

## Tourism Golden Board Meeting Minutes

Nov 27, 2008 3:00-5:00pm

Home Lodge

Board Attendance: Mark, John, Joanne, Atma, Lynn, Ruth, Gary, Larry

Staff: Miro, Kristal

Regrets: Mike, Les, Alison

1. Welcome

2. Motion to approve the Agenda. 1<sup>st</sup> Atma 2<sup>nd</sup> Joanne Carried

3. Motion to approve the Minutes of Oct 30, 2008 1<sup>st</sup> Ruth 2<sup>nd</sup> John Carried

4. Replacement for Alison Harwood

- Ali has accepted the position of Director for Tourism Fernie. She has resigned from the Tourism Golden Board of Directors.
- Larry Sparks from 7 Canyons Adventures has offered to represent Activity Operators in place of Ali.

Motion to accept Larry to take the position on the board until the next AGM in May 09

1<sup>st</sup> Joanne 2<sup>nd</sup> John Carried

5. Marketing Plan

- Miro presented the Funding Forecast for 2009.
- A 5% decrease in revenue from the Hotel Tax has been budgeted for the period of October 08 – September 09
- The following points of discussion will be brought up at the next marketing meeting:
  - Hiking guide and local hiking infrastructure
  - PR/Media Relations position/RFP
  - Things to Do in Golden – winter issue

Motion to approve the Funding Forecast as presented.

1<sup>st</sup> John 2<sup>nd</sup> Atma Carried

6. Billboards

- One of the three proposed billboard locations is no longer available (on the east entrance to the town)
- Collaboration with KHMR may be a possibility for the billboard project.
- To be discussed at the next Marketing meetings

7. PR/Media Plan

- Based on the research done by Lynn and Miro, we have the information required to begin a PR/Media plan for Tourism Golden.
- Miro to create the plan and submit to marketing committee and then to board once completed

8. 2009 Travel Planner

- Kristal presented a summary of the 2009 Travel Planner Revenue to the board.
- Total revenue for 2009 was \$37,731.
- A distribution plan for local accommodators is needed to ensure they have copies of the Travel Planner available for guests.
- Remainder to TG partners about Travel Planner copies available for pick up at TG office.

9. London Ski Show

- Joanne presented the London Ski Show report
- Attendance was down from last year, but the clientele were serious ski travelers.
- Approximately 400 copies of the Travel Planner were distributed.

- Copies of the report will be available on [tourismgolden.com](http://tourismgolden.com)

10. Backcountry Map

- The Backcountry Recreation Map will be completed in Jan/Feb 09.
- Miro met with GBRAC to discuss both the Backcountry Map and Snowmobile Trail Guide updates.
- A meeting is planned for December for all TG stakeholders to comment on the updated map.

11. Snowmobile Trail Guide

- The new guide is in the final phases of proofing.
- The final changes will be sent to GBRAC representative for approval.

12. KHMR Update

- The current goal is for the Kicking Horse DMO to be established by April 09.
- Opening day for winter ski season is set for Dec. 12
- The shuttle schedule will be available next week.
- A cross-country ski race will take place at the Resort and Dawn Mountain Trail over the weekend.

13. Next Marketing Meeting

- Preliminary date: Thursday Dec. 11<sup>th</sup>. Location & time TBD

14. Next Board Meeting

- The next meeting date will be decided based on the wine & cheese event planned for early January.

**Action list:**

**Old items**

Issue	Action	From	Deadline	Responsibility	Result
Marketing Plan – ongoing projects report	Miro to research central reservation systems and present information to the Board.	Mar. 27 Meeting	Ongoing	Miro	
Tourism Centre. TG new location.	Miro to create a business plan for the project and present to the Board	Mar. 27 Meeting	Ongoing	Miro	

**New Items**

PR/Media Plan	Miro to create the plan and submit to marketing committee and board	Nov. 27		Miro	
Travel Planner distribution	Kristal to send remainder to TG partners about Planners available for pick up at TG office	Nov. 27	asap	Kristal	
Snowmobile Guide	Send final changes to GBRAP	Nov. 27	Early December	Miro, Summit Comm.	
London Ski Show	Put reports from the shows on TG website	Nov. 27	December	Miro, Driven	