

*Bella Coola Valley Tourism*

www.bellacoola.ca

*Experience the Adventure!*



## Annual General Meeting / MINUTES

ZOOM WEB MEETING

March 1st, 2022

**Welcome and Call to Order.** The regular meeting of Bella Coola Valley Tourism is called to order at 7:07, March 1st, 2022 via a Zoom conference.

**Chairman** Tom Hermance

**Directors:** Sherry Cuthbertson, Jan Prins, Jayme Kennedy, Carsten Ginsburg, Bobby Sherlock,

**Regrets:** Abra Silver

**Guests:** Shannon Landsdown, Cheryl Waugh, Jefferson Bray, Nuskmata Jacinda Mack, David Brown, Beat Steiner

### Submission of Agenda

**Approval of Minutes of 2021's AGM** MOTION TO APPROVE J/K & J/P

**Guest Speaker: Nuskmata Jacinda Mack** discussed possible strategies for a unified voice of opposition to any mining operations in the Bella Coola Valley. Possible solutions: Solidarity of purpose within the valley community. Directors will follow up with notices to the membership to get involved. The mining company expect to perform up to three times the amount of exploration compared to last year's work. CCRD & Tourism signed & sent letters to the mining company & politicians stating the need agreement from the local Hereditary chiefs before any work proceeds. Discussed: DRAFT form letter for Membership to voice opposition. Also, next month an updated video is planned for residents to keep them informed.

### General Discussions: (Open Forum)

Discussed: Bear Viewing Association membership needs renewal:

**MOTION** Motion to Approved: JK/SC

By email interest, tourism looks to be on-track to be a much better year than the previous two. Travel restrictions have eased which have dramatically helped.

Discussed: BCVT Reach out to **German Travel Shows / Dortmund(?)** large tourism show. The majority of German visitors to the Canada book their travel through German tour operators and/or travel agencies. German visitors plan ahead and book early. Typically, they stay longer and spend more money than domestic visitors. Ideas included German language YouTube videos, Google & FaceBook Ads. Also discussed: BCVT needs to produce a high quality tourism video for the worldwide market (multi language).

Directors need to contact Kathy Moore to trade VIB flowers for Membership (Abra S?)

### Business from 2021 AGM

- Last summer's campaign to focus on BC & regional visitors was successful. Most operators reported doing relatively well and better than expected, considering COVID travel restrictions were still an issue. The typical 2021 visitor was from BC and tended arrive without any plans or reservations. This made it more challenging for members and student visitor staff.
- Visitor Booth scheduled to be open and fully staffed June - September 30th. Lawn maintenance & flower box setup/watering are BCVT's responsibility in lieu of rent, thanks to Nunumus Management. Staff want-ads need to be posted during April 15th - May 15th for end-of-the-month interviews. Co-ordinate w/ Nunumus for Opening Day. Kathy Moore will trade membership fees for \$175 worth of flowers (plus more if needed). BCVT needs someone to stop by to discuss this & order flowers for the Visitor Center flower boxes.
- Request to continue to pursue the *Adopt an Outhouse Program* with the membership & directors. TASK: Encourage Members to volunteer for 'Adopt an Outhouse' at valley hiking trail heads
- Discussed another Annual Cleanup Day & FSR Brushing Weekend

### New Business

- Update status of 2022 Visitor/Trail Guide: Extended deadline: Monday, March 7th.
- Bear E-Fence Initiative - Successful 1st year. Roughly \$1k in sales which went back into re-stocking sold components. TH volunteered to be the go-between with residents & BCVT to continue initiative. Discussed moving stock to a more convenient place to meet potential customers (Hermance property 2538 Saloompt Rd).

**President's Annual Report:** Year in Review & Looking Forward (*attached*)

**Treasurers Report:** Financial Statements (*attached*)

Reports Submitted for Approval JK/SC

**Election of New Directors:**

David Brown, Jen Sherlock, Shannon Landsdown

Notice of Directors stepping down: Tom Hermance, Carsten Ginsburg

Notice of director's new acting position: 2022 BCVT President: Bobby Sherlock

Vacancy Position: Secretary (note taker for Minutes)

**Adjournment:** MOTION TO ADJOURN SC / JP

Meeting was adjourned at 8:15pm by JK/JP. The next general meeting will be at 7pm on Thursday March 7th, 2023.

Minutes submitted by:TH  
Approved by ( AGM 2023 ) :\_\_\_\_\_