

*Bella Coola Valley Tourism*

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## Bella Coola Valley Tourism

### November 5th, 2019 Directors Meeting Minutes

**Location:** NES Boardroom, Hagensborg November 5th, 2019

**Call to Order:** 7:10 p.m.

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

**Absent:** Chelsie S.,

**Regrets:** Jan P., Chris N., Holly W.

**Guest:** 0

**1. Adoption of Agenda** Jayme K./Carsten G. **(CARRIED: JK/AS)**

**2. Adoption of June's Minutes** Jayme K./Carol T. **(CARRIED AS/CG)**

**3. Business Arising** from October:

- The BCVT Visitor/Bear Behavior video has been shot. There are a few passages that the creators would like to re-shoot.
- Tom H. met with Kathy from CBVA & was I was asked to write two Letters of Support ( for Bear Viewing Platform to open in mid August & to ask for the CO's to have a supervisor). Letters will be submitted later this month.
- Also present at my meeting with Kathy was L. Michaelchuk who made is opinions known regarding bears in the valley. It was noticeable how much what was said was factually incorrect. Kathy respectfully corrected a few misconceptions, but it was clear fact-based information was sorely needed to combat common beliefs.
- Kathy had an idea I would like to propose: Creating an interperative-style bear-information posters to display around town. It should contain info bullets & larger statements such as bear population trends, reproductive & behavioural info, attractant-lures, fence effectiveness (\* with sources at the bottom). It could look like a typical public service announcement poster with a picture of a bear & the BCVT & CBVA logos. Kathy (CBVA) has offered to help.
- The Community Forest Advisory Meeting was held Oct. 10th. Plans to log Green Bay and Saloompt (Lost Lake Area & upper Saloompt) were discussed. I was not in favor of logging the Lost Lake area due to the value to visitors.
- Sydney Redpath from the Cariboo Chilcotin Coast Tourism Marketing Association (CCCTMA) presented a discussion of what CCCTMA is doing with social media, tv and print campaigns.

**MOTION:** To Create a BEAR FACTS poster with input from CBVA to print & post in key locations in town **(CARRIED) JK/CG**

#### **4. New Business:**

- Three valley images were submitted & promoted on Global News Morning TV show.
- Local supplies of BCVT Guides are running out. Mitchell Press will be sending the remainder of our guides to the valley later this week (delivery cost: \$600) & will be stored at the Co-Op basement.

#### **5. Business Conducted:**

- I reached out to Mattias M at BC Parks for Belarko Visitor statistics, but haven't heard back. From what I've heard it was a very good year with tourists. I will follow up for December's meeting.
- Jan is still working on this year's statistics.
- I spoke with Tim Milne regarding the new tourism website [www.greatbeartaes.com](http://www.greatbeartaes.com) It looks to be a good, informative & visual website. I sent our logo for the partners section and we will be promoting Tim's videos on social media & the website. Tim also sent us information regarding Co-op Marketing Program funding opportunities for the region which I passed on to Jan.

#### **6. Reports: President:**

- I am still looking into a reasonably priced kiosk at the VIB to better answer Visitors Questions when there isn't staff available.
- I talked a rep from Telus into knocking down our off-season telephone bill from \$54 a month to \$3.70

**6A: Marketing:**

- Website traffic has dropped off a bit (which is typical for this time of year) although FaceBook traffic is still just as busy with 'likes' & shares (especially a post with BCF's 2020 ferry schedule & a variety of bear pictures).
- Boxes of Guides needs to be dropped off at the tourism centre in Prince George, if anyone is going out that way.

**7. Treasurer's Report: (attached)**

**8. Adjournment: 8pm (JK/AS)**

**Bella Coola Valley Tourism** Box 670, Bella Coola, British Columbia V0T 1C0  
Telephone: (250)799-5202 [www.bellacoola.ca](http://www.bellacoola.ca) ~ [info@bellacoola.ca](mailto:info@bellacoola.ca)