



**Board Meeting Minutes
November 30, 2009
KH River Lodge
3 pm– 5 pm**

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

Staff: Miro Micovsky, Tom Guerquin

Regrets: Troy Hudson, John Lush, and Michael Dalzell

1. Welcome and Introductions

Motion: Les moved to begin meeting at 3:10pm, 2nd: Alison, carried

2. Approval of Agenda

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

3. Approval of the minutes from Sept board meeting (Sept 30th, 2009)

Motion: Gary moved to approve the minutes, 2nd: Joanne, carried

Old Business

4. Survey with TG Partners

Action: TG will send out a survey to its partners to see how they did this past summer (% up or down)

5. Central Reservation System (CRS)

- Joanne has written a Central Reservation System proposal.

Action: After review, Miro will send out the proposal to the rest of the Central Reservation System committee.

6. HST / AHRT

- Miro would like a board member to be on point with communication on deliberations of future AHRT 2% funding.
- Joanne volunteered

7. AHRT collection update

- 10% down in comparison to last fiscal year

New business

8. Replacement for Troy

- TG will send out an email looking for a new director to represent Activity Operators
- TG will send out another email looking for new Floating Director

Action: TG will send out 2 separate emails looking for two directors to sit on the TG Board of Directors

9. Tourism Economic Impact Study (TEIS)

- How should TG be involved with the TEIS? Since TG started with snowmobiling, we should continue.
- This is a minimum two year project
- Research will include: Restaurants, Accommodation and Activity Providers
- Start this winter with Heli Skiing and Cat Skiing
- Get a ball park figure first and get back to board to see how much we want to commit.
- Write a proposal that TG will take the lead on this survey.

Motion: Alison moved for TG to take the lead on continuing with Tourism Economic Impact Study, 2nd: Atma, carried.

Action: Write a proposal that TG will take the lead on The Tourism Economic Impact Study

Action: Inquire ball park figure cost to complete TEIS and relay information to board.

Marketing:

10. 2010 Travel Planner

- Done and will be sent to printers this week
- First distribution will be 30,000 copies to the Calgary Herald

11. Website:

- Currently being updated for winter look

12. Shows

- Snowmobiling:
- Attended 3 snowmobile shows (Edmonton with Jon Simpson from Golden Snowmobile Club, Regina and Calgary with Luke Burley from Rocky Mountain Riders)
- Shows were very successful, lot of positive feedback about Golden as a destination
- Distributed 1100 Snowmobile Trail Guides and 1050 Backcountry Visitor Maps
- Held a draw for 2 night stay at The Golden Rim and two 1 day sled rental from Snowpeaks. 502 entries and 27% of entries signed up for monthly email updates.
- Wedding:
- Based on response from partners, TG will attend two wedding shows in Calgary (Jan 17th and 24th) to represent Golden as a wedding destination.
- Asking interested partners to contribute \$150 coop dollars to cover the cost of booth.

13. Summer Marketing

- Start thinking of Summer Marketing Campaign.
- Possibly work with KHMR to promote Grizzly Bear Refuge in Banff
- Focus on one main product and offer something world class that Banff doesn't have. Eg. Grizzly Bear, Wolves, ...

Action: Talk to Michael about working with KHMR on a summer marketing plan

Other

14. Around the table update

15. Next board meeting date proposal:

- December 17th, 2009 – Christmas Party

16. Adjournment

Motion: Atma moved for adjournment, 2nd: Catherine, carried

Action List from Nov 09 Board Meeting

Subject	Action	From	Deadline	Responsibility	Result
Survey	Create survey to our partners to see how they are doing in comparison to last year, type of business, price point and % up or down.	Sept 30, 2009		Miro/Tom	
Central Reservation System	After review of Joanne's proposal, Miro will send it out to the rest of the Central Reservation System committee.	Nov 30, 2009		Miro	
Two new TG Directors	Send out two separate emails looking for new Activity Operator Director and new Floating Accommodation Director to sit on TG board	Nov 30, 2009		Tom	
Tourism Economic Impact Study	Write a proposal that TG will take the lead on The Tourism Economic Impact Study	Nov 30, 2009		Miro	
Tourism Economic Impact Study	Inquire ball park figure cost to complete TEIS and relay information to board	Nov 30, 2009		Miro	
Summer Marketing	Talk to Michael about working with KHMR on a summer marketing plan	Nov 30, 2009		Miro	