

**Tourism Golden Board Meeting  
February 26, 2009  
Ponderosa Motor Inn  
3 pm– 5 pm**

**Meeting Minutes**

1. Welcome and Introductions

2. Approval of Agenda

***Motion to approve the Agenda as presented 1<sup>st</sup> Larry 2<sup>nd</sup> Joanne Carried***

3. Approval of the minutes from November board meeting

***Motion to approve the November Board Meeting Minutes as presented 1<sup>st</sup> Larry 2<sup>nd</sup> Alison Carried***

**Old Business**

4. Media Coordinator

***Media Coordinator Steve Crowe introduced himself to the Board at 4pm.***

5. PR/Media Plan

***Action Item: Miro to develop a Media Coordinator Contract with a list of deliverables, expected performances and a termination clause within the next.3 weeks***

6. Letters to GAI, KRT

***Correspondence attached***

**New Business**

7. Tourism Golden organizational structure

***Organization chart is attached***

***Action: Members interested in sitting on the Media Committee should contact Miro, Lynn and Mark.***

8. New marketing assistant – job description

***Marketing Assistant job description is attached***

9. AGM

***AGM date is set for Tuesday, March 31, 2009 5-7pm at the Provincial Visitor Information Centre. It will be a Wine & Cheese showcasing the new Back country map.***

***Action: Miro to send out Board Nomination information***

10. Summer/next winter marketing with KHMR

***Action: Tourism Golden (Miro) and KHMR (Mark) to exchange marketing plans for the winter 2010 season advertising to encourage joint marketing.***

**Report from Financial Committee**

***Minutes from the Financial Committee meeting are attached***

***Hotel Tax information is attached***

***Motion to hire an independent bookkeeper for the TG, Miro will investigate and hire suitable company. 1<sup>st</sup> Atma 2<sup>nd</sup> John Carried***

**Current/outstanding marketing and other projects**

Miro

11. Backcountry map –***to be presented at AGM***

12. Winter videos – ***snowmobiling, ice climbing, xcountr yskiing***

13. Website updates – ***packages now available on website***
14. Distribution
15. Advertising – ***summer completed***
16. Web portal – ***info attached***
17. Snowmobile/XC skiing survey – ***being completed this season***
18. Current media visits
19. Town signage – ***Town is reviewing the second RPF***
20. Kicking Horse Rest Area sign – ***still in the process of completion***
21. Calgary Outdoor Show – ***March 7, several business are altogether at show with Tourism Golden***
22. Things To Do – Summer – ***work in process, similar to the winter version***
23. Edmonton promotion (cancelled)
24. Highway signs / billboards – ***Lynn to speak to Mike D regarding the sign.***

#### **Other**

25. KHMR update – ***Mark gave a report on the KH Resort Tax and indicated they are 6 votes short to make the 51%***
26. Around the table update – ***No updates***

27. Next board meeting date – ***Thursday , April 3<sup>rd</sup>, 2009***

28. Adjournment

***Motion made to adjourn the meeting 1<sup>st</sup> Larry 2<sup>nd</sup> Mark Carried***