

Board Meeting Minutes
February 8th, 2018
1 pm to 3 pm
Location: Columbia Valley Credit Union

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

Absent: Treena Coney

Marketing Executive: Joanne Sweeting

Staff: Rachel Wilde

	MOTION / ACTION	1 ST	2 ND	CARRIED	ACTION
1.	Call to Order & Welcome.				
2.	<u>Motion:</u> To approve the agenda subject to an in-camera session being added to the end.	Atma	Bob	ALL	
3.	Review the action points from the January 11 th board meeting. <ul style="list-style-type: none"> • All complete 				
4.	<u>Motion:</u> To approve and sign off the minutes from the January board meeting.	Magi	Atma	ALL	
5.	Reviewed the updated short-term rentals policy. Joanne made the amendments as per the discussions at the last board meeting. Joanne gave an overview of the changes made. It was agreed upon that once we know the provincial regulations the current short-term rental policy will be reviewed again. Joanne contacted DBC about the recent Province and AirBnB announcement. They confirmed they have not been given any information from the government. Rav commented that he feels like the Province have listened to us but have not relayed the exact changes to PST and MRDT as yet. Joanne commented that we need to see how this affects MRDT renewals as this could be a major issue when collecting signatures. Joanne and Rav met with Doug Clovechok and discussed the issues with him. He was very understanding and would take it forward to the next Government session.				
6.	Discussed the trade war between Alberta and B.C. Rav commented that we should watch this issue to see if any accommodation cancellations occur. DBC are working on a strategy if this issue becomes problematic and affects tourism.				
7.	Reviewed the revised 2018 budget. Joanne gave an overview of the changes. A 2017 carry forward of \$80,000 is expected. Website: Some website development to enhance our mobile site as more website visitors are using this medium.				

	<p>Photography and videos: Extra funds to increase our library of images.</p> <p>Digital Marketing: Increased to allow for more RTB bidding.</p> <p>Print advertising: To allow for potential print adverts and earned editorials that are too good to be missed.</p> <p>Consumer shows: Reduced as we are not attending wedding shows this year. A RTB campaign will be ran for weddings instead.</p> <p>Social Media: Increased for snowmobile content.</p> <p>Media and PR: Increased as we are hosting a GoMedia fam trip. Attending Canada Media Marketplace in San Francisco.</p> <p>Fulfillment: Reduced as the Chamber of Commerce no longer needs to do visitor services or the Travel Planner mail outs for us as this is now done by Visitor Services.</p> <p>Research: A slight increase for the STR destination trends report price change.</p> <p>Computing office and equipment: A new server is required as our video and photo libraries are taking up huge amounts of space. Will be replaced with a small business system that allows for multiple hard drives to be added and faster speed.</p> <p>Rent: Reduced as we no longer use Golden Transfer for additional storage.</p> <p>Rav asked whether the current amount assigned to Festival and Events is enough. Joanne stated that this is more of a strategic discussion and should be discussed at the Strategic planning meeting for 2019.</p> <p>Rav commented that free accommodation is a big ask for businesses and so maybe we should budget for accommodation costs. This will be revisited during the summer strategic planning meeting.</p> <p>Atma asked about branded jackets for the board. Rav commented that he doesn't need any recognition. Joanne commented that it is a large spend.</p> <p>Rav commented that we should revisit this item. Joanne suggested we wait until the year end and see how much is actually carried forward.</p>			
8.	<p><u>Motion:</u> To approve the revised 2018 budget.</p>	Atma	Magi	ALL

9.	<p>Discussed the 2018 AGM.</p> <p>Joanne suggested that during the AGM that we present the PRIZM marketing segmentation report. DBC are interested in attending to present along with Align Consulting.</p> <p>Proposed date May 3rd or 4th.</p> <p>Rav commented that May is a good time. Estimated time is 3 hours. It was agreed May 3rd at 1 pm. Location will be decided upon.</p>				
10	<p>Discussed stakeholder declarations for advertising with Tourism Golden. We have a stakeholder who has stated that they are collecting PST and MRDT but the Ministry have confirmed that they are not.</p> <p>It was agreed that we go back to the stakeholder and inform him that the province have stated you are not collecting and request him to send remittance advices.</p> <p>Lucille commented that we should not be complicit in tax fraud.</p>				
11	<p>There were no questions about the last Manager's Report.</p>				

12	<p>Round the table:</p> <p>Rav: Thanked staff for the Freeride World Tour efforts and how well Golden was promoted.</p> <p>Toby: Spoke about the Freeride World Tour and how well it went. The exposure was phenomenal. Atma asked if it will be held next year. Toby replied that it is in discussion. Freeride World Tour organizers have commented that they will like to talk about a 3 year contract. They commented how smooth it was. Toby thanked the whole team for their support. Peak Performance are here for 2 weeks and shooting their catalogue for next year here.</p> <p>KHMR social media has more than double in the last week. John asked about footage. Joanne and Toby confirmed that we have all the B-Roll.</p> <p>Bob: A great job on the Freeride World Tour. Received lots of positive comments from guests.</p> <p>Atma: Freeride World Tour was fantastic for Golden. The event at the Civic Centre was good and he had a good night. Freeride World Tour athletes really enjoyed the welcome reception.</p> <p>Magi: Golden Snowmobile Club are up 2% to date compared to last season. Membership numbers have increased compared to last season.</p> <p>Graeme: More Europeans visitors are pre-booking at the RV park. Golf group bookings are looking good.</p> <p>John: Summer bookings are coming in like crazy. Surprised that not many late winter bookings with the epic snow conditions. John asked Magi if the snowmobile day ticket sales have increased. Magi replied that it is the same as last year. Graeme commented on how long trains stoppages are on the track going towards KHMR.</p> <p>Bob, stated that their needs to be funds for a bridge over the track line. Bob suggested lobbying the Government about changes to the tracks. Joanne stated that it is probably a MOT issue and is a very complex one that would need to be approached with care. Bob suggested that we table the issue for the next board meeting.</p>				
	Meeting adjourned at 2.30 pm.	Magi	Bob	ALL	

Minutes approved as presented above.

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