

## Tourism Golden Board Meeting Minutes

Oct 30, 2008 3:00-5:00pm

Ponderosa Motor Inn – Meeting Room

Board Attendance: Ruth, Joanne, Atma, Gary, Alison, Mark, John, Mike, Ali

Staff: Miro, Kristal

Regrets: Lynn

1. Welcome

2. Motion to approve the Agenda.

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

3. Motion to approve the Minutes of September 18, 2008

1<sup>st</sup> Ali 2<sup>nd</sup> Gary Carried

4. Billboards

- Miro presented board with the Marketing Committee decision to showcase Kicking Horse Pedestrian Bridge via billboards as one of the interception strategies to bring traffic to downtown Golden.
- Suggestion from Ali that creating a general awareness of Golden may be a better strategy for the billboards than interception.
- General consensus is that if we decide to use Pedestrian Bridge we need to communicate with the Town our strategy in regards to the upkeep of the bridge - increased vandalism control, summer beautification, winter Christmas lights – in order to increase effectiveness of TG marketing.

Motion to approve the billboard project, with 2 seasonal displays

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

5. Marketing Plan

- A summary of the Marketing Plan sessions were distributed to Board Members for final comments. The completed plan will be presented to the Board in November.

6. PR/Media Plan

- A draft of the PR/Media Plan was distributed to Board Members for comments.
- Once the job description is created and approved, a RFP will be published in the Golden Star and other Black Press papers throughout the Kootenays.

Motion for Miro to submit a plan and job description for the Media Coordinator position to the Board.

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

7. Credit Card Payment through Tourism Golden website

- Kristal has submitted the credit card payment application through Versapay.

8. Communication liaison with other boards

- Ali and Lynn will meet to discuss list of responsibilities needed for each liaison position.

9. Part-time Finance Coordinator

- More information about the job description is required by the Board.

Motion to table the issue until more information is presented

1<sup>st</sup> Ali 2<sup>nd</sup> Ruth Carried

Motion for the Trail Society to move forward without TG involvement in the recruitment process.

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

10. Replacement of J. England on the TG board of directors

Motion to accept replacement of Julian England by Les Margetak from Chatter Creek on the TG Board of Directors

1<sup>st</sup> Mark 2<sup>nd</sup> Alison Carried

11. 2009 Travel Planner

- Copies of the new Travel Planner were available for the Board Members and final report will be presented to the board.

12. London Ski Show
  - Joanne will present a report on the show at the next board meeting.
13. Backcountry Map
  - Tourism Golden and Summit Communications are working on the project. The second and final session with Tourism Golden stakeholders will be held in order to obtain additional feedback.
14. Snowmobile Trail Maps Update
  - New updated maps will go in print late November and will be ready for distribution early December.
15. Advertising in Publications
  - On Friday Oct 3<sup>rd</sup> the Coop Marketing package was sent to all TG partners.
16. Website Updates
  - Website is updated on regular basis. A new members section has been created on the website. Board members are asked to submit their photos to be posted.
17. KH Rest Area Signage
  - TG is working with GAI on the signage project
  - A mock-up of the sign was presented to Board Members
18. KHMR Update
  - Approximately 35 more letters of support are needed for the KHMR DMO.
  - Kicking Horse Magazine has been printed. Distribution will begin next week.
  - The first draft of the Ski Shuttle schedule will be completed soon.
19. Around the table update
  - The Pure Travel Group website has been updated to allow reservations.
20. Next Marketing and Financial Committee Meetings
  - Miro will send Marketing Committee members a proposed date and time for the next meeting.
21. Next Board Meeting
  - Preliminary Thursday November 27<sup>th</sup>
  - Home Lodge is the proposed location but must be confirmed by Lynn.

**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	
Economic impact of tourism	Miro to contact Karen (COth) to discuss this opportunity.	July 31 <sup>st</sup> Meeting		Miro	Miro is working on it

**New Items**

PR/media Plan	Miro to submit plan and job description for the Media Coordinator position to the Board.	Oct. 30 <sup>th</sup> Meeting	November board meeting	Miro	
Marketing Plan	Requested comments to the Marketing Plan sessions summary	Oct. 30	November 21	All board members	
Finance coordinator	Miro to present job description	Oct. 30	November board meeting	Miro	I am going to keep this within my responsibility for now
2009 Travel Planner	Kristal to prepare sales report	Oct. 30	November board meeting	Kristal	
London Ski Show	Joanne to present report from the show	Oct. 30	November board meeting	Joanne	