

# Bella Coola Valley Tourism

## February 7, 2023 MINUTES

**Location:** SAMS Library

**Date:** February 7, 2023

**Chair:** Bobby S

**Directors Present:** Jayme K., Shannon L., Jen T. (zoom), Dave B. (zoom), Jans (zoom)

**Guests:** Rose D

**Regrets:** Abra S.

**Absent:** Sherry C.

Call to Order 7:30pm

### 1. Motion to adopt the agenda – Motion JK/SL

### 2. Business Arising: Visitor Booth

- Barber shop in Bella Coola Valley Inn - Not feasible. **Shannon:** offered bistro or out front of Mountain Lodge. **Bobby:** Suggests mobile booth with a staff washroom/outhouse. Thought about the Ratcliff Wifi pull out with wifi. Bobby to follow up on feasibility. **Shannon:** By the Norwegian house parking lot? Previously had the visitor booth there, can piggyback on their wifi. **Bobby:** Want to explore funding, on a more permanent basis, maybe a fundraiser, getting donations, grants, etc. How do we access more consistent staff? We need a paid managerial position for the visitor centre. **Jayme:** Presented Snootli visitor centre being built, on the CCRD website, done by the end of the 2024. This would be mutually beneficial for tourism, they're working with the Nation (Iris & Jacob), it would be great to be able to work with them and get set up there. **Bobby:** Great idea for the future permanent location. **Shannon:** More information about using MRDT dollars? **Bobby & Jen:** Only for marketing not brick and mortar building. If we do discuss with Curtis (CCRD) about a partnership, look into a Northern Development Grant, land options and there is more money through that. **Dave:** Search & Rescue has a trailer - will follow up (parked by the post office). **Jen:** Abra S has expressed wanting to put together branded merch to sell at the visitor centre.

### 3. Community Clean-up Proposal

- **Bobby:** Use prizes (\$800), so people will come and get excited. Assuming we get the grant. Do a BBQ, have to justify the \$2500 and how we're spending it. Envisioned Hagensborg & Bella Coola both locations, get a ticket and a bag, Apply to VCH for a BBQ, advertise on FB and Instagram, get more people out and involved.
- **Shannon:** Offered use of Mtn Lodge parking lot.
- **Shannon:** To follow up re: bouncy castle
- Abra and **Jayme** suggest moving date forward to late May/early June

### 4. New Business:

- Rose is our new secretary. She is going to join the board as a director as well.

- **New Website:**

Send thoughts and comments to Bobby. **Shannon:** members should edit their own description. Bobby: Designer will enter it all in “as is” then can change after the fact. Comprehensive FAQ will be created to reduce visitor inquiries.

- **Health Care Tradeshow:**

**Bobby:** Abra mentioned some people going to a health care conference to attract workers. Could we put something together to attract them? Get approval from Jans for a small budget, a stand, and a banner. **Jayme:** CCTA has that stuff, that feature images from here. **Bobby:** I have a contact for printing. **Rose D:** Devin has images of Rock climbing – maybe not for tourists, more for health care workers to attract them

- **1% tax proposal from Tweedsmuir Lodge:**

**Shannon:** would rather do it at the grocery store or other businesses (by donation) the funds go to clean up at Fish Creek, or whatever project we want to tackle for clean up, etc. **Jen:** Tofino Hotel association is doing a 1% tax (not tribal parks allies) 1% for environmental causes. Hotel Association Betterment Tax. **Shannon:** would be good for the Association to spearhead this, our way of giving back after a lot of impact from tourists. **Jen:** Sustainability fee it’s called. I will send it to everyone (Tofino’s example).

- **Treasurer Update:**

**Bobby:** Will follow up on outstanding membership dues. **Jans:** We have paid income tax for 2022. We’re up to date, paid WL chamber of commerce, we get better rates at hotels, haven’t put it in the Treasurer’s Report – we need to start the hiring process for the summer students program. **Bobby & Jans:** confirmed they are finalizing the grant and money will be deposited soon.

- **New Logo:**

**Jen:** We’re able to get a new logo with our funding, approached a local artist Danika. We need a direction? **Dave:** Mountains, bears, and river – Let’s differentiate. **Shannon:** Our location is all about Bears. **Rose:** majority of calls at the lodge are about Bears. **Jen:** I’ll email what we’ve already discussed. Multi-element logo? Use different ones on social media. **Jayme:** Bears are sold out, we’re trying to expand shoulder seasons marketing. **Bobby:** We’ll look at the options and vote on it. **Jans:** 40% visitors asked about the culture of the valley, ensure this information is on the website. **Bobby:** partnership with Nuxalk? **Jen:** To have someone join the Board or consult? Have Bobby request a meeting

5. **Call for adjournment 8:32** – motion to adjourn – Jayme K, Shannon L 2<sup>nd</sup>.

6. **Follow ups:**

- Trailer as visitor booth from Search & Rescue – purchasing
- Budget for Visitor Booth funding, hire students
- Community Clean-up Proposal – change date, secure location, VCH app for BBQ

- Health Care tradeshow materials
- New website – everyone offer comments
- Sustainability fee: continue discussion
- Vote on Logo designs
- Bobby to request to meet with Sam Schooner to discuss ways to increase Nuxalk involvement in the BCVT - (board of directors?)