

**Northern British Columbia Tourism Association**  
**BOARD OF DIRECTORS - REGULAR MEETING**  
**January 17, 2003 – Prince George BC**

**Present:** Alan Madrigga – Chair                      Ryan MacIvor                      Linda Wallace  
                  Kelley Glazer                              Annalee Davis                    Shaun Stevenson  
                  Alan Forsdick                                    Tim Bell                            Tracy Boychuk  
                  Dan Stefanson – Staff

**Absent with  
Regrets:** Erminio Pucci    Bonnie McCreary

**Marketing Plan  
Presentation:**

Dawn-lisa Sethen, Director of Marketing & Member Development had been asked to provide the group with an overview presentation of the 2003-04 Regional Marketing Plan. Dawn-lisa began by indicating that a comprehensive year-end report for 2002-03 marketing activities would be prepared and distributed at the April meeting. Dawn-lisa then provided a brief overview of the total value and focus of the 2003-04 marketing efforts followed by a comprehensive review of each product marketing category. Directors were given significant time to ask questions and provide feedback and it was specifically requested that with respects to our support of Northern BC advertising in the “Milepost” the board be provided a comprehensive report on process and outcome.

**1. Call To Order**

11:00 a.m.

**1.1 Adoption of Agenda**

MOTION: That the agenda be adopted as circulated.  
Moved by A. Forsdick and seconded by T. Bell.                      CARRIED

**1.2 Minutes of the Previous Meeting**

MOTION: That the minutes from the Board of Directors Regular Meeting held November 29<sup>th</sup>, 2002 in Prince George, British Columbia be accepted as circulated.  
Moved by L. Wallace and seconded by A. Forsdick.                      CARRIED

**1.3 Board Appointment**

MOTION: That Tracy Boychuk, representing The Exploration Place (Fraser Fort George Regional Museum) is appointed to fill the current “at large” director vacancy.  
Moved by T. Bell and seconded by R. MacIvor.                      CARRIED

*A. Madrigga, President officially welcomed Ms. Boychuk to the Northern British Columbia Tourism Board of Directors.*

## 2. Reports

### 2.1 President's Report

A. Madriga presented a verbal President's report listing the various issues that had been addressed at the January 2003 Executive Committee meeting. He further indicated that he met with the Association Treasurer regarding all financial issues and would be presenting relevant comments at the appropriate time.

MOTION: To accept the President's Report as presented at meeting.  
Moved by R. MacIvor and seconded by A. Davis. CARRIED

### 2.2 Executive Director's Report

D. Stefanson in the interest of time referred Directors to his 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 L. Wallace and seconded by A. Davis. CARRIED

### 2.3 Financial Report

Given the absence of our Treasurer, the Executive Director provided a brief overview of the YTD financial statements (December) as distributed in the board supplemental, indicating the areas where latest budget estimates had been modified.

MOTION: That the YTD financial report be accepted as circulated.  
Moved by T. Bell and seconded by L. Wallace. CARRIED

## 3. Business Arising from the Minutes

### 3.1 Bylaw Committee Report

A draft Constitution and Bylaws document was distributed in the Board Supplemental. The Committee indicated that in revising the constitution and bylaws specific attention was paid to the documentation provided by the other regional tourism associations. It was requested that Directors review the report and provide relevant feedback to the Committee on or before February 7<sup>th</sup>, 2003. The Committee, with recommendation, will return the Constitution & Bylaws at the April meeting.

### 3.2 2002 Annual General Meeting & Convention Report

MOTION: That the Annual General Meeting & Convention report be accepted as circulated.  
Moved by S. Stevenson and seconded by T. Bell. CARRIED

D. Stefanson indicated that E. Pucci was unable to facilitate the initial meeting of the host committee for the 2003 AGM & Convention due to poor weather on the North Coast/Queen Charlottes.

*Board Direction: The Executive Director will follow-up the host committee and attempt to facilitate a initial conference call and report progress back to the Executive Committee as soon as possible.*

### 3.3 Annual General Meeting Selection Criteria

A draft AGM & Convention selection criteria (based on a similar document prepared by the EDABC) was reviewed and generally supported. Directors indicated that this document serves as a tool for potential host community applications but that our bylaws should be modified to reflect the selection process.

MOTION: That in response to the motion passed by our membership at the 2002 AGM regarding the rotation of our Annual General Meeting and Convention location throughout the Northern BC tourism region, the rotation begin in 2004 in the Northeast.

