

Bella Coola Valley Tourism

February, 2022 Minutes

Location: Zoom Meeting

Date: February 1st, 2022

Chair: Tom H

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



Regrets: N/A

Absence: N/A

Guests: N/A

Call to Order: 7:15

1. Adoption of Agenda - MOTION to Accept: SC/BS

2. Adoption of December's Minutes - MOTION to Accept: JP/JK

3. Business Arising from January:

- Mitchell Press sent another quote (sent to dir.s) They can squeeze BCVT's guide in middle of March.
- Bobby S & Jen shared their work re-designing the guides & received a very positive response
- The new paper size is 8.5" X 11"
- ACTION: TH will contact Mitchell Press for an updated quote to reflect the size increase.
- Jen, Tom & Roger will co-ordinate for guides, ads, maps & directories

4. **New Business:**

- **Sub-committee** guide meeting at Jayme's next week
- **Email Members** for 2022's GUIDE marketing/outreach
- **New Members: Eagle Bear Lodge** on Tatla Lake

5. **Marketing:**

- Ran social media posts for new Members: Eagle Bear Lodge, & Heli Skiing Award
- Ran social media campaign on BC Ferries 2022 summer schedule
- Will promote members on FB as fees are received.

6. **General Discussions:**

- More Guide discussions / add sea kayaking & bird viewing sections to guides. Carsten G will contact a local member of a birding group & relay to Bobby S
- Emails from Europe have been becoming more regular. Given the ok to fully vaccinated, neg. but still government dependent.
- It was brought up that there is a provincial grant to promote businesses RE: CCCTA &

Northern Initiatives. Bobby S and Jan P will follow up next week.

- Unfortunately, no new trails can be added (as per FLINRO). Snooka Trail needs updating/no longer a loop trail. Parks won't be taking on maintenance for trails, but Gray Jay boardwalk in progress. Parks plans on putting up a trail map kiosk w/ at Walker Island. Sign needed for the new Schoolhouse pull-off parking & trailhead. Sign also needed at Ratcliff pull-off to announce "Free Wi-Fi courtesy of CCCS".

7. Reports: President:

- Ratcliff Pullout garbage was regularly emptied during off-season will continue until the AGM.
- Many member web pages have been updated for the new season.

8. Treasurer's Report: MOTION to Accept: JK/SC

9. Adjournment: 8:06 pm

Bella Coola Valley Tourism Box 670, Bella Coola, British Columbia V0T 1C0
Telephone: (250)799-5202 www.bellacoola.ca ~ info@bellacoola.ca