

Tourism Golden Board Meeting Minutes

Sept 18, 2008 3:00-5:00pm

Ponderosa Motor Inn – Meeting Room

Board Attendance: Joanne, Lynn, Mike, Atma, Julian, Ruth

Staff: Miro, Kristal

Regrets: Alison, Gary, Ali, Mark, John

1. Welcome
2. Motion to approve the Agenda. 1st Julian 2nd Atma Carried
3. Motion to approve the Motions of August 27, 2008 1st Atma 2nd Julian Carried
4. Motion to approve the Minutes of August 27, 2008 1st Julian 2nd Joanne Carried
 - Include in the minutes that we did not have quorum.
5. KHMR Letter of Support
 - Letters with specific concerns from stakeholders will be forwarded to the appropriate organizations (ie. Golden Nordic Club)
 - Write Letter of Support to KHMR and include concerns about sustainable growth of accommodations in the Golden area.
 - Lynn/Miro to draft letter and send to board members via email for approval.

Motion for Miro to write a draft letter 1st Julian 2nd Atma Carried
6. Billboard Opportunity
 - Minimum time commitment is 1 year, and maximum is 2 years.
 - To be presented to the marketing committee for discussion.
7. Rafter's Pullout Signage
 - To be presented to the marketing committee for discussion.
8. Communication liaison with other boards
 - List of responsibilities needed for each liaison position.
 - Lynn to contact Ali to discuss.
9. Marketing Plan
 - Marketing meeting will take place on Monday Sept. 29 at 12pm.
10. London Ski Show
 - The 5 key questions for Joanne to ask visitors at the London Ski Show will need to be decided by Oct 20th.
 - Joanne, Lynn and Julian to meet and discuss.
11. Golden Posters
 - Miro to discuss retail sale price with retailers in Golden
12. KHMR Update
 - Mark not in attendance
13. Around the Table Updated
 - Julian is leaving Chatter Creek, and will no longer be on the Tourism Golden Boards of Directors. A replacement to represent backcountry operators is needed.
14. Next Financial Meeting

- Miro to contact Kevin again and request a confirmation letter regarding the GST.

15. Next Board Meeting Date

- Thursday Oct. 16 from 3-5pm. Location TBA

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	
Marketing Update – Media/PR rep	Lynn to research companies/individuals that might be suitable for the position	June 26 Meeting		Lynn	
Financial Report	Miro to set up credit card payment option	June 26 Meeting		Miro	Kristal is working on it
Economic impact of tourism	Miro to contact Karen (COTH) to discuss this opportunity.	July 31 st Meeting		Miro	Miro is working on it
Report from a meeting with Cox & Company – GST issue	Miro to ask Kevin for a letter stating that our interpretation of the GST issue is correct.	July 31 st Meeting		Miro	Done
KHMR Update	Mark to create a report for the Board about the current state of the DMO and future plans.	July 31 st Meeting		Mark	Done

New Items

KHMR Letter of Approval	Lynn/Miro to draft letter and send to board members via email for approval	Sept. 18 th Meeting		Lynn/Miro	Done
Communication liaison with other boards	Lynn to contact Ali to discuss list of responsibilities needed for each liaison position	Sept. 18 th Meeting		Lynn/Ali	
London Ski Show	Joanne, Lynn and Julian to meet and discuss ski show questions	Sept. 18 th Meeting		Joanne, Lynn and Julian	Done
Golden Posters	Miro to discuss retail sale price	Sept. 18 th Meeting		Miro	Done
Financial Committee Meeting	Miro to contact Kevin again and request a confirmation letter regarding the GST	Sept. 18 th Meeting		Miro	Done