



**Board Meeting Minutes**  
**March 8<sup>th</sup>, 2018**  
**1 pm to 3 pm**  
**Location: Columbia Valley Credit Union**

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

**Absent:** Jo Best and Graeme Kreiner

**Staff:** Rachel Wilde, Andrew Brown and Alycia Weir

	MOTION / ACTION	1 <sup>ST</sup>	2 <sup>ND</sup>	CARRIED	ACTION
1.	Call to Order & Welcome.				
2.	<u>Motion:</u> To approve the agenda	Atma	Toby	ALL	
3.	No action points from the February 8 <sup>th</sup> board meeting to review.				
4.	<u>Motion:</u> To approve and sign off the minutes from the February board meeting.	Toby	Atma	ALL	
5.	<p>Discussed the 2018 provincial budget proposed changes to MRDT.</p> <p>Rav gave an overview of the proposed changes and spoke about a meeting that Joanne was present at yesterday at the BCDMOA where the proposed MRDT changes were discussed in detail. During this meeting, it was discovered that there will be no cap on the amounts used for affordable housing so theoretically all our marketing funds could disappear. It was asked that DMO's support the proposal for the BCDMOA, TIABC and the BCHA to hire a government representative firm to advise and provide tools for DMOs and stakeholders to lobby on the MRDT fund usage issue. In order, for this to happen DMO's would need to provide funds. The funds would range from \$1,000 dollars to \$5,000 depending on the DMO financial size.</p> <p>Magi was supportive of giving funds as she believes it is a worthwhile cause and that we should be proactive.</p> <p>Toby commented on how ridiculous it is to redirect tourism funds into affordable housing.</p> <p>Treena would like more information.</p> <p>Lucille commented that there is no other organisation to represent the DMO's and we should support lobbying and moving forward to support BCDMOA, TIABC and the BCHA to hire a government representative by providing the required contribution.</p> <p>Shelly commented that there will always be some sort of marketing funding available. Rachel and Andy both explained that we have no guarantee of levels and gave an overview of the different tourism models.</p> <p>Bob, suggested getting all the DMO's together for a meeting with the Ministry rather than hiring a firm to lobby that will cost a lot of money.</p> <p>Rav is split on the issue as he would like more information and some figures.</p>				

	Bob, would also like more information before we commit. It was agreed that we would assign funds, subject to the board being provided with more information from Joanne and then the board would make an electronic motion on the issue.				
6.	<u>Motion:</u> To approve assigning up to \$5,000 subject to the board being provided with more information in order for them to make an informed decision. The board will then make an electronic motion on providing final funds.	Bob	Atma	ALL	
7.	<u>Motion:</u> To write and encourage all DMO's to write directly to the ministers of Finance and TAC with our concerns as DMO's. To write to the council for the Town of Golden, Director Cathcart for CSRD 'Area A', MLA and MP asking for them to write directly to ministers in support of our concerns.	Magi	Toby	ALL	
8.	Bob discussed the issues with the bridge to KHMR, along with the trains going over the tracks that lead to road delays. He added that the access to KHMR is a safety issue and the government should be looking at widening the KHMR bridge and building a bridge over the rail tracks. He feels Tourism Golden should lobby the government and get the community involved with this issue. Rav commented that we need to decide whether this is in our mandate to get involved with infrastructure issues. Bob feels it affects tourism and Toby agreed. Toby commented that the request for change has to come from somewhere and we should lead on this. Rav commented that Joanne has been invited to a special town of Golden infrastructure meeting tomorrow. Bob would like to make a motion to write to the Town of Golden and the 'CSR D' to make changes to the bridge to KHMR and the access over the CPR line to improve the infrastructure and safety. It should be requested that the Town of Golden forms a committee to look at this issue and Tourism Golden must be part of the committee.				
9.	<u>Motion:</u> To write to the Town of Golden, and CSR D 'Area A' to request changes to the bridge to KHMR and the access over the CPR line to improve the infrastructure and safety. The letter should also request that the Town of Golden forms a committee to look at this issue and Tourism Golden must be part of the said committee.	Bob	Toby	ALL	
10	Discussed the 2018 AGM including venue, board seat renewals and appointment of the nomination committee. The AGM will be held 3 <sup>rd</sup> May, 2 pm to 5 pm at the Island. Guest speakers will be Align Consulting and Destination BC. 2018 Director seats up for renewal are: Area 'A' Accommodator – John Lush Town Accommodator – Rav Soomal and Bob Munro Tourism Operator – Graeme Kreiner General Accommodator – Atma Sandher				