Moved by S. Stevenson and seconded by T. Boychuk.

CARRIED

*Board Direction: That the AGM and Convention selection process be formally articulated in our revised constitution and bylaws.*

### 3.4 Draft Long Term Strategic Priorities

The final draft of the Long Term Strategic Priorities document was presented with notice made of the modifications recommended by various Directors.

MOTION: That the Long Term Strategic Priorities be adopted as circulated

Moved by S. Stevenson and seconded by R. MacIvor.

CARRIED

### 3.5 Quote from Auditors

For the information of the Board the official audit quote was provided. As per past motion the FY2002-03 Association audit services will be provided by Dean Mason and Associates of Prince George.

### 3.6 Travel Trade CD & Marketing Plan Request

In response to past *Board Direction* the Executive Director indicated that the components of the 2003-04 Regional Marketing Plan are now available on the board internet site, and further that copies of the Travel Trade Resource CD will be prepared and forwarded to Directors as part of our Canada's West Marketplace fulfillment efforts.

### 3.7 Tourism Industry Conference

The Executive Committee, as directed, reviewed the costs and benefits of Executive Director attending the 2003 BC Tourism Industry Conference. The Executive Committee asked the Executive Director to prepare the distributed attendance expense summary and modify the *Latest Estimated Expenditures* to reflect the availability of financial resources for this activity. After full deliberation the Executive Committee is recommending attendance.

MOTION: That the Executive Director attends that 2003 BC Tourism Industry Conference.

Moved by S. Stevenson and seconded by A. Davis.

CARRIED

### 3.8 Distribution of Minutes

The Executive Director reported that due to logistical issues, board minutes were not linked to the Winter Northern News.

**Board Direction:** *That after a review of this previous direction, the Executive Director was re-directed to provide a mention of the availability of minutes as a footnote to the Northern News as opposed to a direct linking to minutes.*

### **3.9 Board Web Site**

Executive Director indicated that the first version of the *Board Internet Site* was complete and requested that any feedback or suggestion as to how the site can become more user-friendly and useful is forwarded at the Directors convenience.

### **3.10 Credit for Staff on Travel Status**

Executive Director indicated that he had reviewed various credit options and determined that the most appropriate methodology would be for the Director of Marketing and Member Development secure a unique personal credit card to be used for the purpose of incurring relevant and authorized expenses while on travel status, and further she will submit the monthly statement with proof of each expense item to the Association for final authorization and direct payment.

## **4. New Business**

### **4.1 FY2003-04**

Executive Director presented the draft version of the FY2003-04 Financial Plan, which had been reviewed and modified by the Executive Committee. The Board indicated support for the plan, which will be returned, with recommendation, by the Executive Committee at the April meeting. Directors were asked to provide any feedback on the Financial Plan directly to the Executive Director for distribution to the Executive Committee.

### **4.2 Annual Operational Plan**

Executive Director distributed copies of a governance & operational overview and a draft governance calendar. He spoke briefly to the components of our new governance structure and walked the Directors through the overview document for the purpose of showing how all the pieces fit together. Subsequently, the layout and format for an Annual Operational Plan was presented. The Board supported the proposed design and content of the plan.

**Board Direction:** *complete a draft Annual Operational Plan to be distributed to each Director as soon as possible and based on feedback and suggestions return, with recommendation, at the April Meeting.*

### **4.3 COTA Board Nomination**

After significant deliberation it was determined to not submit an individual to stand for election to the COTA Board of Directors. It was re-emphasized that the maximum impact with respect to representing the issues of the Northern tourism industry could be achieved through on-going participation in relevant and timely COTA events and activities and that the Executive Director should communicate with the Executive Committee to review opportunities as they arise.

### **4.4 Tourism Prince George Donation**

A donation in the amount of \$6,152 from the now defunct Prince George & Area Visitors & Convention Bureau was confirmed. Final decision regarding the allocation of the donation is tabled until the FY2002-03 fiscal year-end.

**5. Other Business**

There was no other business.

**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 April 3/4, 2003 at the Ramada Hotel in Prince George BC.

To be held August 21/22, 2003 in Prince Rupert BC (location TBD).

**8. Adjournment**

MOTION: That the January 17<sup>th</sup>, 2003 Northern British Columbia Tourism Association Board of Directors Regular Meeting be adjourned.

Moved by R. MacIvor.

CARRIED

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**Directors Authorization**

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