

**Northern British Columbia Tourism Association
BOARD OF DIRECTORS - REGULAR MEETING
April 3, 2003 – Prince George BC**

Present: Alan Madrigga – Chair Ryan MacIvor Linda Wallace
 Kelley Glazer Annalee Davis Erminio Pucci
 Alan Forsdick Tim Bell Tracy Boychuk
 Bonnie McCreary Dan Stefanson – Staff

**Absent with
Regrets:** Shaun Stevenson

1. Call To Order

10:20 a.m.

1.1 Adoption of Agenda

MOTION: That point 3.5 of the circulated agenda be moved to 2.4 and that 5.1 Deh Cho Travel Connection and 5.2 Letter regarding United States consumer resentment of Canadians be added, and further that the agenda be adopted as modified above.

Moved by B. McCreary and seconded by T. Boychuk. CARRIED

1.2 Minutes of the Previous Meeting

MOTION: That the minutes from the Board of Directors Regular Meeting held January 17th, 2003 in Prince George, British Columbia be accepted as circulated.

Moved by R. MacIvor and seconded by T. Bell. CARRIED

Directors clarified that increasing portions of the meeting information packages should be distributed through the web site.

2. Reports

2.1 President's Report

Due to personal circumstances no President's report was provided.

2.2 Executive Director's Report

D. Stefanson referred Directors to his written report and spoke to four key issues - year-end TBC reporting/audit, publication reports (specifically 2003 Travel Guide, Outdoor Adventure Guide and Fishing & Outfitters Guide), recommendation to pursue a three (3) year agreement with Denis & Muntener Advertising to produce the Northern BC Travel Guide (2004-06 inclusive), and finally a recommendations to develop a incentive compensation strategy to provide for Dawn-lisa Sethen to sell the 2004 Travel Guide.

MOTION: That the Executive Director's report be accepted as circulated.
Moved by R. MacIvor and seconded by A. Davis. CARRIED

Board Direction: That the Northern BC Tourism Association prepare and distribute a document for members, which would provide guidance allowing them to become better and more informed advertising buyers. T. Bell volunteered to assist staff in the development of this document

2.3 Financial Report

MOTION: That the YTD financial report be accepted as circulated.
Moved by R. MacIvor and seconded by A. Davis. CARRIED

2.4 FY 2003-04 Financial Plan

The Executive Director provided a detailed presentation on the projected year-end financial situation and the subsequent budget development process. He indicated that the Association is in a position to eliminate our long-term debt at the end of the 2002-03 fiscal year and presented a recommendation around the development of a permanent contingency fund.

After extensive discussion the board recommended the following changes:

1. That revenue estimates for the Annual Convention and the Annual Silent Auction be modified to better reflect our financial requirements of this event,
2. That the budget should be modified to provide a total of \$10,000 for an additional 1/2time staff person dedicated to marketing and fulfillment support,
3. That the contingency fund line be split to reflect both the development of a long term contingency fund and an annual operational contingency,
4. That the anticipated cost of Executive Director recruitment be included in the budget.

MOTION: That the FY2003-04 Financial Plan be accepted and implemented as modified above.
Moved by B. McCreary and seconded by E. Pucci. CARRIED

3. Business Arising from the Minutes

3.1 Constitution & Bylaws

Directors reviewed the final document at length and recommended a number of minor changes or alterations.

MOTION: That the final draft of the Constitution and Bylaws as modified be recommended to the membership for adoption at the 2003 Annual General Meeting.
Moved by T. Bell and seconded by T. Boychuk CARRIED

3.2 Clarification of the AGM Selection Process

The Board clarified that as per the adopted AGM and Convention guidelines, submissions will be presented to the board for review and final selection. Further that the future year's host will be invited to the current year convention to provide a promotional presentation to delegates.

3.3 Annual General Meeting

The Executive Director presented the initial AGM & Convention Report, which was followed by open board discussion.

