

**Northern British Columbia Tourism Association
BOARD OF DIRECTORS - REGULAR MEETING
August 22, 2003 – Prince Rupert BC**

Present: Ryan MacIvor – Chair Bonnie McCreary Shaun Stevenson
 Kelley Glazer Linda Wallace Tracy Calogheros
 Annalee Davis Tim Bell Dawn-lisa Sethen – Staff

Absent: Erminio Pucci

1. Call To Order

9:03 a.m.

1.1 Adoption of Agenda

MOTION: That point 2.3 (Financial Report) of the circulated agenda be moved to 2.4 (2002-2003 Audit) and that 2.4 (2002-2003 Audit) be moved to 2.3 (Financial Report), and further that the agenda be adopted as modified above.

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

1.2 Minutes of the Previous Meeting

MOTION: That the minutes from the Board of Directors Regular Meeting held April 3, 2003 in Prince George, British Columbia be accepted as circulated.

Moved by A. Davis and seconded by B. McCreary. CARRIED

2. Reports

2.1 Executive Committee Meeting Minutes

Correct the spelling of Ryan MacIvor's name

MOTION: That the Executive Committee Meeting Minutes be accepted with the above noted change.
Moved by L. Wallace and seconded by A. Davis. CARRIED

2.2 Executive Director's Report

D. Sethen in the interest of time referred Directors to her written report and requested that questions or comments be forwarded as soon as possible.

MOTION: That the Executive Director's report be accepted as circulated.
Moved by T. Calogheros and seconded by T. Bell. CARRIED

2.3 2002 – 2003 Annual Audit

The Treasurer reported the Northern British Columbia Tourism Association is in better financial shape.

MOTION: To accept and approve FY2002-2003 year-end financial statements as presented.
Moved by B. McCreary and seconded by A. Davis CARRIED

2.4 FY2002-03 YTD Financial Statements

YTD Financial Statements (July and August) were distributed and reviewed.

MOTION: That the FY2002-03 (July) Financial Statements be accepted as circulated.
Moved by B. McCreary and seconded by K. Glazer CARRIED

MOTION: That the FY2002-03 (August) Financial Statements be accepted as circulated.
Moved by K. Glazer and seconded by A. Davis CARRIED

3. Business Arising from the Minutes

3.1 Member Buyer Awareness Program

T. Bell reported he will re-define the Member Buyer Awareness Program that had been presented to the previous Executive Director and present it to the board at the next board meeting.

3.2 Travel Guide 2004 Compensation Package for Dawn-lisa Sethen

The Executive Director reported at the Executive Board Meeting the Executive Committee agreed to pay 10% commission on gross sales of the 2004 Travel Guide and referred the board to an excel spreadsheet showing the forecasted sales.

3.3 Annual General Meeting Report

K. Glazer presented the AGM & Convention Report, which was followed by an open board discussion. An agreement was made that the board travel expenses for the Annual General Meeting will not be covered by the Northern BC Tourism Association.

Note: Bonnie McCreary will look into holding the AGM in the middle of October.

3.4 AGM Selection

Ryan MacIvor presented a letter of interest from the Northern Rockies Alaska Highway Tourism Association (NRAHTA) and Tourism Dawson Creek to host the 2004 Northern BC Tourism AGM and Convention in Dawson Creek.

MOTION: That the Northern Rockies Alaska Highway Tourism Association (NRAHTA) and Tourism Dawson Creek host the 2004 Annual General Meeting in Dawson Creek, BC.
Moved by R. MacIvor and seconded by A. Davis. CARRIED

3.5 Northern Exposure Awards Report

MOTION: That the nominees put forward be accepted for the 2003 Northern Exposure Awards.
Moved by T. Bell and seconded by K. Glazer CARRIED

3.6 Annual General Meeting Nominations Report

MOTION: That the nominee (Shelley Middleton) put forward for the Northern Rockies Regional District be appointed by acclamation to the board of directors.
Moved by A. Davis and seconded by T. Calogheros CARRIED

MOTION: That the nominees (Victoria Olmstead and Urs Thomas) put forward for the Skeena Queen Charlottes Regional District be accepted.
Moved by A. Davis and seconded by T. Calogheros CARRIED

MOTION: That Bylaw 5.2 in the Constitution and Bylaws be amended by removing the line “*or they may be returned at the annual general meeting*” so that ballots must be returned five (5) business days prior to the annual general meeting.

