

# Bella Coola Valley Tourism

May, 2021 Minutes

**Location:** Zoom Meeting

**Date:** May 4th, 2021

**Chair:** Tom H

**Directors Present:**

Bobby S, Carsten G, Abra S, Sherry C, Jan P, Jayme K



**No: Regrets /Absence/ Guests /**

**Call to Order: 7:12pm**

**1. Adoption of Agenda - MOTION: JK/JP**

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

**3. Business Arising from April:**

- **Cleanup Day Grant Application received from CCRD. Thank you CCRD! Announcement for May 22nd Town Cleanup Day** was sent to the Coast Mountain News (April 28th, two days before cut off) but didn't make the last issue. Tom H will follow up with the new editor to confirm for the next issue
  - Holly W was contacted to follow-up involvement of BC Search & Rescue & BC Watershed Society working in rivers & tributaries. Holly has approached both groups but hasn't confirmed participation (out of the valley)
  - **Volunteers Needed:** Day of the event (??)
  - **Volunteer Needed:** Create & Distribute *Clean Up Day* Posters:  
Sherry C volunteered - Thank you Sherry!
  
- **Visitor Information Booth : Gallery Opening June 14th.** Staff training will commence until the ferry arrival (June 22nd)  
TH attended another DBC ZOOM Visitor Meeting COVID & Sustainability related meeting
  - **Volunteers Needed:** COVID supplies need to be installed at VIB - Chris & Jan P volunteered - Thank you Jan & Chris!
  - **Volunteers Needed:** Flower boxes need weeding & planting (flowers donated by Moore's)  
Abra S volunteered - Thank you Abra!
  
- **Membership payments** are just about all in. Existing members are updating their web pages & promoted on social media. 9 members suspending 2021 Membership this year. One member cutting additional page.
  - Due to COVID qualms, summer, ten members did not renew this year and one member removed an additional web page. Insurance was another common theme.
  - Jan P agreed to reserach group insurance plans for a possible BCVT incentive for next year. - Thank you Jan!

- I'll be sending out Dues Reminders to individuals we haven't heard from
- Valley Members get hand-delivered receipts & grizzly bear playing cards this year (donated)
- **Land Without Limits** shared a very good social media post. Tom H thanked their team for the promotion

#### 4. New Business:

- **April Letters of Support:**
  - Trail to Kimsquit
  - Lost Lake Logging (objection)
  - Firvale Wilderness Camp
  - BC Ferries (wharf beautification)
- **Bella Coola Community Forest Community Advisory Meeting** (Zoom) attended by Tom H
  - The Resource Society put the Lost Lake logging project on hold
  - Continued our discussion of strategic community outreach programs
  - Tom H's setup of BCCF's YouTube channel will help with out reach project information. presentations.
- **Garbage** emptied at Radcliff pullout (during the 1st week of May) Jan to contact Thor D for garbage pickup from June 1st - Oct. 15th. Thank you, Jan!

#### 5. Open Forum:

Discussion included:

- Advertise CCC on Global TV News. Jayme volunteered to look into what's involved (thanks!)
- Bobby S discussed BCVT's brand; strategies and plans to promote BCVT on with a professional, targeted Instagram campaign.
- Taylor Green of Grizzly Bear Foundation will be intown during June. Tom H will arrange an adhoc meeting with Staff of WildSafe & Parks to discuss our situation and possible strategies
- BCVT Purchasing images for lease cache to sell along with member ads.
- The condition of Hwy 20. It's severely suffered from frost heaves over the off season. Tom to rewrite DAWSON again for progress and its summer plan

#### 6. Reports: President / Marketing:

- **Summer Promotions** - Several successful FB posts and two promotions, one Trails & one Branding paid campaign
  - All ads marketed to provincial residents
  - More calls / email inquiries received from EU & US & almost every province in Canada
  - Campers still are the largest segment of BC inquiries

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

#### 8. Adjournment: 8:09