

2.3 Bookkeeper Report

An oral report was given by the bookkeeper, S. Shaw about the state of the financials. S. Show also outlined diligent accounts.

2.4 Financial Report

Given the absence of our Treasurer, the Vice President, B. McCreary provided a brief overview of the YTD financial statements indicating the areas where latest budget estimates had been modified.

MOTION: That the YTD financial report be accepted as circulated.

Moved by D. Barrett and seconded by D. Tucker.

CARRIED

2.5 Accounts Receivable Report

An account receivable report was given indicating members whose accounts are over 90 days.

MOTION: To accept the Accounts Receivable Report as presented.

Moved by V. Olmstead and seconded by R. Proulx

CARRIED

3. Business Arising from the Minutes

3.1 2004 AGM Report

An AGM final report on revenues and expenses was distributed, followed by discussion around the role of the AGM chair, the host community and the CEO and Staff in relation to the AGM and Conference which resulted in the following direction being provided:

- That the CEO, in collaboration with the AGM chair and the host community develop a budget based on the revenue and expense lines of the board approved annual budget,
- The CEO is responsible for ensuring that the business required at the AGM is properly addressed in the agenda,
- The Northern BC Tourism Association staff is responsible for preparation and circulation of all conference packages, promotion and registrations, including receiving payment for registration,
- The Northern BC Tourism staff will be responsible for all areas of the AGM & Conference.
- The host Community will be responsible for all social events.

3.2 2005 AGM Update

Deborah Kulchiski from Tourism Prince George gave the Board of Directors an extensive report about the 2005 AGM in Prince George. Deborah also gave the Board a copy of the proposed itinerary.

3.3 Policy Manual

D. Sethen, the CEO asked the Board for recommendation on how to deal with overtime. It was agreed that staff will be entitled to lieu time when attending consumer or trade shows. For each show attended over the weekend, staff will be entitled to 2 days off, if the show runs Saturday and

Sunday. If the show only runs one weekend day, the staff will receive one day off. All lieu time must be taken within 60 days of the show attended unless otherwise approved by the CEO.

4. New Business

4.1 Great Taste TV Program

Rob the producer from Great Taste TV gave a verbal presentation about the program. Rob Posner would like to come to Northern BC to produce a 5 – 7 minute television segment to be played 50 times on networks such as E-Entertainment and Pax Network. In addition, advertising would be placed in national magazines to promote the segments. The Northern BC Tourism Association would only be responsible for the licensing fee of \$19,700.00 US. Once the production is complete, Northern BC will have access to the B-roll.

Board Direction: The CEO will continue to research the Great Taste TV Program and decline the offer at this time.

4.2 2005/06 Financial Plan

The CEO provided a detailed presentation on the operating financial budget and the development process.

MOTION: That another vehicle be leased and wrapped for the Northern BC Tourism Association using the flexible funds (\$2 million).

Moved by A. Macaraeg and seconded by Doug Barrett CARRIED

MOTION: That the FY2005/06 Financial Plan as presented be accepted and implemented.

Moved by D. Barrett and seconded by V. Olmstead. CARRIED

4.3 2004/05 Surplus

The CEO provided a presentation on the projected year-end financial situation. D. Sethen indicated that the Association is in an excellent financial state and presented a recommendation around the building fund.

MOTION: That the 2004/05 Surplus report be accepted.

Moved by A. Macaraeg and seconded by Doug Barrett CARRIED

4.4 \$2 Million Fund

The CEO presented to the board a comprehensive presentation with recommendations for the portion of the \$2 million to be used in the FY2005/06 budget. The Northern BC Tourism Association will be holding 13 Industry Input Sessions across Northern BC. These sessions will include brainstorming around how to allocate the \$2 million. The \$2 million will be referred to as the flexible funds in the plan.

MOTION: That the Flexible Fund Plan be accepted as presented.

Moved by D. Barrett and seconded by D. Tucker CARRIED

4.5 2005/06 Amended Marketing Plan

An amended marketing plan was presented to the Board that included all the new Tourism BC programs. Following discussion the board agreed that the Community Foundations be partnered at 50% with communities for the first year.

MOTION: That the FY2005/06 amended marketing plan as presented be accepted and implemented as modified above.

Moved by G. Atrill and seconded by D. Tucker CARRIED

4.6 Purchase of New Building

MOTION: To investigate the purchase of a building and any improvements that may need to be done.

Moved by D. Barrett and seconded by V. Olmstead CARRIED

4.7 Governance Policy

G. Atrill will continue working on the Governance Policy changes and email them to the entire board once completed.

4.8 Board 2005/2006

MOTION: That D. Davis will represent the Skeena Queen Charlotte Regional District until the 2006 AGM.

Moved by A. Macaraeg and seconded by d. Barrett. CARRIED

MOTION: That the Board of Directors will be reduced from 11 members to 9 members.

Moved by G. Atrill and seconded by A. Macaraeg. CARRIED

4.9 Stakeholder Module

MOTION: That the Northern BC Tourism Association move forward with the adoption of the Stakeholder Model as presented by Dave Petryk of Tourism Vancouver Island.

Moved by R. Proulx and seconded by D. Tucker. CARRIED

4.10 Additional Staff

MOTION: That the CEO seek out an additional 2, up to 3 employees for the following positions: Marketing & Trade Coordinator and 1 to 2 Program Sales Representatives.

Moved by D. Barrett and seconded by D. Tucker. CARRIED

4.11 Selection of Nomination Committee Chair

MOTION: That R. Proulx is the Nomination Committee Chair for the 2005 Northern BC Tourism Board of Director elections.

Moved by G. Atrill and seconded by A. Macaraeg.

CARRIED

4.12 Selection of Northern Exposure Awards Chair

MOTION: That A. Macaraeg is the Chair for the 2005 Northern Exposure Awards committee.

Moved by V. Olmstead and seconded by D. Tucker.

CARRIED

4.13 Kermode Bear

MOTION: That Northern BC Tourism sponsor a Spirit Bear in the City and have it positioned on the corner of Granville and Georgia Street.

Moved by D. Barrett and seconded by R. Proulx.

CARRIED

5. Other Business

6. Correspondence

The CEO indicated 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 September 21st & 22nd in Prince George.

8. Adjournment

MOTION: That the April 26, 2005 Northern British Columbia Tourism Association Board of Directors Regular Meeting is adjourned.

Moved by D. Barrett.

CARRIED

Directors Authorization

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