



**Board Meeting Minutes
August 27th, 2009
Ponderosa Motor Inn
3 pm– 5 pm**

Board Attendance: Les Margetak, Alison Amos-Maclsaac, Ruth Kowalski, Joanne Sweeting, Catherine Wilson, Michael Dalzell and Gary Frey

Staff: Miro Micovsky, Tom Guerquin

Regrets: John Lush, Troy Hudson and Atma Sandher

1. Welcome and Introductions

Motion: Alison moved to begin meeting at 3:00pm, 2nd: Michael, carried

2. Approval of Agenda

Motion: Alison moved to approve agenda as presented, 2nd: Gary, carried

3. Approval of the minutes from June board meeting (July 23rd, 2009)

Motion: Alison moved to approve the minutes, 2nd: Ruth, carried

Old Business

4. Election of new Tourism Golden president

- Ruth nominates Les as new president of Tourism Golden for the rest of the term, 2nd: Joanne, Les accepted.

5. New front country board member

Action: In response to Kicking Horse Kabin's interest in joining the board (they do not contribute the 2% Hotel Tax), TG will write a letter on behalf of the Board explaining that based on the current constitution and uncertainty of the HST effect on the hotel tax, modifications to the charter will not be made. Though, KHK are more than welcome to attend and contribute to TG's marketing meetings.

6. Central Reservation:

- Michael suggested creating a Central Reservation committee to discuss further.

Motion: Ruth moved to create a Central Reservation committee to discuss implementing a Central Reservation System on TG.com, 2nd: Gary, carried.

- Central Reservation Committee consists of Joanne, Alison, Michael, Catherine, and Sebastian from Best Western.

New business

7. HST / AHRT

- Miro will receive more information next week, as he attends meeting with Minister and other DMOs on September 2nd, 2009.

8. Liability insurance – Altitude Adventures

- Altitude Adventures does not have any liability insurance, just 3rd party insurance.
- Suggest writing a disclaimer and that participants require to sign a waiver and that TG is not responsible.

Motion: Alison moved to discuss wording with lawyer and create a disclaimer and okay it with altitude adventures, 2nd: Joanne, carried.

9. Kicking Horse Chamber nominations

- Ruth will discuss further with Miro

- Due to time restrictions, ask TG partners to pick best Tourism business instead of visitors.

Action: Ruth and Alison to form a committee to determine criteria for best tourism business.

10. Letter to 180 Sports

- Instead of pursuing legal action, Miro will talk to 180 Sports about outstanding balance of \$4586.40.

Motion: Michael moved to create a delinquent letter (payment process plan) for next board meeting, 2nd: Joanne, carried

Financial report

- June hotel tax was about \$7000 lower than June 2008.

Marketing

11. 2010 Travel Planner

- \$38,000 of ads was sold in the 2009 Travel Planner. Without ads from 180 Sports and 7 Canyons, the 2009 TP generated approximately \$31,000 in revenue. As of Aug 27th, 2009 the 2010 TP has generated approximately \$30,000.

12. Summer Campaign

- The contest was a success, all parties involved were happy with results.
- Due to unavailability of helicopter for Purcell, the heli hiking component of the trip did not happen. Other arrangements will be made.

13. Billboards

- Strategies will be discussed at next upcoming marketing meeting

14. Snowmobile survey

- Done.

15. Accommodation Welcome Videos

- Video for Eh Canadian lodge is up on TG.com
- More videos will be added, this is an ongoing project.

16. Backcountry Map

- At printers and should be in TG office mid September

17. Hiking Guide

- Next project, be out for Spring 2010

Other

18. Kicking Horse Mountain Resort update

- KHMRA at 52% but now need 66.66% of support to move forward.
- Waiting for new master plan to be signed
- New KHMR website will be up on October 1st, 2009
- Winter forecast, too early to tell

19. Around the table update

20. Next board meeting date

- September 24th, 2009

21. Adjournment

Motion Alison moved for adjournment, 2nd: Gary, carried

Action List from Aug 09 Board Meeting

Subject	Action	From	Deadline	Responsibility	Result
New front country board member	Write a letter to Kicking Horse Kabin.	Aug 27, 2009		Miro/Tom	
Kicking Horse Chamber nominations	Miro, Ruth and Alison to form a committee to determine criteria for best tourism business.	Aug 27, 2009		Ruth/Alison/Miro/Tom	
180 Sports	Create a delinquent letter to 180 Sports	Aug 27, 2009		Miro/Tom	
Central Reservation Committee	Start discussion on Central Reservation System on TG.com	Aug 27, 2009		Joanne/Alison/Michael/Catherine/Sebastian/Miro/Tom	
New TG Board Member representing Front Country Lodges	Send out another email to our partners.	July 23, 2009		Miro/Tom	