

Ryan MacIvor elected as Vice President of the Northern British Columbia Tourism Association by acclamation.

1.5 Vacant Director Position

MOTION: That board members bring forth names (to President) of potential individuals to fill vacant director position, on or before January 25, 2002; and further, that the President is authorized to choose a suitable replacement from provided names and invite them to become a board appointee.

Moved by V. Prince and seconded by A. Davis.

CARRIED

1.6 Signing Authority

MOTION: That Cheryl Kelley is removed as a signing authority and that Ryan MacIvor and Kelley Glazer have signing authority.

Moved by L. Wallace and seconded by M. Howard.

CARRIED

2. Minutes of the Previous Meeting

MOTION: To approve the minutes of the Board of Directors Regular Meeting held November 16/17, 2002, with noted modifications, in Prince George British Columbia.

Moved by E. Pucci and seconded by A. Madrigga.

CARRIED

3. Presidents Report

MOTION: To accept the President's Report as presented at meeting.

Moved by V. Prince and seconded by R. MacIvor.

CARRIED

4. Executive Director's Report

4.1 AGM Report

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

- ✓ That the Executive Director is (in collaboration with the AGM chair and the host community) to develop a pro-forma budget based on the revenue and expense lines of the board approved annual budget,
- ✓ The Executive Director is responsible for ensuring that the business required at the AGM is properly addressed in the agenda,
- ✓ The Executive Director is responsible for ensuring that the convention agenda coincides with the goals and objectives of Northern BC Tourism, and must be involved in preparing a draft agenda,
- ✓ Draft agenda must be presented to the Board for final approval,

- ✓ The Executive Director is ultimately responsible for meeting the conference budget and must, therefore, be responsible for tracking all related revenues and expenditures,
- ✓ That the AGM chair serves as liaison between the AGM team and the Board and works directly with both the host community and the Executive Director,
- ✓ That the host committee is responsible for organizing all “social” functions of the Convention,
- ✓ The Executive Director is responsible for preparation and circulation of all conference packages, promotion and registrations,
- ✓ That the host committee will select a member to coordinate sponsorship requests that will be supported by the Executive Director.

4.2 Travel Guide Report

Executive Director provided a report on the status of the 2002 Northern BC Travel Guide, noting that the original press date of December 15th, 2001 had been missed. He indicated that the agency of record has not effectively delivered upon any reasonable service expectations and that as a result Northern BC Tourism staff has had to be much more involved with the project than originally anticipated. While the guide has not yet gone to print the agency has assured us that the product will be delivered by the originally contracted date of January 18, 2002.

Based on key learning from the 2002 travel guide project and reflective of limited Northern BC Tourism human resources the Executive Director presented (as enclosed in the supplemental Board package) a contracting out strategy for three upcoming Northern BC publications.

MOTION: That Northern BC Tourism proceed with contracting strategy as presented by Executive Director in the Board supplemental package.

Moved by L. Wallace and seconded by A. Davis.

CARRIED

Note that Linda Wallace will be reviewing and suggesting changes to the RFP document on or before January 25, 2002.

4.3 Dertour Report

Following discussion of the successes and challenges relating to the Dertour Fam Trip it was agreed that the recommendations presented in the Executive Director’s written report be implemented for all future fam trips.

4.4 Travel Trade Resource and Image CD

Executive Director presented an almost completed CD project, which is designed for distribution to travel trade, and includes a collection of images, electronic copies of Northern BC publications and has the ability to provide custom responses to itinerary requests.

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

5. Treasurers Report

MOTION: That December and January YTD financial statements be accepted as presented.

Moved by L. Wallace and seconded by A. Davis CARRIED

Budget review and draft FY2002-2003 Budget were distributed in the supplemental board package and were taken away by members for review and feedback. Budget document will be considered at an upcoming Executive Meeting and a final draft will be presented to the board for review and approval.

6. Business Arising from the Minutes

6.1 Governance Policy

MOTION: That governance policy be tabled until the next meeting of the board of Directors.

Moved by E. Pucci and seconded by K. Glazer. CARRIED

6.2 COTA Nomination

As there was some question as to whether or not the motion carried at the last meeting could be acted upon (i.e. who is eligible to run for COTA board positions), clarification had been sought. Board reaffirmed the motion carried at the last meeting, and directed Executive Director to proceed with necessary action to designate E. Pucci as our COTA board nominee.

6.3 Northern BC Tourism Association Travel Awards

Ryan handed out draft travel award concept for Board to take away, review and provide feedback.

7. New Business

7.1 Membership

As there are still outstanding problems with the membership structure as it currently stands, Erminio and Annalee volunteered to work with Dawn-lisa Sethen to review current membership structure and have Dawn-lisa present possible modifications at the May Board meeting.

7.2 AGM

MOTION: That maximum registration fees for 2002 AGM and Convention not exceed \$200 plus applicable taxes.

Moved by K. Glazer and seconded by E. Pucci.

CARRIED

7.3 Festivals & Events

MOTION: That the Festivals and Events promotion funding criteria be tabled until the next meeting of the Board of Directors.

Moved by L. Wallace and seconded by K. Glazer

CARRIED

7.4 Marketing Initiatives 2002

D. Stefanson presented a sample of a 2-page member marketing summary entitled "Marketing Initiatives 2002-03), which is proposed to replace the booklet that has been circulated in the past. It is planned that specific details (i.e. cost and eligibility) would follow as each specific project arises, with this piece largely serving as a "menu" of opportunities. It was agreed that this communication initiative be proceeded with.

7.5 Tourism Industry Conference

As the Northern BC Tourism Association has been designated the Honorary Tourism Region for the 2002 BC Industry Conference, the board held a short brainstorming session to determine how to have the maximum promotional impact. K. Glazer volunteered to work with Executive Director and staff to pull the event together.

MOTION: That \$1,000 be allocated to promotion and entertainment for the 2002 BC Tourism Industry Conference.

Moved by L. Wallace and seconded by A. Davis.

CARRIED

8 Next Meeting Date(s)

Next meeting: May 10th, 2002

9 Adjournment

MOTION: That the January 18, 2002 Northern British Columbia Tourism Association Board of Directors - Regular Meeting be adjourned.

Moved by Erminio

CARRIED
