

Bella Coola Valley Tourism

Board of Directors Meeting Minutes

Location: Zoom Meeting

Date: February 2nd, 2021



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

Regrets:

Absent: Chris N

Guests:

Call to Order: 7:06

1. Adoption of Agenda: SC/AS

2. Adoption of October's Minutes : JK/JP

3. Business Arising from January:

- **Summer Promotions** - market valley assets (Hiking Trails, no crowds) directed towards the BC province, Vancouver area & surrounding provinces.
Reach out to Land Without Limits social media coordinator for any pointers or tips to attract more online viewers. Bobby & Jen took on social media work INSTAGRAM/FB. Getting picture authors' permissions for posting/donations. Clean/tidy it up & re-group in March
- **Grant Opportunities:** Bike Trail work continuing by Jan (Haven't heard back for Beautification grant)
- **BCCF Donation** Reached out to Hans to clarify amount requested from Community Forest's donation. \$3K awarded to BCVT.

4. **New Business:**

- **AGM - MARCH 2ND** - Out Reach to new Members &/or Directors for next month's meeting. TH recommends keeping 2019 fees (\$175, additional pages \$100, \$75 Nuxalkmc- half price). ZOOM invites to all Members.
- **Bear Advisory Committee** Spoke to Grizzly Bear Foundation about our situation (scare food source, orchard pickers, fences) Apparently the timing is good, the team were looking at our area. GBF approved of the bear poster idea & will also help with sourced information.
- TH wrote a Letter of Support for a proposed Mosquito Pass trail

5. **Open Forum:**

- Kerry P, from Trails Alliance emailed regarding competing applications for the Bike Trails. Jan P responded Trails Alliance & BCVT acting as partnership in applications. Jan to schedule meeting with Kerry to co-ordinate approach. Funding from: possibly Rural Dividend Fund & Northern Initiative Trust as backup \$600K (\$3K each).
- VIB on schedule to be open for June. COVID supplies arrived & ready to install.

- Membership payments are slow to come in and need prodding for the following months.
- We have enough guides for the summer, but new guide committee begins fall, 2021
- \$1K for ad buys on social media plus BCCF donation. Possible ideas: roadtrip circle route,

7. Reports: President / Marketing:

- I promoted the Bella Coola as a destination (only within the province) during January & will continue w/ updates with provincial travel restrictions.
- Emails inquiries picking up. Our Stats show up swing.

8. Treasurer's Report: (attached)

9. Adjournment: 7:53 PASSED JK/BS

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