

## Tourism Golden Board Meeting Minutes

April 30, 2009 3:00 PM - 5:00 PM

Ponderosa Motor Inn

Board Attendance: John, Alison, Ruth, Troy, Gary, Mark, Catherine, Atma, Joanne, Lynn

Staff: Miro, Tom

Regrets: Les

1. Welcome and Introductions Lynn
2. Motion to approve the Agenda. 1<sup>st</sup> Atma 2<sup>nd</sup> Mark Carried
3. Motion to approve the Minutes of February 26, 2009 1<sup>st</sup> Joanne 2<sup>nd</sup> Atma Carried

#### 4. Election of Officers

President: Lynn – 1<sup>st</sup> Atma, 2<sup>nd</sup> Joanne, Lynn accepted, Carried

Vice President: Alison – 1<sup>st</sup> Catherine, 2<sup>nd</sup> Lynn, Alison accepted, Carried

Treasurer: Ruth – 1<sup>st</sup> Atma, 2<sup>nd</sup> Alison, Ruth accepted, Carried

Secretary: John – 1<sup>st</sup> Joanne, 2<sup>nd</sup> Atma, John accepted, Carried

#### 5. Summer marketing Campaign

Enter to win family contest - \$20K budget (\$10K from Tourism BC)

**Action:** Discuss at Marketing Meeting to be held on May 5<sup>th</sup>, 2009

##### ➤ Highway traffic “Stay One More Day”

- TV/Promo display in Hotels

Alison will look into past Hostel International TV/Promo projects used and see how successful project was.

Include the hotel branding in video (optional logo)

##### ➤ Kicking Horse Rest Area sign (GAI paying 50%)

**Action:** Discuss more at marketing meeting. Topics such as: include outdoor dining photo, who will be taking care of the sign and its maintenance (Travel Planner in box, coupons in box), include coupons on website?

#### 6. Bike map and support for Golden Cycling Club

Selling 10 ads on new bike map and use revenue to support new trail signage.

**Motion:** Agreeing on concept Mark 1<sup>st</sup>, Alison 2<sup>nd</sup> Carried

**Action:** Speak to Golden Cycling Club about signage look and feel

#### 7. Financial Report

Discuss future ways for partners to pay on time

Numbers & Letters – Financial report will be prepared up to the last day of previous month.

**Action:** Develop new policy on how to collect payment and how to deal with late payments.

Responsibility Finance Committee

Motion to approve financial report

1<sup>st</sup> Gary 2<sup>nd</sup> Atma Carried

#### 8. Old business:

##### Media Plan

**Action:** Troy and Miro will meet with Steve Crowe on Monday or Tuesday to discuss monthly deliverables

## 9. Other Projects

- Backcountry Map – Distribution 10,000. Will be sent to print in May
- Videos (ongoing)
- Bike map - new edition, selling advertising, finish in June
- ✓ Spring/summer Website Updates - done
- Continuing distribution of TG publications and maps
- Snowmobile survey – finished /XC skiing survey – finish in June
- Kicking Horse Rest Area Sign – finish end of May, beginning June
- Things to Do – Summer: finish end of May
- Media relations (on going)
- Accommodation welcome Videos: ongoing, start in June
- ✓ Advertising – Where magazine 2009 Summer Issue: done
- BC Ski Cross Country 2010 Issue: finish in June

## 10. KHMR update

- Summer marketing: 'Passport to Adventure' tag line
- Tie in TG branding
- Working on summer events
- Mark to distribute summer plan to partners
- Winter: Start winter marketing plan in May
- Fly Cranbrook update, will continue from winter to summer
- Mark will be stepping off the board and Michael will be taking his place

11. Around the table update: no discussion

12. Next board meeting date

3<sup>rd</sup> Thursday of the month: May 21 – Location: TBD

13. Adjournment

1<sup>st</sup> Troy, 2<sup>nd</sup> Gary Carried

## Action List from April Board Meeting

Issue	Action	From	Deadline	Responsibility	Result
Summer Marketing Campaign	Discuss at marketing meeting	April 30,09	May 5	Marketing Committee	Done
KH Rest Area Sign	Discuss sign maintenance	April 30,09	Before sign goes up	Marketing Committee	
Biking	Discuss signage look and feel with Golden Cycling Club	April 30,09		Miro	
Financial	Develop late payment policy	April 30,09		Finance Committee	
Media	Media Plan	April 30,09	sap	Troy, Miro	Done