***Board Direction:** That the AGM and Convention co-chairs and the Executive Director ensure that all vital components of the AGM and Convention – specifically the transportation plan, the accommodation plan, and the budget, be finalized and reported back to the executive committee as soon as possible.*

3.4 Annual Operation Plan

The Executive Director presented the final draft of the Annual Operational Plan for FY2003-04.

MOTION: That the Annual Operational Plan as presented be accepted and implemented.
Moved by T. Bell and seconded by T. Boychuk

CARRIED

3.5 FY2003-04 Financial Plan

See 2.4 Above

3.6 Tourism Prince George Donation

MOTION: That the donation from the now defunct Prince George & Area Visitor Convention Bureau be treated as general administration revenue.

Moved by B. McCreary and seconded by R. MacIvor.

CARRIED

4. New Business

4.1 Nominations Committee Chair

MOTION: That L. Wallace is the Nomination Committee Chair for the 2003 Northern BC Tourism Board of Director elections.

Moved by E. Pucci and seconded by T. Bell.

CARRIED

4.2 Annual General Meeting Chair

MOTION: That K. Glazer and E. Pucci are the Co-Chairs for the 2003 Annual General Meeting and Convention to be held in Masset, British Columbia on September 25-27, 2003.

Moved by B. McCreary and seconded by T. Bell.

CARRIED

4.3 Northern Exposure Awards Chair

MOTION: That T. Boychuk is the Chair for the 2003 Northern Exposure Awards committee.
Moved by B. McCreary and seconded by E. Pucci. CARRIED

4.4 New Funding from the Ministry of Science Competition and Enterprise

The Executive Director presented the details of the Ministry contribution agreement and provided a background on the source of funding. It was noted that this is to be one-time funding and that communication to date had reflected on the need for the funding to create benefits over time, and not be used to develop one-off programs

Board Direction: That the Executive Director solicits industry feedback and ideas and presents to the executive committee an expenditure recommendation plan. Specifically the Executive Director was asked to explore options to allocate a portion of this funding to acquire a new vehicle, which would be used to support in-region development and awareness building.

4.5 Cruise Meeting in Prince Rupert

After reviewing the correspondence, Directors did not recommend that funds be allocated to attend this event. It was noted that various Directors would already be in attendance and they would report back any relevant details and future meetings of the Board.

4.6 Calendar Funding Request

MOTION: That the calendar funding request as included in correspondence be received.
Moved by T. Boychuk and seconded by E. Pucci. CARRIED

4.7 Industry Input Sessions

The Executive Director provided a brief overview of the upcoming Industry Input Sessions and directed Board members to the member information section of the official Northern BC web site for registration and agenda details.

4.8 Year-end Marketing Report

The Executive Director delivered the year-end marketing report and requested that Directors review and submit questions at their leisure.

4.9 Executive Director Resignation

MOTION: That the resignation letter from the Executive Director be received.
Moved by A. Davis and seconded by Tim Bell. CARRIED

MOTION: That A. Madrigga, B. McCreary and K. Glazer are the ad hoc hiring committee, and that they are delegated full authority to recruit and hire an individual to fill the position of Executive Director.

Moved by A. Davis and seconded by Tim Bell. CARRIED

5. Other Business

5.1 Deh Cho Travel Connection

See 4.4 above

5.2 Letter regarding United States consumer resentment of Canada

After open discussion to official action was recommended.

6. Correspondence

Executive Director indicated that urgent and/or actionable correspondence will be include in the meeting information kits, that non-urgent correspondence will be available at meetings for review and that relevant electronic correspondence will be posted on the board internet site.

7. Next Meeting Date(s)

To be held August 21/22, 2003 in Prince Rupert BC at the Crest Hotel

8. Adjournment

MOTION: That the April 4th, 2003 Northern British Columbia Tourism Association Board of Directors Regular Meeting is adjourned.

Moved by R. MacIvor.

CARRIED

Directors Authorization

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