Moved by B. McCreary and seconded by T. Calogheros

CARRIED

3.7 Ministry of Competition, Science and Enterprise

The Executive Director presented marketing initiatives that could be done with the Ministry of Competition, Science and Enterprise funds.

MOTION: That the Ministry of Competition, Science and Enterprise funding be allocated as presented by the Executive Director.

Moved by T. Calogheros and seconded by K. Glazer

CARRIED

Board Directive: Executive Director is to meet with the Deh Cho to determine marketing partnerships and report back at the next board meeting.

3.8 Industry Input Session

Following discussion of the successes and challenges relating to the Industry Input Sessions it was agreed that the Industry Input Sessions should take place in Prince George only and City DMO's should be invited to attend.

Board Directive: The Executive Director research the possibility of holding the Industry Input Sessions in Prince George.

4. New Business

4.1 Board Vacancies

The Board of Directors accepted with regrets the resignations of Alan Madrigga and Alan Forsdick due to relocating outside of the region. Further the Board of Directors accepted the Direct at Large resignations of Bonnie McCreary and Tracy Calogheros pursuant to the following motions.

MOTION: That Bonnie McCreary from the Hudson Bay Lodge be appointed to fill the current director vacancy in the geographical election region defined by the boundaries of the Bulkley Nechako Regional District for the remainder of the two year term.

Moved by T. Bell and seconded by T. Calogheros

CARRIED

MOTION: That Tracy Calogheros from the Exploration Place be appointed to fill the current director vacancy in the geographical election region defined by the boundaries of the Fraser Fort George Regional District for the remainder of the two year term.

Moved by T. Bell and seconded by T. Calogheros

CARRIED

4.2 Northern BC Photocopier

The Executive Director discussed the advantages of a Minolta Colour Photocopier over a black and white photocopier.

Board Directive: Lease a Minolta Colour Photocopier, based on the Executive Director's recommendations.

4.3 Northern BC Van

The Executive Director presented options for leasing a minivan.

MOTION: That the Executive Director is to lease a minivan and report back to the Treasurer.

Moved by B. McCreary and seconded by T. Calogheros

CARRIED

4.4 Letters of Support

After a brief discussion the Board agreed it is the Executive Director's responsibility to write letters of letters of support for members of the Northern BC Tourism Association only.

Board Directive: Executive Director is to write Letters of Support when requested by members and include them in the Board Package under Correspondence.

4.5 Marketing & Sales Coordinator Report

The Executive Director reported interviews will be held in Vancouver on August 25th and in Prince George on August 26th and 27th, with the goal of having a new Marketing and Sales Coordinator in place for the AGM in Masset September 25 -27, 2003.

4.6 Proposed Marketing Plan

The Executive Director provided the board with an overview presentation of the 2004-05 proposed Regional Marketing Plan. Directors were given significant time to ask questions and provide feedback.

5. Correspondence

5.1 Invoice from TIAC

After a brief discussion about the Tourism Industry Association it was decided not to renew our membership with them.

Board Directive: Do not renew the annual membership with TIAC (Tourism Industry Association of Canada.)

6. Next Meeting Date(s)

To be determined

7. Adjournment

MOTION: That the August 22, 2003 Northern British Columbia Tourism Association Board of Directors regular Meeting be adjourned.

Moved by K. Glazer and seconded by B. McCreary

CARRIED

Directors Authorization

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