

NORTHERN BRITISH COLUMBIA TOURISM ASSOCIATION
2002 Annual General Meeting
Saturday, October 19, 2002 – Smithers, British Columbia

MINUTES

1. Call to Order - 10:50 am

2. Minutes of the 2001 Annual General Meeting

MOTION: That the minutes of the 2001 Annual General Meeting be accepted as circulated.
Moved by *Tim Bell* and seconded by *Cheryl Kelley* CARRIED

3. President's Report

Shaun Stevenson presented his report, speaking specifically to the issues of our improving financial situation and our ability to effectively impact the marketplace in the future. He commended staff for the development of new and innovative marketing tools, but expressed a concern over the erosion of BC's tourism infrastructure. He finished by indicating that the board of directors will explore the opportunities to increase our efforts to advocate on behalf of tourism issues in Northern BC.

MOTION: That the President's report be accepted as circulated.
Moved by *Ken Veldman* and seconded by *Glen Saunders* CARRIED

4. Executive Director's Report

Dan Stefanson spoke briefly to his report focussing on the re-launch of the official Northern BC web site as both a planning tool for consumers and as a communication tool for the membership. He indicated the need for the Association to better engage members in the planning and development of the regional strategic marketing effort and expressed that opportunities and demand for Northern based tourism are high. He made a special note of thanking the staff for their dedication, efforts and loyalty to the Association.

MOTION: That the Executive Director's report be accepted as circulated.
Moved by *Greg Meredith* and seconded by *Alan Forsdick* CARRIED

5. Treasurer's Report

Bonnie McCreary spoke briefly to the audited financial statements indicating the progress that has been made to significantly reduce administration costs until such time as the financial health of the organization improves. She charted our progress towards the elimination of our long term debt as per the membership approved debt reduction plan and further indicated that we must make every effort to ensure that all marketing programs are delivered at no net cost to the association. Significant questions were directed from the floor with the board clearly expressing that difficult short term decisions were required to ensure that in the long term the Association would be in a strong financial position and able to maximize our participation and effectiveness in the marketplace.

MOTION: That the FY2001-02 audited financial statements be accepted as circulated.
Moved by *Dutes Duthiel* and seconded by *Ken Veldman* CARRIED

6. Bylaws Report

Ryan MacIvor presented the board recommended changes to the Association's bylaws. He indicated that the recommended changes were those that were deemed urgent to the efficient operations of the Society or were associated with the member directive provided at the 2001 AGM regarding our election process. He also indicated that the board has agreed to undertake a comprehensive Constitution and Bylaws review for presentation and approval at the 2003 Annual General Meeting.

MOTION: That the bylaws of the Association be accepted as duly circulated to the membership of the Northern BC Tourism Association.
Moved by *George Phillips* and seconded by *Mary Ellen Marshall*

MOTION: That the bylaws be further modified to reflect gender neutral language.
Moved by *Kelley Glazer* and seconded by *Cheryl Kelley* CARRIED

MOTION: That the bylaws of the Association be accepted as duly circulated to the membership of the Northern BC Tourism Association and as modified per the previous motion.
Moved by *George Phillips* and seconded by *Mary Ellen Marshall* CARRIED

7. Membership Report

Shaun Stevenson called Dawn-lisa Sethen, Director of Marketing forward to present the board recommended changes to our membership structure. Dawn-lisa commented on the need to simplify our system and have members pay annual rates more appropriate to actual nature of benefits received. It was noted that implementation of this fee structure would be cost neutral if there was no change in the number or make-up of our membership, but it was clearly indicated that the new structure would allow the association to be more successful in the recruitment of new members.

MOTION: That the membership structure of the Northern BC Tourism Association be accepted as duly circulated to the membership of Northern BC Tourism and that the change be effective immediately, and from this point forward only.
Moved by *Erminio Pucci* and seconded by *Glen Saunders* CARRIED

8. New Business

MOTION: That the Board of Directors adopt the following concept and come back to the membership with an implementation proposal by April 1st, 2003.

That the location of the Northern BC Tourism Annual General Meeting and Convention be rotated amongst three regions – northwest, central and northeast, and further that specific minimum criteria regarding the capacity to host such an event be established and further that the successful proponent still be chosen by the membership at the Annual General Meeting leaving open the option for either a competition process within the sub-region or an agreement process within the sub-region and if a region does not submit a bid that board may allocate the

location at their discretion. That the implementation proposal will primarily address capacity criteria and the definition of the three sub-regions and the initial location of the launching of the rotation.

Moved by *April Moi* and seconded by *Marilyn Howard*

CARRIED

MOTION: That the Board of Directors review and clearly articulate the Association's roll with respect to tourism advocacy and that at the minimum we strongly support the advocacy efforts of other groups, such as the Council of Tourism Associations, who advocate on our behalf.

Moved by *Ken Veldman* and seconded by *Jack Hooper*

CARRIED

9. Registrar's Report

Fifty – One (51) Voters Registered

10. Election of Officers

Nominations Received:

Present : Alan Madrigga, Alan Forsdick,

Not Present: Annalee Davis, Todd Doherty, Dieter Schwetz, Doug Donaldson, Tracy Boychuk

From Floor: Tim Bell

The membership voted with the following results:

Alan Madrigga – Two Year Term, Fraser Fort George Regional District

Dieter Schwetz – Two Year Term, Peace River Regional District

Annalee Davis – Two Year Term, Kitimat Stikine Regional District

Alan Forsdick – Two Year Term, Bulkey Nechako Regional District

Tim Bell – Two Year Term, Director at Large

MOTION: To destroy the ballots

Moved by *Erminio Pucci* and seconded by *Ryan MacIvor*

CARRIED

11. Meeting Adjourned - 1:05 p.m.