



**Board Meeting Minutes
June 25, 2009
Lush Mountain Accommodations
Valley View Chalet at KHMR
3 pm– 5 pm**

Board Attendance: John, Alison, Ruth, Les, Atma, Joanne, Michael, Lynn and Gary

Staff: Miro, Tom

Regrets: Troy, Catherine

1. Welcome and Introductions

Motion: Lynn moved to begin meeting, 1st: Atma, 2nd: Joanne, carried

2. Approval of Agenda

Motion: Lynn moved to approve agenda, 1st: Atma, 2nd: Ruth, carried

3. Approval of the minutes from May board meeting (May 21st, 2009)

Motion: Lynn moved to approve the minutes, 1st: Atma, 2nd: Michael, carried

New Business

4. Financial report

Report was presented with financials to the end of May, without showing revenue from April hotel Tax.

Board suggested having a written contract with 180 Sports on payment schedule for remaining balance of \$4,198.95

Financial report will be presented to the financial committee before board meetings

5. Line of credit application

TG is applying for a line of credit for \$15,000 to help with cash flow during certain period of the year when expenditure of Tourism Golden's marketing activities exceeds revenue from 2% hotels tax.

Action: Apply for \$15,000 line of credit to Columbia Valley Credit Union.

Motion Ruth moved to apply for a line of credit to a maximum of \$15,000, 1st: John, 2nd: Alison, carried

6. Photography

Photography from TG employees (Miro and Tom), outside of office hours, that is used for promotional TG work will be awarded \$20 per shot for full and unlimited rights.

Each image that is used will be documented.

Motion Atma moved that \$20 per photo will be paid to employees of Tourism Golden for promotional use, and each image used will be given full and unlimited rights, with a cap of \$1000 per year. (strictly photos, not equipment),

1st: Alison, 2nd: Les, carried

Old Business

7. New TG location

TG will move to Chatter Creek's old location, same building as Great Canadian Heli Skiing and Bean Bag Coffee Roasters, at the end of the month.

8. Summer Campaign:

Tourism Golden Summer Campaign Contest running from June 7th until July 5th. At this point we have 614 entries. We were surprised with the success of Facebook ads, as we received over a 100 entries from facebook. We very disappointed with Radio ads, particularly with Ez-Rock FM in Edmonton, with only 4 entries from Ez-Rock. The question of additional insurance came up for the trip, will the disclaimer be enough? It was decided that the trip will not happen until insurance is in order.

Action: Miro will investigate whether or not we need additional insurance for the contest, and will purchase supplementary insurance if required.

Motion Joanne moved to investigate whether TG needs supplementary insurance for the trip, and if so, purchase before trip occurs. 1st: Lynn, 2nd: Atma, carried

9. Billboards

Tourism Golden will purchase the three billboards from 7 Canyons (East, West, and South entrances into Golden). 7 Canyons has purposed \$800 to secure the billboards until end of September 2009. The board inquired whether the \$800 can be used as payment for 1st month billboard rental.

Action: Miro will discuss with 7 Canyons if the \$800 can be used for first month's rent, if not, we will still proceed with three billboards

10. Media Updates

Will discuss at next board meeting (July 23rd)

11. Bike Map

30,000 copies of the 2009 Bike Trail Map + Hiking Trails were delivered to TG June 16th. New features to the bike map are four advertising partners, and hiking trails. Within a week of distribution, 5750 copies have already been distributed

12. Backcountry map

Backcountry Map is done and sent to printers. High resolution proof should arrive to TG office next week.

13. Website Updates

TG has added 8 new listings to TourismGolden.com and 8 website packages. Summer campaign contest has produced more traffic to TourismGolden.com.

Web portal is being finalized with GAI and the town

Motion Atma moved for TG to spearhead the finalization of web portal. Gary 1st, Michael 2nd, carried

14. Snowmobile Survey

The snowmobiling impact surveys are almost complete.

15. Kicking Horse Rest Area sign

Foundation has been poured, and will be up next week.

16. Accommodation Welcome Videos

Currently there are 8 accommodators participating in project, and Steve Crowe has already started filming.

17. Kicking Horse Mountain Resort update

1) KHMR has 50% of support from KHMA for setting up as it's own entity

2) Resort traffic is on target, but accommodation is behind 25% from last year.

Resort claims 2009/10 will be a challenging year, and are expecting 140,000 visits.

18. Around the table update

Discussed review of BCVC in Lonely Planet's BC Guide – Kootenay Chapter.

Accommodators are 20-40% below target
 Started discussion on TG also doing bookings, will continue to next board meeting.

19. **Next board meeting date**
 July 23rd, 2009

20. **Adjournment**
Motion Alison moved for adjournment, 1st: John, 2nd: Joanne, carried

Action List from June 09 Board Meeting

Subject	Action	From	Deadline	Responsibility	Result
Line of credit \$15,000	Apply for \$15,000 line of credit to Columbia Valley Credit Union.	June 25, 09		Ruth	
7 Canyons Billboard proposal	Discuss with 7 Canyons if the \$800 can be used for first month's rent, if not, we will still proceed with three billboards	June 25, 09	ASAP	Miro	
Summer Campaign Contest: Insurance	Investigate whether or not we need additional insurance for the contest, and will purchase supplementary insurance if required	June 25, 09	ASAP	Miro	