

# Bella Coola Valley Tourism

## OCTOBER, 2021 MINUTES

**Location:** Zoom Meeting

**Date:** October 5th, 2021

**Chair:** Tom H

**Directors Present:** Bobby S, Jayme K, Carsten G, Abra S



**Regrets:** Jan P, Sherry C

**Absence**

**Guests**

**Call to Order:** 7:05

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

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

3. **Business Arising** from/since June:

- **Visitor Information Booth:** Copper Sun Gallery (and the VIB) closed September 3rd due to an injury suffered by CSG's staff. Thomas N & Lilly C extended their cut-off dates to keep the gallery open until the end of the week (Friday). Both staff performed very well & no incidents to report. COVID protocols were followed, protective barriers were installed and we ended the summer with a good amount of safety supplies. Abra S did an excellent job with the flower boxes and volunteered to cut the lawn of the gallery & at the welcome sign. Sherry C kept the flowers watered and healthy looking. Jan P finished the Canada Summer Jobs paperwork and made sure paychecks were distributed on time. Excellent job all round.
- **BC Ferries** Northern Pacific Grizzly summer **ferry schedule** had to be modified to address another location for the entire season. For the most part, the schedule kept it's weekly three times/ two times route, though there were occasions when it only arrived once a week. The confusion was mostly felt on their website, which required an open calendar to extrapolate the departing & arrival dates. This has been addressed to Darin Guenette, the Manager, FACs & Community Relations Strategy & Community Engagement at BCF.
- The **Safe Spaces Grant** was denied.

4. **New Business:**

- **New Members:** Bella Coola Valley Campgrounds, Aegir Adventure Sea Kayaking, Thunder Mountain Adventures (horseback riding), Over The Top Adventures reconsidered it's status and re-joined the membership. Eagle Bear Lodge in Tatla Lake have asked to join. Paperwork/Fee not yet submitted.

- BCVT secured \$5K worth of electric fence components from the Grizzly Bear Foundation as an **E-Fence Incentive**. Together, we set up a program that gives valley residents a cash incentive of 50% off the purchase price of premium electric fence components. The program is meant to help with the financial obstacles that the keep residents from purchasing high-grade equipment and to encourage responsible behavior regarding bear attractants on properties. The money BCVT receives from sales is set aside to continue the program next year. Rae Koke, WildSafe CoOrdinator is fully involved with the program and will be assisting with inquiries & with installations. The fence equipment is currently being stored at the Parks Garage in Hagensborg. For details & prices, visit: <https://bellacoola.ca/portfolio/bcvt-e-fence-incentive>
- **VISITOR / TRAIL GUIDES:** There are roughly 5000 Visitor Guides warehoused at the Co-Op basement. Guides are housed here due COVID protocol changes with the mainland distribution warehouse in 2019. Not many boxes of guides were mailed to BC visitor centres as in a normal year.

**DISCUSSION:** Do we publish a new guide?

PROs Advertising money, New Members want inclusion, Current trail information

CONS: Big Project, We're sitting on 5K of guides housed at Co-Op, Tom H can't spearhead (Possibly the Sherlocks?)

If YES, announce on FaceBook Members for need of volunteers work as a sub-committee.

Trail Guides need to be updated with the help of Kerry Phillips & mainland FLNRO.

Either way, 2018 Guides to be sent out to 'B' list tourism centres. Hold off on 'A' list centres until we know if there'll be a 2022 Guide. Further discussion tabled for the next meeting.

New MAP PADs are needed (completely out of stock). Mitchell Press produced them in 2018 for 100K map-pads. The cost was roughly 3K. The current design doesn't have ads, but valley member business listings. Maps will also need updating for new/ex members. The 2018 maps were re-designed by Roger Handling of Terra Firma Digital Arts and has the map on file.

## 5. Marketing:

- Instagram Promotions worked very well for the season
- TH Posted often FaceBook Announcements & Featured Listing (after renewing membership)
- Google submissions to BC destination searches (monthly)
- Updated website monthly & member pages upon request
- "Alone" TV series filmed in Chilcotin increased traffic to CCCTA's LandwithoutLimits website & increased Bella Coola's online exposure

## 6. Open Forum:

The 2021 season marked a tendency for **BC visitors to arrive without reservations** and generally unprepared. Many weren't familiar with the website. BCVT needs to work on how visitors find us and redirect them to the website & downloadable guide (which stresses the importance of planning ahead when visiting the valley). The front page of the website will also be updated to stress the point.

**Gold Mining Project:** BCVT is working with the Nuxalkmc to lobby valley representatives against the mining operation (CCRD advised the mining company get granted approval from the Nuxalk leadership before proceeding). It was discussed that BCVT's approach should stress

*community inclusive* and to focus our lobbying efforts *outward* towards bigger government. An online petition was started to help raise awareness. It was noted that *now is the time* to show our disagreement with important figures, *before* the summer mine workers are arrive. Bobby S met with a small number of Nuxalk who shared a helicopter visit the exploration site. It was notice that the site is in an extremely fragile ecosystem and nearby water sources could easily cause problems in the estuary if there where any accidents.

**Two volunteer positions available.** Tim W. left as the valley rep for the BC accommodations tax. Pete K. is leaving the BCF's Ferry Advisory Committee. We'll announce both positions after hearing from Pete/Jayne at the next meeting.

Bobby offered to help with a membership email clarifying hashtags & basic social media advantages/limitations sometime in the future.

## **7. Reports: President:**

Septembers Support Letters:

- Announced Improved Road Conditions on Hwy 20 for 2022
- Prohibition of Mining Operations in Bella Coola
- Digital Marketing Course free for local business owners
- Ridge Riders' Rodeo Grant for 2022

**8. Treasurer's Report:** (postponed until next month.)

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

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