11	<p><u>Motion:</u> To form the 2018 Nominating committee. Committee members are: Toby, Magi, Treena and Lucille.</p>	Atma	Shelley	ALL	
12	<p>Discussed the new proposed taxes on properties that are owned by people out of province. Rav spoke about the issue. So far, this has been isolated to a few areas and does not include Golden. Shelley commented how after the tax was imposed in Nanaimo, people purchased in other areas that did not have the tax. Bob commented how he could see why the tax should be applied in larger communities where a lot of off-shore purchases occur and that is unfair to tax Canadians. Bob, asked Toby what RCR's position was and he replied that the ski industry is not supportive as it is a threat to tourism. It decreases interest in investments at ski resorts and affects consumer confidence. Rav commented that a lot of Albertans have houses in BC but not the other way round. Rav suggested that we should table this item until the next meeting to allow the board more time to think about this issue. Toby asked if this issue has come up at the BCDMOA that Joanne is currently attending. Rav said he would ask Joanne.</p>				Rav
13	<p><u>Roundtable:</u> <u>Treena</u> February saw a 20% increase on last year. January was a little down. The Prestige are campaigning for JoeAnna's house. Fundraising is going to occur with BBQ's and various other events. An anonymous donor has offered \$2 for every \$1 raised. Treena will be sending emails out about this. JoeAnna's house is a great benefit for the Golden community as it provides accommodation for those people who need to have travel to have medical treatments. March and April are looking like the same as last year. <u>Bob</u> March is looking good. Overall a good winter season. <u>Lucille</u> January and February were both up on last year. 60-70% of summer is booked already. <u>Magi</u> Snowmobiling numbers were down for February, although Quartz numbers have increased. Hoping for a better March as two events are happening and this should bring more visitors. Grant received for West bench improvements. <u>Toby</u> John asked about the Epic pass that RCR is now part of. Toby replied that it is great news that KHMR is now part of the Epic pass program as it competes with the Ikon pass. For the past 2 years RCR has been a Max Pass member and this has not</p>				

<p>been renewed. Epic pass holders will qualify for a number of day passes at RCR and Vail Resorts. It has a bigger reach than the max pass.</p> <p>Rav asked what the benefits are to Kicking Horse pass holders. Toby replied, 50% off Vail Resorts. The pass should increase KHMR season pass sales and visitors from other resorts.</p> <p>Epic pass gained Whistler two years ago and so this is very positive to the resort.</p> <p>There should be a spin-off to the summer and local economy.</p> <p>Bob asked about the Rudi's Bowl tenure application.</p> <p>Toby replied that the tenure process is still on-going. But is expecting a positive outcome.</p> <p>Toby spoke about the current Wrangle the Chute event that is going on. Over 100 folk have shown up to compete that are not registered and so these are currently being dealt with, with the hope that some will get to compete.</p> <p>The spin-off from the Freeride World Tour are already being seen.</p> <p>Bank Slalom event going on next weekend in Bowl Over.</p> <p>Summer pricing is confirmed and will be distributed before the end of the winter season.</p> <p><u>Shelly</u></p> <p>New website being launched during April and this will be a vast improvement on the current site.</p> <p>Working with Elora Braden for a series of videos to promote working and living in Golden. These videos will be rolled out next week.</p> <p>Awaiting to hear back from CBT about some funding for various projects.</p> <p><u>Atma</u></p> <p>January was slow but February is ok. Enquires coming in for summer from tour operators. Looking similar to last year.</p> <p><u>Alycia</u></p> <p>Currently hiring staff, with a lot returning. Visitors asking about summer activities already.</p> <p>Received a few winter camping enquiries.</p> <p>Atma asked opening days. Alycia replied that the centre will be open May long weekend and then June till the end of September.</p> <p>Double Black café are the new kiosk vendors. One year contract with a first refusal on second year.</p> <p><u>John</u></p> <p>Tracking for summer looking very good. The good snow year should result in a good winter for next year.</p> <p><u>Rav</u></p> <p>Historically, bus tours were always a big base for the summer but these are now being capped resulting in less bus tours and higher rates are being charged.</p> <p>94% occupancy in February.</p>			
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	Meeting adjourned at 2.30 pm.	Bob	Atma	ALL	

Minutes approved as presented above.

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