

Bella Coola Valley Tourism

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Bella Coola Valley Tourism

February 4th, 2020 Directors Meeting Minutes

Location: NES Boardroom, Hagensborg. **Date:** February 4th, 2020

Call to Order: 7:05pm

Present: Jayme K., Carsten G., Tom H., Chris N.

Regrets: Abra S., Chris N., Holly W.

Absent: Chels D.,

Guests: Kerry P/ FLNRX

1. Adoption of Agenda **CARRIED: JK/CG**

2. Adoption of November's Minutes **CARRIED: JK/CG**

3. Business Arising

• Unfortunately, the video quality of the BCVT Visitor/Bear Behavior was too poor to continue with. Very special thanks to Holly W. & Jeff B. who put in many hours of labor accomplish this task. Ultimately, our camera, lens, mic & budget wasn't up to today's standards and will be shelved for the time being. Tom H wrote CCRD to ask if we can put the grant money towards the Bear-Facts Poster (see below).

- Our Link & logo is now on the new tourism website www.greatbeartales.com. We will be promoting Tim's videos on social media & the website.
- Tom H is calling for volunteers to begin work on creating an interpretive-style bear-information posters to display around town as it relates to bear population trends, reproductive & behavioral info, attractant-lures, fence effectiveness (* with sources at the bottom). Kathy (CBVA) & Vanessa I (WildSafe) have offered to help.

4. New Business:

- **AGM next month:** Directors up for re-election: Tom Hermance, Jan Prins, Carsten Ginsburg, Jayme Kennedy, & Chris Nelson. Please encourage anyone to join & become a Director. Holly W. will be stepping down after her term expires in March. The board would like to thank Holly for her many contributions to BCVT over the years. Holly will be missed.
- **Annual Membership Fees:** Tom H. suggest to lower the price to Tourism Members & increase Non-Tourism Member fees. (Tourism: \$250, Non-Tourism: \$150, Nuxalk \$75.) Tom H. would like to see everyone pay the same amount (for easier collection), of **\$175** (except Nuxalk to encourage their participation). **MOTION: PASSED**
- **New Members of BCVT: Over The Top Adventures, Firvale Wilderness Camp, Glacier Creek Outfitting, & Saloompt Cabins**
- **AGM Ad** is in the Coast Mt. News for the entire month of February. BCVT AGM Posters will be posted tomorrow at Shop Easy, Co-Op & the Post Offices.
- **Schoolhouse Falls Trail** now has a new entrance to the trail head to keep hikers off schoolhouse property.
- Brief Discussion was held regarding the upcoming 2021 **Visitor Guides. Trail Guide** will need updating with help from FLNRX.

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.

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.
- * An Application for a Grant to help fix & maintain the FSRs is being worked on. KErry asked that Jan meet with FSR Engineer to discuss FSR trouble spots, what is possible to be fixed & what is likely.

6A: Marketing:

- Website traffic has picked up & reservations are slowly but steadily coming in. BCF's 2020 ferry schedule has been announced.
- 600 Guides are in the valley at the Co-Op. Due to the weather, the boxes are still upstairs & not easily accessible. I hope to get boxes to Shop Easy later this week.
- * EVERYONE: Boxes of Guides needs to be dropped off at the tourism centre in Williams Lake & Prince George, if anyone is going out that way.
- Gayle Morris invited BCVT to join BC's <https://wellnesstravelbc.com/> Wellness Travel BC is the only referral travel portal that is driving demand and traffic to wellness travel partners. Recognizing that Bella Coola offers well-being experiences. The annual (reduced) partner participation fee of \$1625.00 (includes a profile, links 3 images, social feeds, etc). **MOTION: FAILED**

7. Treasurer's Report: (see attached)

8. Open Forum:

- Kerry P. discussed upcoming plans for the valley's trails & maintenance. Also discussed, bike route options for visitor activities & adoption of Trail head maintenance.

9. Adjournment: 8:15pm