



Board Meeting Minutes
September 13th, 2017
1 pm to 3 pm
Location: Columbia Valley Credit Union

Board Attendance: Rav Soomal (Chair Person), Toby Barrett, Atma Sandher, Treena Coney, Magi Scallion, Lucille Hayward, Shelly Wadden, Bob Munro and John Lush

Absent: Jo Best, Graeme Kreiner

Marketing Executive: Joanne Sweeting **Staff:**

	MOTION / ACTION	1 ST	2 ND	CARRIED	ACTION
1.	Call to Order & Welcome.				
2.	<u>Motion:</u> To approve the agenda.	Atma	Toby	ALL	
3.	Review the action points from the August 10 th board meeting. All completed except: <ul style="list-style-type: none"> Rav to supply STR reports for Aug in mid-Sept. 				Rav
4.	<u>Motion:</u> To approve and sign off the minutes from the August board meeting.	John	Treena	ALL	
5.	<p>Joanne gave an overview of the proposed 2018 budget. Bob asked what is the economic impact for the FWT in 2018. Joanne replied that it has a huge impact with multi-millions of impressions and it speaks directly to our target audience. Bob asked if there was a number of predicted visitors. Joanne replied that a list of target media will be contacted and that the event has a large following in Europe and North America. Toby added that it is hard to pinpoint a number against economic impact but immediately after the announcement Purcell Heli-ski received 10 bookings. Golden will become of interest worldwide. This event has great coverage and Golden is the only stop in N.A. The immediate marketing impact is massive.</p> <p>Magi commented that Travel Alberta sponsored events and their impact on revenues was huge.</p> <p>Joanne commented that the funds assigned for FWT are purely for marketing collateral and the welcome dinner. There is no sponsorship.</p> <p>Joanne reviewed the budget line by line.</p> <p>Rav asked to see the year on year change, as this will make it easier to see what items have changed.</p> <p>Joanne will email this to the board members.</p> <p>Top line changes are:</p> <p>Overall budget reduced by \$135k until we know the carry forward from 2017 (carry forward from 2016 was \$140k)</p> <ul style="list-style-type: none"> Design reduced Marketing Collateral reduced. The maps were revamped last year. Digital and Print both reduced. Consumer shows reduced as we will not be attending the Saskatoon Snowmobile or the Vancouver outdoor 				Joanne

	<p>adventure shows.</p> <ul style="list-style-type: none"> • PR & Media reduced slightly. • Research reduced as we have a good library of data now, so we will only do visitor studies every other year. • Events increased. • Treena asked why the board governance has been cut in half but it was over on actuals. This was due to strategic planning session that went over budget. • Admin budget – proposed changes to wages. <p>Rav asked that any questions are emailed to Joanne ahead of the next board meeting as the budget will need to be approved then.</p>				
6.	<p><i>Short Term Rentals</i></p> <p>Letters were sent to Town of Golden and CSRD asking for them to write or lobby at UBCM to the new government. They have both agreed to do this.</p> <p>Joanne suggested that Ron Oszust and Karen Cathcart are both invited to the next board meeting to explain their own strategies for tackling some of the short term rental issues. John commented that it is the shoulder seasons that really hurt as everyone is going after the same piece of business. He stressed again that It needs to be a level playing field. UCBM is next week. Ron has requested meetings with various ministers to discuss the issue.</p> <p>Bob has been in touch with some friends in the legal industry who have suggested tracking revenues and if these are down then he should issue a personal lawsuit against the municipality.</p> <p>Joanne commented that Quebec signed an agreement with AirBnB to charge a levy that is remitted to the municipality. This something that we could consider if clause 78 (i)(b) is not reseeded.</p> <p>It was agreed that Joanne would invite Ron and Karen to the October meeting.</p>				Joanne
7.	<p>Adding a further signatory to the Tourism Golden bank accounts was discussed. It was agreed that John Lush would be added.</p>				
8.	<p><u>Motion:</u></p> <p>To approve John Lush as a signatory on all the Tourism Golden bank accounts.</p>	Magi	Bob	ALL	
9.	<p><i>Visitor Services</i></p> <p>August was a successful month with over 5,000 visitors who engaged with a counsellor.</p> <p>Rav asked if the digital counters were running. Alycia replied not yet but the westbound car counter is in place.</p> <p>September is still busy even though the hours have been reduced. Visitors are asking about winter activities.</p> <p>Toby asked how the numbers compare to BCVC. Alycia replied that the VISAH numbers are lower but this can be attributed to bus tours and bathroom usage being recorded at the BCVC and not at the VISAH.</p> <p>Rav asked how the kiosk was performing. Alycia replied that</p>				

