

Northern British Columbia Tourism Association
BOARD OF DIRECTORS - REGULAR MEETING
April 27th, 2001 – Prince George BC

Present:	Glen Saunders – Chair	Shaun Stevenson
	Cheryl Kelley	Bonnie McCreary
	Maria McGowan	Marilyn Howard
	Vince Prince	Linda Wallace
	Phyllis Gratto	Carrie Collingwood
	Dan Stefanson – Staff	Tetcha Simmer – Staff

Absent: Barb Rowsell

1. Call To Order

9:20 am

2. Minutes of the Previous Meeting

MOTION: To approve the minutes of the Board of Directors Regular Meeting held January 29th, 2001 in Terrace BC.

Moved by Maria and seconded by Cheryl CARRIED

3. Treasurers Report

Un-audited year-end financial statements were distributed and discussed.

MOTION: To write-off as bad debt those administrative accounts receivables as recommended by Bonnie McCreary, Treasurer.

Moved by Shaun and seconded by Cheryl CARRIED

MOTION: To have Executive Committee consider Tourism Partners Program accounts receivables and be given authority to write-off any un-collectable debt.

Moved by Cheryl and seconded by Phyllis CARRIED

MOTION: To accept un-audited administration financial statements as modified and presented.

Moved by Cheryl and seconded by Phyllis CARRIED

MOTION: To accept un-audited Tourism Partners Program financial statements as modified and presented.

Moved by Cheryl and seconded by Linda CARRIED

4. FY2001-2002 Administrative and Supplemental Budget

MOTION: To accept FY2001-2002 Administrative and Supplemental budgets as circulated.

Moved by Bonnie and seconded by Vince CARRIED

5. President's Report

President's report was submitted verbally by Glen Saunders. Glen commented on the executive committee's work on year-end financial statements and FY2001-2002 budget. Additionally, Glen indicated that the Executive prepared and discussed with the Executive Director a letter articulating various board concerns and areas for necessary action and will be monitoring progress towards resolution of outstanding issues.

MOTION: To accept the President's verbal report.

Moved by Bonnie and seconded by Phyllis

CARRIED

6. Executive Director's Report

MOTION: To accept the Executive Director's Report as circulated.

Moved by Bonnie and seconded by Phyllis

CARRIED

7. Business Arising from the Minutes

7.1 Accounts Receivable Report

Covered off in Treasurer's Report (see previous)

7.2 Membership Marketing Package

MOTION: To approve *business to business* and *member referral program* as articulated in the circulated membership packages.

Moved by Shaun and seconded by Cheryl

CARRIED

MOTION: To accept and provide approval to begin public use of the proposed package upon completion of noted changes and any other modifications provided by May 4th, 2001.

Moved by Cheryl and seconded by Maria

CARRIED

7.3 Operational Plan

Operational Plan was discussed and Board indicated the need to have the document separated into four distinct entities: *Organizational Overview*, *Governance Policy*, *E.D. Job Description* and *Business Plan*.

MOTION: To approve (with noted amendments) the detailed Executive Director Job Description.

Moved by Phyllis and seconded by Cheryl

CARRIED

Board directed that an ad hoc committee be formed led by Cheryl Kelley to conduct a comprehensive review of the proposed governance policy and association bylaws. Any recommended changes will be presented at the July Board meeting.

Board directed Executive Director to provide the actual fiscal impact of proposed membership rate structure for discussion at the July Board meeting.

8. New Business

8.1 2001 Travel Guide Report

Report and recommendations for the 2002 Travel Guide discussed. Added to the recommendations were three additional points: increase run size to 125,000, add product request to BRC, attempt to increase product focus in imagery and editorial.

MOTION: To accept and approve (as modified above) recommendations for the 2002 Regional Travel Guide.

Moved by Phyllis and seconded by Cheryl CARRIED

8.2 FY2000-2001 Marketing Summary

Tabled to July Board meeting

8.3 Positioning Statement and Regional Brand

Draft positioning statement and regional brand presented to the board and recommended by Executive Director for approval

Significant discussion ensued regarding the statement and brand and the process followed in its development.

8.4 Annual General Meeting

AGM date set for October 12/13, 2001 in Prince George BC

9. Correspondence

Enclosed in Board Package for review

10. Other Business

No other business

11. Next Meeting Date(s)

Scheduled for July 15/16, 2001 at Northern Rockies Lodge in Muncho Lake BC.

12. Adjournment

MOTION: To adjourn the April 27th, 2001 Northern British Columbia Tourism Association Board of Directors - Regular Meeting.

Moved by Cheryl and seconded by Bonnie CARRIED
