

Bella Coola Valley Tourism

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Experience the Adventure!



MINUTES, October 1st, 2019

Location: NES Boardroom, Hagensborg

Present: Tom H, Jayne K, Holly W, Abra S Carsten G,

Regrets: Chris N. Jan P.

Absent: Chelsea D, (Carol T stepped down 9/19)

Guests: N/A

Motion: to Adopt the Agenda: (JK/KD) CARRIED

Motion: to adopt September minutes: (KD/ JK) CARRIED

Business Arising from September:

- i) A MOTION was CARRIED to compensation Mara Pootlass of the Copper Sun Gallery staff with check of \$250 for her work in behalf of BCVT. Mara has helped at the VIB from visitors throughout the month of September completely alone or occasionally with Tom H.
- ii) ANNOUNCEMENT: \$1,135.59 was raised from a FaceBook Donation Drive intended for Forest Service Roads maintenance for season 2020.
- iii) ANNOUNCEMENT: Tweedsmuir Park: BCVT's has erected many (70?) interpretive panel sign throughout the park.
- iv) The script for Bear Behavior video has been started and locations are in the planning stage.

4. New Business:

- i) ANNOUNCEMENT: Jayme K asked Provincial Gov to help educate the general public with bear/human/human/ conflicts in the valley. Asked to pay for WildSafe & compositing grant. Another need is a technician/consultant to size the electric fence system properly.
- ii) ANNOUNCEMENT: Sydney Redpath from the Cariboo Chilcotin Coast Tourism Marketing Association (CCCTMA) will be in the Valley this coming week highlighting what the stakeholder led CCCTMA has been up to and where MRDT dollars are being spent. The CCCTA website (<https://www.landwithoutlimits.com/>) has been relaunched with a new format and look.yhui
- iii) ANNOUNCEMENT: CCCTA & Destination BC will be offering the Remarkable Experiences to the valley & regional area.
- iv) ANNOUNCEMENT: Ferry Advisory Committee is meeting October 17th. Pete K is planning on attending. He was asked to ask for incentives to help with on board racking costs of Hwy 20 pamphlets & advertising. Also ask for another June1st start for the summer season.
- v) It was discussed for transportation needs of this area.
- ACTION: Tom H will write a Letter of Support for bus service to Williams Lake.
- v) The Saloompt River bridge was vandalized with the words "Go Away.. Leave the bears alone..Nuxalk Territory..." in spray-paint. Tom H contacted Highways & it was promptly removed.

5. Business Conducted

- It was discussed to research electronic kiosk for Visitors Questions when there isn't staff available and if interactive options were available to contact 'on-call' volunteers to help answer questions.

6. Reports: President:

- i) ACTION: Jan P. has volunteered to gather the statistics of the VIB for a 2019 Visitor Report.
- ii) ACTION: This month Tom H has volunteered at the VIB 3-4 times per week & on-call for CS Staff to answer visitor questions on a daily (sometimes hourly) basis
- iii) Accommodations Capacity - Tom H.'s ongoing effort to encourage residents to open rooms, cabins or cottages to help accommodate visitors for next season.
- iv) The Bear Viewing Platform was well attended last month. I hope to have some numbers for the November meeting.

6A: Marketing:

- i) Social Media saw a larger response with cancellations & under-booked Member's businesses as compared to last year. Vacancies were quickly filled. CG & TH promoted the Summer & Fall Events (Bear Viewing Platform, BC Ferries Service, Rodeo, Music Fest, Fall Fair, Photography Workshop)
- ii) ANNOUNCEMENT: GREATBEARTALES.COM is a new website showcasing the GBR.
- iii) ACTION: Tom H. will add a link from the tourism website & look into BCVT joining as a partner.
- iv) ANNOUNCEMENT: Boxes of Guides have been dropped off at ShopEasy. One box will be onboard to BCF's Northern Sea Wolf thanks to past-President, Cheryl Waugh.

7. Treasurer's Report:

- None this month as Jan was away on medical. Approximately 11K in the BCVT account.

8. Adjournment: 8:12 JK/AS



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