

Bella Coola Valley Tourism

JUNE, 2021 MINUTES

Location: Zoom Meeting

Date: June 1st, 2021

Chair: Tom H.

Directors Present: Jan P., Jayme K, Bobby S, Sherry Carsten G,



Regrets: Abra S

Absence: no

Guests: no

Call to Order: 7:08

1. **Adoption of Agenda** - MOTION PASSED: CG/BS

2. **Adoption of April's Minutes** - MOTION PASSED: CG/BS

3. **Business Arising** from May:

- **Cleanup Day** lower turnout than 2019. 8 downtown volunteers, 4 up-valley, 12 bags including BC Search & Rescue & BC Watershed Society. Thank you Holly W for organizing those groups. Steve W provided hot chili lunches to volunteers. Thank you Steve!
- **Visitor Information Booth:** Confirmed employment for student staff, Thomas Northeast. Lilly Carlson's final interview scheduled later this week. COVID supplies installed. Abra S & Sherry C volunteered to get the plant box ready by the opening. Tom H will prep the gallery with brochures, computer & guides. Tom H will be called away in July. Carsten G volunteered to answer staff questions via phone or messenger during that time. Tom H is asking all Directors to check-in with Visitor Staff for support & check flowers watered when downtown.
- **Membership payments** Bookkeeper Lisa C is confirming a list tardy members. Individual email reminders will follow. If payment isn't received by 3rd week of June, members will be removed from the website & email list.
- **BC Ferries** confirmed 2021 Summertime Schedule

4. **New Business:**

- **CCCTA** Program Manager Kristi Denby met with Jan P & Tom H to discuss Federal Grant application for the Town Beautification Project. Kristi will assist in the application process.

5. **Marketing: Advertise CCC** on Global TV News? Jayme Updated directors on possible ad space with CCCTA.

Membership emailed/encouraged to participate in a brand promotion in an Instagram influencer campaign

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6. Open Forum: Discussed recent Shearwater purchase by the Heltic & ways to co-ordinate marketing messaging. Also discussed / speculated on future government travel advisories. At this point, BCVT & the Nuxalkmc Nation are following the same COVID protocols & recommendations.

Q: Are there funds available for BCVT Purchasing images for lease cache to sell along with member ads?

A: Yes, with a possible of budget of \$1,500

7. Reports: President:

May Letters: To Nuxalk Nation Stataltmc & Nuxalk Nation Chief & Council - Asking for clarity in following the province's travel recommendations & to BCVT explain Tourism's COVID Protocols. In response the old & new board indicted it *will follow* the province's recommendations.

Membership sent via email current (as of late May) BC COVID government opening schedule, guidelines / protocols & Grant Opportunities (\$10K-\$30K) to apply for.

TH met with Rae Kokes, the new WildSafe co-ordinator to discuss the previous human/bear interactions and possible solutions to help minimize conflicts. A bear coexistence survey will be circulated community-wide within the next few weeks & folks are encouraged to participate.

8. Treasurer's Report: (attached)

9. Adjournment: MOTION PASSED: CG/JK 8: 10pm