnic area, but he declined the offer. Garbage has been removed by Thor DiGuistini this summer. TH kept the lawn cut.
- Tweedsmuir Park: BCVT's 3 panel sign was unveiled at the bottom of the hill in at the bottom of the hill on Hwy 20. The remaining panel signs in Tweedsmuir Park were installed by volunteers.

4. New Business:

- BCVT held two Contests during August: a Photo Contest & Electric Fence System Contest. The response of both contests were very good. 84 participants for the fence contest & 21 participants for the photo contest. BCVT will also have use of 7 other very good images to promote on social media & on the tourism photo gallery web page, providing the contestants agree.
- BCVT has five new members: My Lunch Stop, Petroglyphs Gallery, PRO Hardware, Freddys Restaurant, Discovery Coast Adventures. Also, Pete Young of Great Bear Sailing Adventures added his Homestead Cabin to the accommodations section of the website. I reached out to Joe of 'Over the Top Adventures' FSR shuttle, but haven't heard back yet.
- The Forest Service Roads (FSR) are only in fair condition. A bridge on Nusatsum's FSR has been out this summer. Clayton Falls FSR has a number of problem areas & spots that need additional brushing. BCVT has put aside \$1K to go towards maintenance which Kerry P. will re-direct to make the most use of the donation. Clayton Falls FSR only acceptable by high clearance 4X4's, ATV's or SidexSides, because of roughness of the road by the washed out bridge. Road to Blue Jay/Grey Lakes are overgrown and should only be accessed by an old high clearance 4X4 vehicles or ATV's and SidexSides. Roads are maintained to wilderness standards, re: no maintenance unless there is an emergency that would require work on the road. Concern amongst Directors on how this will affect the

tourism industry in the future, costing to re-build the roads is one to two million dollars. Discussion amongst the Directors if these roads should be advertised by BCVT and ideas on obtaining funding to put towards the road rebuilding also to start a letter writing campaign from all interested parties (BCVT, TA, CCRD, Nuxalk) to Forest, Lands, Natural Resource Operations and Rural Development on the importance of these roads to the economic benefits to the Valley. Kerry mentioned that the FSRs are at the end of their projected 20 yr lifespan & more funding is needed. This may take a long term plan. Tom H. has started a donation page on BCVT Facebook for maintenance of the trails to date a total of \$1, 172 has been raised. All FB donations will go towards FSR maintenance for the 2020 season.

5. Business Conducted:

- Directors discussed having a bear viewing platform in the lower valley; too much opposition from the valley residents. Also discussed posting no stopping signs on the bridges to discourage tourists/locals stopping on the bridges and creating a hazard.
- TH spoke with Devon G. at MarkerSpace to develop a sign to announce the free Wifi & offered to pay for it. Devon offered to come up with the sign free of charge.
- Bear Encounter Video: The Script has been written & the lead has been cast (Holly W.) We hope to have the filming completed this month, after which it will be sent to NY for titles, colour correction & editing.
- TH wrote two BCVT Letters of Support for CCRD's Emerging Priorities Stream (July) and for MarkerSpace (August) to continue their operations.

6. Reports: President:

- BCVT is asking for a volunteer to gather the statistics of the VIB for 2019 & to Volunteer at the VIB when it convenient.
- Accommodations Capacity - special events such as a funeral or wedding stretches our capacity to house everyone. BCVT is encouraging residents to open rooms, cabins or cottages to help accommodate visitors during the season.

6A: Marketing: CG & TH have been promoting the Summer Events (BC Ferries Service, Rodeo, Music Fest, Fall Fair, Photography Workshop) & cancellations & under-booked Member's businesses on Social Media. Boxes of Guides are still being requested & sent to various Visitor Centres in BC.

7. Treasurer's Report: (attached) Carol T./Carsten G.

8. Other Business: CCRD had applied for funding to be used for hospitality training, dates to be announced. CCRD is in the process of updating its website and there will be a community calendar for all interested groups to advertise events (BCVT has submitted monthly meeting info). Funding was provided by Vancouver Coastal Health. Carl Talio was selected as the artist to create the new logo for CCRD's and the emphasis is the promote the entire central coast.

8. Adjournment: 8:05 p.m.

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