

Board Meeting Minutes
December 9th, 2020
1 pm to 3 pm
Location: Virtual Meeting using Zoom

Board Attendance: Atma Sandher (chair), John Lush, Cam Dawes, Suk Dhasi, Jo Best, Lucille Hayward, Graeme Kreiner, Treena Coney and Ryan Johannsen

Absent: Toby Barrett and Brandy Beliveau

Staff: Joanne Sweeting, Andy Brown and Rachel Wilde

	<u>MOTION / ACTION</u>	<u>1ST</u>	<u>2ND</u>	<u>CARRIED</u>	<u>ACTION</u>
	Call to Order & Welcome at 1:00pm				
1.	<u>Motion:</u> To approve the agenda	Jo	Ryan	ALL	
2.	Review the action points from the November board meeting. <ul style="list-style-type: none"> • No action points 				
3.	<u>Motion:</u> To approve and sign off the minutes from the November 18 th Board Meeting.	Jo	Suk	ALL	
4.	Update from Finance Committee. No questions or concerns.				
5.	Update from Stakeholder Committee. Atma is trying to get hold of Mike Dhami and will report back to the committee.				
6.	Update on short-term rentals. Third and final reading on the STRs took place and was passed at the last council meeting. Joanne connected with Phil Armstrong about the next stages of implementation. The Town of Golden will produce some educational pieces and will start on enforcement in the new year.				
7.	Reviewed the 2021 draft annual plan. Joanne gave an overview of current financial position and key objectives from our current five year plan. Industry suggests that recover will be around fall 2021. Joanne is hoping that Golden's recovery may be sooner. The 2021 proposed budget was presented with the following highlights: Reduced revenues Marketing collateral – Travel Planner will launch in May with a reduced print run. Advertising includes key regional prints and an unallocated amount that can be used as and when opportunities arise. Included a regional TV campaign for the Getting to Golden project that focuses on travel during the KH Canyon project. Consumer shows - budgeted for the Calgary Adventure show and the Edmonton sled show. Assumed that GoMedia t will go ahead. Stakeholder relations budget includes an amount for an education piece that will focus on the 5 year renewal. Research, this includes Telus Insights. 2020 budget, year 1 was approved. Would like approval for year two for 2021. Telus insights will provide us with visitor data that we have not been able to gather before. This will ensure that we are targeting				

	the correct people. A line item has been added for destination development.				
8.	<u>Motion:</u> To approve as presented the 2021 budget	John	Jo	ALL	
9.	<u>Motion:</u> To release the \$46,000 allocated in 2020 for the Telus Insights project into the 2021 budget.	John	Jo	ALL	
10.	Discussed the investing in Canada infrastructure program and COVID-19 Resilience Infrastructure Stream. We were not approved for the Enabling Accessibility Fund to create accessible gender neutral bathrooms at the VC. The new Investing in Canada Infrastructure Program could be an alternative source of funding for the bathroom changes. Joanne would like to submit an application and will be based on an estimate for the bathroom changes.				
11.	<u>Motion:</u> To submit an application for the investing in Canada infrastructure program and COVID-19 Resilience Infrastructure.	John	Jo	ALL	
12.	Questions on Managers report. None.				
13.	Round table: <u>John</u> Confused on how to move forward with bookings and the upcoming reservations. Board members discussed this topic with no real advice. John thanked Joanne for the information that is being communicated. <u>Jo</u> Similar position to John. Receiving cancellations into January. <u>Ryan</u> Running online Avalanche courses. The snowmobile parks lots are packed with out of province plates. <u>Suk</u> Dealing with Covid issues. Advises visitors to look at the health order before travelling. <u>Cam</u> A lot of unknown information and is directing folk to the provincial health order. <u>Graeme</u> Off season right now. Hoping that 2021 will be similar to 2020. <u>Atma</u> Numbers are down but people are still booking. Not many walk-ins.				
	Meeting adjourned at 2.25 pm	John	Jo	ALL	
	Signed: _____ Print Name: _____ Date: _____				