



**Board Meeting Minutes**  
**July 21, 2011**  
**COTR – Rm 118**  
**3:00 PM – 5:00 PM**

**Board Attendance:** Lynn Heaton , Ruth Kowalski, Joy Guyot, Irv Graham, Atma Sandher, Susan McCrimmon, Joanne Sweeting, Rav Sommal, Eric Whittle, Les Margetak, Mike Dhami

**Staff:** Tom Guerquin

1. Welcome and Introductions
2. Approval of Agenda – **Motion** to approve agenda 1<sup>st</sup> Lynn, 2<sup>nd</sup> Atma, Carried
3. Approval of the minutes from June board meeting - **Motion** to approve minutes 1<sup>st</sup> Atma, 2<sup>nd</sup>: Joy, carried  
**Action:** Les will write a contact between TG and Larry Sparks for shared Office space
4. Financials
  - Send another reminder to receivables
  - receive help from board members collecting \$ from their sectors
  - Action:** Tom will prepare list for the board to help collect receivables
  - Action:** Tom will write a letter to receivables if payment is not received, then pull off website.
  - Motion:** To approve Tom's vacation overpayment agreement, 1<sup>st</sup> Ruth, 2<sup>nd</sup> Atma, Carried.
5. Report from Marketing Committee
  - Lynn is working on strategy plan
  - next marketing committee meeting will be with TBC to discuss their marketing plan
  - once a marketing plan is ready, it will be presented to the board
6. Report from DMO committee/ 8. Review of meeting with Mayor Benty / 9. Discussion of DMO renewal
  - DMO committee met and are deciding what the next steps are
  - What responsibilities will the board/staff have?
  - first step would be a general meeting to educate stakeholders
  - second step would be a personal one on one meeting with stakeholders with info package
  - Motion:** to send up to \$2500 to hire a person who will create the TG DMO story for stakeholders 1<sup>st</sup> Ruth, 2<sup>nd</sup> Atma, Carried
7. Status of Strategic Plan
  - Lynn is still working on the Strategic plan and has a lot of info on the visitor profiles for BC and Alberta tourists, but missing visitor profiles on Golden.
10. Update from KHMR
  - Boo is back and working on fence upgrades
  - Hired VacationRoost to assist with call centre. They will be able to extend services, hours and products. And will be asking for a fam tour mid Aug.
11. Update from Chamber
  - Tourism Golden will continue to participate in the Chamber's annual awards.
  - This year TG will be awarding three awards (value of \$700): Overall tourism award, accommodation award and activity award.

12. Change signing authority

- **Motion** to replace John Lush as signing authority for Tourism Golden with Joanne Sweeting, 1<sup>st</sup>: Atma, 2<sup>nd</sup>:Susan, **Carried**.

13. Tom's weekly report

- Add more detail on outcomes

14. Consider B&B as a separate grouping of Accommodations.

**Action:** Irv will split front country list.

15. Adjournment

**Motion:** move for adjournment, 1<sup>st</sup> Atma, 2<sup>nd</sup>:Rav, **carried**