

Bella Coola Valley Tourism

January, 2022 MINUTES



Location: Zoom Meeting

Date: January 4th, 2022

Chair: Tom H

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

Regrets: Carsten G

Absence: N/A

Guests: N/A

Call to Order: 7:10

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

2. **Adoption of December's Minutes** - MOTION: JP/DC

3. **Business Arising** from December:

- Social Media campaign to follow projected GUIDE publication & any new schedules from BCF & Pacific Coastal

4. **New Business:**

- Discussions of 2022 GUIDES: BS & JK editing visitor guide ongoing. AS/ JS editing trails ongoing. Discussions included highlighting popular spots: hot springs, Tweedsmuir, platform. Also discussed, reach out to Clyde T to contribute Nuxalk history, culture & ideas.

5. **Marketing:**

- Marketing Budget for February & March, \$300 monthly/social media advertising
- Emails are picking up

6. **General Discussions:**

- More discussions of 2022 GUIDES:(Abra S was disconnected)

7. **Reports: President:**

- TH Made sure Ratcliff Pullout garbage is regularly emptied during off-season

8. **Treasurer's Report: (see attached)**

9. **Adjournment: 7:45 JK/BS**

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