



Board Meeting Minutes
January 11th, 2018
1 pm to 2 pm
Location: Columbia Valley Credit Union

Board Attendance: Rav Soomal (Chair Person), Toby Barrett, Jo Best, Atma Sandher, Magi Scallion, Graeme Kreiner, John Lush, Shelly Wadden & Lucille Hayward

Absent: Bob Munro and Treena Coney

Marketing Executive: Joanne Sweeting

Staff: Rachel Wilde, Andrew Brown

	MOTION / ACTION	1 ST	2 ND	CARRIED	ACTION
1.	Call to Order & Welcome.				
2.	<u>Motion:</u> To approve the agenda.	Magi	Toby	ALL	
3.	Review the action points from the December 14 th board meeting. <ul style="list-style-type: none"> All complete 				
4.	<u>Motion:</u> To approve and sign off the minutes from the December board meeting.	Magi	Toby	ALL	
5.	Review of the updated short-term rentals policy. Rav gave a brief overview and reiterated that as board of directors we should have a Tourism Golden policy for short-term rentals. Joanne circulated the original Tourism Golden policy and then explained the recent changes made. Rav reminded the board that we have to take into account the view of our largest supporters which are MRDT collectors and these want to see a level playing field. Lucille queried the last paragraph as she felt it was ambiguous. Joanne said she would include some examples to add some clarity. Magi suggested some rewording to the last sentence. A page of recommendations for short-term rentals would be included. Graeme commented that we should consider holding off on our position until the Town's proposal is defined. Rav replied that we should define our policy now and have this ready for when the Town releases theirs. Atma commented that we should be very clear on our short-term rentals position and present this to the Town sooner rather than later. Rav commented that we should formally request the Town's own policy for review before it is presented to council. This will allow us to have input. Joanne to request that Tourism Golden reviews the Town's policy for short-term rentals and that we have at least two weeks to review before presenting to council. Joanne will reword the Tourism Golden policy wording based upon the various comments.				Joanne
6.	Discussed stakeholder communication and engagement. Joanne spoke about how the November gathering had a low				

	<p>attendance rate and was concerned about this. Joanne asked the board why they thought the engagement was low and whether we should we should change our format for stakeholder gatherings. Magi replied that she feels like it is a pat on the back when people don't show as they are happy with what we are achieving. John commented that it might be better to incorporate gatherings into an industry session where businesses can have the opportunity to talk about their own services and news. Joanne suggested that it could partner with the Chamber of Commerce and make it a business awareness collaboration. A pre-season gathering would give us the opportunity to talk about the Visitor Centre. Graeme suggested an initiative like some free advertising. It was agreed that the AGM would be solely a Tourism Golden event.</p>			
7.	<p>Discussed comments from Vagabond lodge regarding website listings. Comments received: <i>"as someone who does collect 2%, I feel we should get a comp listing. I brought this up a number of years ago while I was a director and I feel it may be time to revisit this. We are the ones collecting the money...I would think this may be a good payback. I get a free listing with Kootney Rockies as well as a special listing too with them."</i> Magi commented that giving a free listing to MRDT collectors would not be fair on activity operators as they would never get a free listing when many spend a lot of money with Tourism Golden and attract tourists. Rav commented that it would be an unfair stance. It was agreed that our position on website fees would be remain and we would continue to charge all stakeholders for all website listings.</p>	Toby	Atma	ALL
8.	<p>Andy gave an overview of the 2018 Free Ride World Tour. The event is planned between the 3rd to 9th February to allow for a good weather window. Athletes will arrive in Golden on 1st February. Whitetooth Brewing Company are launching a limited release beer for the event. Media will arrive on 2nd February. Tourism Golden will be hosting a welcome reception. The bib draw will also be held. Invitations will be sent out in the next few days along with the list of events. Following the event there will be a prize ceremony at KHMR. Award ceremony will be held in town, plus the after event party. Andy is currently working with various media leads. Magi has been contracted by FWT to organize some of the community events. Some athletes will be staying in Golden after the event.</p>			

	<p>Various activities will be available to them.</p> <p>Tourism Golden has a dedicated web page for FWT.</p> <p>Toby commented that the official dinner will at the Whitetooth Grill. There will also be an after event party on the Saturday.</p> <p>The race will be visible. The contest village will be accessible to skiers/snowboarders only.</p> <p>Joanne, asked Toby to provide some event verbiage.</p> <p>Atma asked whether the local paper be involved. Toby replied that he will be placing an advert in the Golden Star next week about the event. Atma asked whether there are any brochures for the event. Toby replied that it is in the 2018 KHMR resort guide. Joanne commented that it is in the 2018 Travel Planner.</p> <p>Andy commented that he has emailed the Golden Star about writing a story about the event.</p> <p>Toby commented that the event coverage is huge, with video footage being produced and lots of social media activity. KHMR will have a huge global stage during the event and it will provide long term benefits and exposure for Golden.</p> <p>Magi asked if there will be an after event report.</p> <p>Andy replied that we will have a media report. There will also be various website and social media analytics.</p>				Toby
9.	Meeting adjourned at 2.00 pm.	Magi	Atma	ALL	

Minutes approved as presented above.

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