



**Board Meeting Minutes
December 18th, 2009
Tourism Golden Office
3 pm– 5 pm**

Board Attendance: Les Margetak, Atma Sandher, Joanne Sweeting, Ruth Kowalski, Alison Amos-Maclsaac

Staff: Miro Micovsky, Tom Guerquin

Regrets: Troy Hudson, John Lush, Michael Dalzell, Catherine Wilson and Gary Frey

NB: We need six board members to have an official meeting, with only five board members present this was an unofficial board meeting.

Old Business

1. Economic Impact Survey

- Will start with Heli-Skiing and Cat Skiing
- Paradigm Consulting will be putting the study together (same company that did snowmobiling study)
- Already started talking with Greg Porter from Great Canadian Heli Skiing – he is excited about study

New business

2. Winter marketing

- Create a one page flyer featuring discounted accommodation for groups of 4 – 10 people
- This will target younger clientele, and stress the affordability
- This flyer will be distributed in VueWeekly (Edmonton weekly newspaper) and Fast Forward Weekly (Calgary weekly newspaper) as inserts, weekly for eight weeks from late January to mid March.
- This project has been successful in Jasper with Edmonton crowd.
- The focus of the message will be around skiing – possible partnership with KHMR
- One side will have accommodation listings that participate in the project. Their group rates, contact info, picture, type of accommodation, ...
- The other side will have info on TG. Also create a tie with Golden and KHMR.
- Mention the weekly videos that will appear on our website and YouTube.

3. Marketing project with local restaurants

- Create a Golden Dining Guide with a listing of local restaurants and their menu.
- Similar look to the Travel Planner, but a quarter of the size, with the left page a profile of the chef and the right page their menu, photos, and contact info.
- To be out beginning of May.

Other

4. Around the table update

5. Next board meeting date proposal: January 2010

6. Adjournment: 4:05 PM