

# Bella Coola Valley Tourism

## DECEMBER, 2021 MINUTES

**Location:** Zoom Meeting

**Date:** December 7th, 2021

**Chair:** Tom H

**Directors Present:** Bobby S, Carsten G, Abra S, Jayme K, Sherry C, Jan P



**Regrets**

**Absence**

**Guests N/A**

**Call to Order: 7:15pm**

1. **Adoption of Agenda** - MOTION PASSED: JK/ AS

2. **Adoption of November's Minutes** - MOTION PASSED: BS/JP

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

- **Guides for 2022:** TH sent directors instructions for re-issuing the V/T guide / made update & edits to a working copy / Map Pad edits to exclude old members / wait until new membership campaign is over
- **Pacific Coastal's bus** is back in operation. I will call/write to return to a 7 day weekly schedule
- **Mining News:** Taylor Bachrach MP emailed BCVT in support of our mining position & will approach provincial colleagues about our mining opposition. Email forwarded to Lucinda M. along with attorney recommendation. (We've had difficulties scheduling a Nuxalkmc meeting hope to in the new year). *It was suggested we contact Chief Sam Schooner for Nuxalk involvement.*

4. **New Business:**

- **Guide/Map Membership Drive:** Reach out to New & Past Members for 2022. COVID caused many to drop out: West Coast Helicopters, Stewarts Lodge in Nimpo Lake, TH has a list of ex-Members for email marketing/outreach
- **Project Sub-committee** needed to tackle different publication aspects. **Bobby & Jayme K will take on the Guide portion. Abra S, Jen Sherlock will work with Kerry P for the Trail section.**
- **Projected Cut-off Date for Edits/Ads:** Mid January.
- **Projected amount:** 10K (64 pages).

5. **Marketing:**

- BCVT took out Ads in 2022 CCCTA Map Pad & the Travel Guide (\$635.25)
- TH has been in communications with Darin Guenette of BCF to make the **BCF website**

more friendly to Bella Coola (see attached: BCF schedule). It's confusing. Also Bella Coola is wasn't appearing on the Destinations drop-down menu in the Cariboo Chilcotin section on their homepage. Darin agreed to get the web departments to correct those issues.

## **6. General Discussions:**

Guide preparations were the main point of discussion.

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

- Visitor emails have virtually stopped. November is typically slow, but not like this. COVID/Travel Protocols?
- TH Recommend a social media campaign once BCF updated the ferry schedule (same w/ Pacific Coastal if increases flights)
- TH Made sure Ratcliff Pullout garbage is regularly emptied during off-season

**8. Treasurer's Report:** *Jan P gave a verbal report. No major changes from last month.*

## **9. Adjournment MOTION PASSED: 7:50pm JK/BS**

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