



**Board Meeting Minutes  
July 23, 2009  
Prestige Mountainside Resort  
3 pm– 5 pm**

Board Attendance: John Lush, Alison Amos-Maclsaac, Ruth Kowalski, Joanne Sweeting, Troy Hudson, and Catherine Wilson

Staff: Miro Micovsky, Tom Guerquin

Regrets: Les Margetak, Atma Sandher, Michael Dalzell, Gary Frey

1. Welcome and Introductions

Motion: Alison moved to begin meeting at 3:10pm, 2<sup>nd</sup>: Joanne, carried

2. Approval of Agenda

Motion: Alison moved to approve agenda as presented, 2<sup>nd</sup>: Ruth, carried

3. Approval of the minutes from June board meeting (June 25<sup>th</sup>, 2009)

Motion: Alison moved to approve the minutes, 2<sup>nd</sup>: Troy, carried

**New Business**

4. Resignation of Lynn Heaton, President of Tourism Golden

- Lynn sent resignation email to Alison.
- Catherine suggest a comp stay at any Prestige hotel in BC as a Thank you/Going away gift
- John as representative of Floating accommodators suggested filling position of Frontcountry accommodators' representative, thus opening the vacant position to all accommodators rather than just front country accommodators.

**Action:** Send an email to all front country accommodators for anyone interested in representing front country accommodators on the board of directors for Tourism Golden

**Action:** Send a courtesy email to all after a board of directors president is elected

**Motion:** Ruth moved to accept Lynn's resignation and send an email to front country accommodators to fill Lynn's position, 2<sup>nd</sup>: John, carried

5. New signing authority

- Add Miro Micovsky with signing authority for Tourism Golden
- The new members with signing authority will be: Miro Micovsky, John Lush, and Ruth Kowalski

**Action:** Grant signing authority to Miro Micovsky at Columbia Valley Credit Union

**Motion:** Ruth moved to remove Lynn Heaton and grant Miro Micovsky signing authority, 2<sup>nd</sup>: Alison, carried

6. Central Reservation System on TourismGolden.com

- Before moving forward, Tourism Golden should inquire if there is an interest among TG partners to include central reservation system on TourismGolden.com

**Action:** Send out an email to Tourism Golden partners to see whether they would like to see a central reservation system through TourismGolden.com

**Action:** Joanne will provide Tourism Golden a 'cheat sheet' on what is entailed for a central reservation system to educate our partners and the next steps involved.

#### Old Business

#### **7. Line of credit application**

- Application was processed at Columbia Valley Credit Union and waiting for funds

**Action:** Ruth will follow up with Columbia Valley Credit

#### **8. Contest insurance**

- Awaiting responds from Falkins Insurance whether Tourism Golden's commercial insurance will cover the trip, if not, Tourism Golden will purchase additional insurance if possible.

#### **Financial report**

- Financial report includes numbers up to June 30<sup>th</sup>, excluding revenue from hotel tax for May

**Action:** Tom will follow up with credit card application

**Motion:** Ruth moved to approve Financial report, 2: John, carried

**Motion:** Joanne moved for Tourism Golden to write a letter to 180 Sports asking for full payment (\$4,586.40) by August 7<sup>th</sup>, 2009, if payment is not received by that date, take 180 Sports off TourismGolden.com and will not be able to participate with any future Tourism Golden advertising as well as proceed with legal action (send letter through registered mail), 2: Troy, carried

**Action:** Tourism Golden will write a letter to 180 Sports mentioning the motion made above by Joanne.

#### Marketing

#### **9. 2010 Travel Planner**

- Tourism Golden sent out media kit to partners for new 2010 Travel Planner. Deadline for signup with 50% of payment is due August 7<sup>th</sup>, 2009.

#### **10. Summer Campaign**

- Winner, David Harris from Campers Village in Edmonton, was picked and is coming Aug 12-16<sup>th</sup>

#### **11. Billboards**

- Winter billboards will be focused around Powder Highway message, with 50% of payment from Kootenay Rockies Tourism (including design, production and billboard rent)

#### **12. Media Updates**

N/A

#### **13. Bike Map**

- 4,190 copies of 2008 Bike Trail Map were distributed to Whistler Question newspaper (Whistler) as inserts.
- 17,000 copies of 2009 Bike Trail Map were distributed to Fast Forward Weekly newspaper(Calgary) as inserts

**Action:** Troy will research upcoming bike races across BC & Alberta for distribution

#### **14. Backcountry map**

**Action:** Miro will send Backcountry Map for comments to Alpine Club of Canada and Glacier and Yoho National Parks.

#### **13. Website Updates**

- Month of June TourismGolden.com had 7,498 Visits, 5,846 Absolute Unique Visitors, 51,655 Pageviews, 6.89 Average Pageviews, 00:05:36 Time on Site, 24.98% Bounce Rate, 72.98% New Visits

#### **14. Snowmobile Survey**

- The snowmobiling impact survey is almost complete, awaiting results.

**15. Kicking Horse Rest Area sign**

- Kicking Horse Rest Area sign is up with wooden box for Travel Planners
- Next step is to landscape the area and put up winter graphics.

**16. Accommodation Welcome Videos**

- Two accommodation videos are up on TourismGolden.com: Auberge Kicking Horse B&B and Rocky Mountain Cabins. Need for additional improvements for both videos.

Other

**17. Kicking Horse Mountain Resort update**

N/A (Michael was away)

**18. Around the table update**

**19. Next board meeting date**

- August 27<sup>th</sup>, 2009

**20. Adjournment**

**Motion** Alison moved for adjournment, 2<sup>nd</sup>: Catherine, carried

**Action List from July 09 Board Meeting**

Subject	Action	From	Deadline	Responsibility	Result
Resignation of Lynn as President from TG Board of Directors	Send an email to all frontcountry accommodators for anyone interested in representing frontcountry accommodators on the board of directors for Tourism Golden	July 23, 2009	ASAP	Tom / Miro	
New president for TG Board of Directors	Send a courtesy email to all after a board of directors president is elected	July 23, 2009		Tom / Miro	
New signing authority	Grant signing authority to Miro Micovsky at Columbia Valley Credit Union	July 23, 2009	ASAP	John, Ruth, Miro	
Central Reservation system on TourismGolden.com	Send out an email to Tourism Golden partners to see whether they would like to see a central reservation system through TourismGolden.com	July 23, 2009	ASAP	Tom / Miro	
Central Reservation system 'cheat sheet'	Joanne will provide Tourism Golden a 'cheat sheet' on what is entailed for a central reservation system to educate our partners and the next steps involved.	July 23, 2009	ASAP	Joanne	
Line of credit	Ruth will follow up on status	July 23, 2009	ASAP	Ruth	Approved and

\$15,000					\$15,000 added to account
Credit Card application	Tom will follow up with credit card application	July 23, 2009	ASAP	Tom	Newer form needs to be filled out by signing authority with 2 years of financial records and Not for Profit status papers By Aug 7th
Outstanding debt from 180 Sports	Tourism Golden will write a letter to 180 Sports asking for full payment (\$4,586.40) by August 7 <sup>th</sup> , 2009, if payment is not received by that date, take 180 Sports off TourismGolden.com and will not be able to participate with any future Tourism Golden advertising as well as proceed with legal action (send letter through registered mail)	July 23, 2009	ASAP	Tom / Miro	
2009 Bike Map distribution	Troy will research upcoming bike races across BC & Alberta for distribution	July 23, 2009	ASAP	Troy	
Backcountry Map	Miro will send Backcountry Map for comments to Alpine Club of Canada National Parks.	July 23, 2009	ASAP	Miro	