

Bella Coola Valley Tourism

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Experience the Adventure!



Location: Zoom Meeting

Date: January 4th, 2021

Present: Tom H, Carsten G, Jan P, Jayme K, Abra S, Bobby S

Regrets: Sherry C,

Absent: Chris N

Guests: NA

Call to Order: 7:04

1. Adoption of Agenda JK/AS

2. Adoption of December's Minutes JK/JP

3. Business Arising from December:

No word on the approval of Destination Development's Grant: Wharf & Town Beautification - hope to hear later this month. If accepted, a notice will go out to Nuxalkmc carvers

Pacific Coastal Airlines has not released it's Summer Reservations Schedule. They are playing it month by month & suggested I call back in April

The Northern Sea Wolf non-stop service is scheduled back during the week June 20th, 2021 (3X's 1st wk, 2nd X 2nd wk, etc.)

Grant Opportunities: Bike Trail work continuing by Jan

Discussion of the Community Forest's donation to BCVT. TH will request the maximum (\$6K) from BCCF.

4. New Business:

Paperwork in for Student Staffing position for 2021. It was decided to hire two staff to cover 7 days a

week at \$14.75

Purchased/Upgraded our ZOOM Account to PRO to extend meeting to 1hour (+)

5. Open Forum:

Topics discussed were how to deal with Summer Promotions during a pandemic. It was decided to market valley assets (Hiking Trails, no crowds) directed towards the BC province, Vancouver area & surrounding provinces. Also, we'll reach out to Land Without Limits social media coordinator for any pointers or tips to attract more online viewers.

7. Reports: President / Marketing:

TH promoted the Bella Coola as a destination (only within the province) during December. Will continue & will keep updated with provincial travel restrictions.

Emails inquiries are more frequent.

8. Treasurer's Report:

Very little activity with bill paying. The treasurer has been very active with grant applications ("It's been like a full time job").

9. Adjournment: 7:34

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