



**Board Meeting Minutes
May 21, 2009
Kicking Horse River Lodge
3 pm– 5 pm**

Board Attendance: John, Alison, Ruth, Troy, Les, Catherine, Atma, Joanne, Michael
Staff: Miro, Tom
Regrets: Lynn, Gary

1. Welcome and Introductions Motion to begin meeting, 1st: John, 2nd: Joanne, carried
2. Approval of Agenda Motion to approve agenda, 1st: Joanne, 2nd: Atma, carried
3. Approval of the minutes from April board meeting (April 30th, 2009) Motion to approve the minutes, 1st: John, 2nd: Atma, carried

New Business

4. **Signing authority and Finance Committee**

Lynn and Ruth remain directors with signing authority with adding John

Action: Ruth to add John as third director with signing authority

New Finance Committee – Les and John volunteered. Ruth remains. Lynn as necessary.

Motion to approve finance committee, 1st: Atma, 2nd: Troy, carried

5. **New TG location**

Move to Chatter Creek's location on June 30th (Ruth's building)

Motion to approve this particular location, 1st: Troy, 2nd: John, carried

6. **Billboards proposal**

Discuss buying the 3 billboards from 7 Canyons

Action: Miro will get more information from 7 Canyons: Can they guarantee westbound sign regardless of highway construction?

Motion to get info from Larry & email board, 1st: Joanne, 2nd: Michael, carried

Old Business

7. **Summer Campaign:**

Updates and where we are at: Center spread in Discover B.C. (insert distributed in 130,000 copies of Calgary Herald, 2 page as in Calgary Outdoors magazine (25,000 copies), 8,259 double page insert with Summer TP to Red Deer Advocate, 25,000 inserts with Rafting TP to Calgary Fast Forward, 40 radio ads to CKUA, 50 radio ads to Ez-Rock. Website contest will be live on June 5th.

Action: Michael will look into contest guidelines/rules

8. **Bike Map Update**

Deadline to be out by June 19th, sold 4 ads and \$1600 will go to Cycling Club for trail signage improvements. Revenue from ads will cover cost of changes and updates.

9. **Media Plan**

Meeting between Steve, Miro, and Troy. Plan is approved until September 30. Feedback from directors still welcome.

10. **Backcountry map**

Very complicated project. The maps will be out when we are 100% happy with it. They are 95% finished. Final low res print was sent to our media coordinator for editing and to College of the Rockies for approval.

11. **Spring/Summer website updates**

Finished. Feedback from the board to update text throughout the website.

Action: Update website text

12. **Snowmobile survey**

Will be completed in June. Waiting for numbers from both snowmobile clubs.

13. **Kicking Horse Rest Area sign**

Structure is finished. Needs to be put in place. Design is finished.

Action: Send design to marketing committee for approval.

14. **Things To Do – Summer listing**

Suggested meet & greet to introduce project and educate.

Motion to visit some TG partners and educate about Things To Do list , 1st: Michael, 2nd: Alison, carried

15. **Accommodation welcome videos**

Five partners confirmed participation. We will begin filming June 8th

16. **BC Ski Cross Country 2010 issue**

Double page ad, with 12 participating partners

17. **Other**

KHMR update

Resort will open in June for just weekends, then July for the rest of the summer

- They are expecting 26,000 summer visitors
- Almost at 51% support for DMO Tourism kicking Horse
- Almost finished master plan revisions

18. **Around the table update**

Troy: Nordic Club is putting together application to bid on hosting Nordic World Cup race on Feb 15 - 16, 2012

19. **Next board meeting date**

June 18th, 2009

20. **Adjournment**

Motion for adjournment, 1st: Alison, 2nd: John, carried

Action List from May 09 Board Meeting

Subject	Action	From	Deadline	Responsibility	Result
Signing authority	Add John Lush as third director with signing authority	May 21,09		Ruth	
7 Canyons Billboard proposal	Gather more information from 7 Canyons	May 21, 09	ASAP	Miro	
Summer Campaign Contest: Rules	Look into contest guidelines/rules	May 21, 09	ASAP	Michael	Miro & Tom already working on it.
Website	Update text	May 21,09	ASAP	TG	
KH Rest Area sign	Send to the marketing committee for approval	May 21,09	ASAP	Miro	
Things To Do	Educate partners about Things To Do list	May 21,09	Ongoing summer	TG	