	<p>the vendors have said that business has been lower than expected.</p> <p>John asked if there was space for a fruit stand. Joanne replied that there is no space and we do not have permission from MoTi.</p> <p>Atma suggested more signage. Alycia is meeting with Jon Wilsgard and a traffic engineer as the junction is problematic. Open house being held on September 21st, 6 pm to 8 pm.</p> <p>Rav asked how staff like working there. Alycia stated that they all love working there and some will return next year.</p> <p>Magi appreciates that there will a visitor counselor at the Golden Ultra.</p>				
10	<p>Joanne discussed the Tourism Golden chamber awards. An eblast was sent out to stakeholders asking for nominations but the response has been low. Joanne asked Shelly for the deadline for nominations and she replied 26th to 30th September.</p> <p>Shelly will send Joanne her list of nominations received.</p> <p>Any board members wishing to attend the dinner should let Joanne know soon.</p>				Shelly
11	<p><i>Manager's report questions:</i></p> <p>No questions.</p>				
12	<p><i>Round Table:</i></p> <p><u>Rav</u> Best Western reached their three-year target this year. Winning lots of awards. Building 2 x 18 unit buildings by the airport.</p> <p><u>Magi</u> 510 registered for the Golden Ultra next week. Snowmobile Club: 4 new tenure applications are being worked on. These will expand the trail riding areas with easier trails being added. Cat road at Gorman Lake being developed. Extending the trail at Silent Pass. Some projects will take 2-3 years to complete. An application is being submitted for cabins at Silent and Gorman. Working with other tenure holders. 4 tenures should be the maximum allowed at Quartz Creek. New trail map being produced. Looking forward to a good season.</p> <p><u>Toby</u> Last day of the summer season is October 1st. Summer was a little slower than expected with visitation down on last year. Biking saw an increase. Winters season passes on sale until October 14th. Lots of weddings happening. Winter rates are being finalized. Other marketing: RCR and KHMR attending various shows including Toronto, Montreal, and Boston snow shows. Freeride World tour is being held at KHMR. 2nd October Gondola is having a new haul cable installed.</p> <p><u>Atma</u></p>				

	<p>A good year. Still has a labour shortage issue that has resulted in not being able to use rooms as these couldn't be cleaned. Visitors are staying longer and are looking for activities to do.</p> <p>Rav asked how many rooms were lost over the summer due to staffing issues. Atma replied that he has not sure, will try to track in the future and commented that it is sometimes so busy that the manager cannot keep records.</p> <p><u>John</u> Without the fires, it would have been very overwhelming summer. A few cancellations that then got filled quickly. Winter bookings are for longer stays and returning guests.</p> <p><u>Shelly</u> Community Excellence awards – seeking sponsorships. Being promoted as a 'must attend event'. This year will see a big revamp with the Golden Nuggets being replaced with Golden's Top 20, local beer, cocktail menu and a photo booth will be featured.</p> <p><u>Lucille</u> September is looking like July and August. Winter bookings are currently up.</p> <p><u>Bob</u> Great summer and has been sold out. For the last week of September and the first week of October.95% of customers were Asian. Summer is looking good for next year. Winter bookings about the same as last year.</p>				
13	Meeting adjourned at 2.40 pm.	Atma	Magi	ALL	

Minutes approved as presented above.

Signed: _____ Position: _____	Print Name: _____ Date: _____
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