



Board Meeting Minutes
November 17, 2011
Ponderosa Motor Inn (Rm #403)
3:00pm – 5:00pm

Board Attendance: Rav Soomal, Irv Graham, Lynn Heaton, Eric Whittle, Atma Sandher, Ruth Kowalski, Joanne Sweeting

Regrets: Les Margetak, Mike Dhami, Susan McCrimmon, Joy Guyot

Staff: Tom Guerquin

- 1) Welcome Introductions:
- 2) Approval of Agenda: Add brochure rack amended –motion to approve 1st Ruth, 2nd Atma
- 3) Motion to approve minutes from October 20th, 2011. 1st Lynn, 2nd Irv
- 4) Financials: same needs some adjusting tabled for next meeting
- 5) Reviewed Blue Book- motion will not participate as it doesn't fit into our strategic plan 1st Atma, 2nd Lynn
- 6) Update by Lynn Re: Job Posting. 1st of December close. 3 current applications 1 from the star. All look very good
- 7) Tom update on DMO signing #'s. 72% signed current DMO 76% including kicking horse. Atma got Golden Village, Travelodge, Mary's Motel, and Rondo signed on too.
- 8) Tom to update accommodator list. On going still not updated. Add who's signed and from what category to follow up. Also to contact Travis Re: Strata on the hill
- 9) Eric update on Kicking Horse accommodation to DMO: Needs boundary extension by CSR. Needs to be formalized legally. Strata should be notified.
- 10) Tom update: Attended Edmonton and Saskatchewan shows. Good Attendance. Lots of interest. Travel Planner: Met with Tim and Nick putting stuff together. Content to proof. Hoping to print 8th or 14th.
 - Status on Back country map. 50cents/map – discussions with Tim before redesigning. Board talked about effectiveness, cost, and benefit. To be reviewed
- 11) Update from Lynn and marketing committee: Not working, is too big. Some issues to sort out. Motion: to dissolve marketing committee as is stands due to hiring marketing manager but will review and reach out for comment on specific projects. 1st Eric, 2nd Atma
- 12) Update from Eric: Been to U.K., Calgary, Red Deer, Edmonton, Vancouver, Upturn in market. Pre-bookings up. Dec 9th early open. New learning center open. Marketing "getting to b.c. is easier, flights, cars etc.
- 13) Update from chamber: Float on, awards were good, need tweaking, year round voting
- 14) Rockwater sign: Ruth, Lynn to speak to Paul. Motion: Decline dollars and ask for the removal of sign. 1st Rav, 2nd Eric
- 15) Motion to adjourn: 1st Lynn, 2nd Atma