

**Northern British Columbia Tourism Association
BOARD OF DIRECTORS - REGULAR MEETING
March 23 & 24th, 2004 – Prince George BC**

Present:

Tracy Calogheros, Chair	Ryan MacIvor	Bonnie McCreary
Tim Bell	Annalee Davis	Shelley Middleton
Ali Macaraeg	Victoria Olmstead	Gladys Atrill
Deborah Kulchiski	Dawn-lisa Sethen – Executive Director	

**Absent with
Regrets:** Darryl Tucker

1. Call To Order

6:15pm

1.1 Adoption of Agenda

MOTION: That the agenda be adopted as presented.
Moved by A. Macaraeg and seconded by A. Davis CARRIED

1.2 Minutes of the Previous Meeting

MOTION: That the minutes from the Board of Directors Regular Meeting held January 30, 2004 in Prince George, British Columbia be accepted as circulated.
Moved by B. McCreary and seconded by A. Macaraeg. CARRIED

2. Reports

2.1 President's Report

Tracy Calogheros presented a verbal President's report indicating two main issues. First, that the Executive held a meeting by conference call March 3, 2004 to discuss the 2004-2005 budget. Secondly, Tracy reported that she and Dawn-lisa attended a meeting with Minister John Les at Initiatives Prince George on behalf of the Northern British Columbia Tourism Association.

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

2.2 Executive Director's Report

D. Sethen referred Directors to her written report and spoke to four key issues - year-end TBC reporting/audit, 2004/2005 Draft Budget, Ministry of Competition, Science & Enterprise Funding and finally, Dawn-lisa spoke briefly about the marketing activities happening now and in the future.

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

2.3 Financial Report

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

Moved by T. Bell and seconded by A. Davis.

CARRIED

2.4 Accounts Receivable Report

A report was given to the Board outlining diligent accounts. The Treasurer reported that our Accounts Receivables are much better than they have been in the past because of new collection methods.

3. Business Arising from the Minutes

3.1 2003/2004 Financial Plan Update

The Executive Director provided a detailed presentation on the projected year-end financial situation and the subsequent budget development process. She indicated that the Association is in a very good financial state and presented a recommendation around the development of a permanent contingency fund.

3.2 FY 2003-04 Surplus

The Executive Director gave the Directors her recommendations for the projected surplus. The Directors agreed to wait until the audit is complete to make decisions on what to do with the surplus.

3.3 Purchase or rental of a new office building

The Executive Director presented the benefits of purchasing an office building over renting or leasing a office building.

MOTION: The Executive Director continues the search for a rental/lease property.

Moved by S. Middleton and seconded by D. Davis

DEFEATED

Board Direction: The Executive Director continue the search for a new office building to purchase or rent/lease and bring it back to the Directors for a decision.

3.4 Annual Operation Plan

The Executive Director presented the final draft of the Annual Operational Plan for FY2004-05.

MOTION: That the Annual Operational Plan as presented be accepted and implemented.

Moved by B. McCreary and seconded by S. Middleton.

CARRIED

3.5 Annual General Meeting

Tim Bell, Chair and the Executive Director presented the initial AGM & Convention Report, which was followed by open board discussion.

MOTION: To rescind the previous motion that the Northern British Columbia Tourism Association makes a net profit of \$15,000 from the 2004 Annual General Meeting.

Moved by T. Bell and seconded by G. Atrill.

CARRIED

MOTION: The 2004 Annual General Meeting makes a profit of \$15, 000 gross.

Moved by T. Bell and seconded by S. Middleton.

CARRIED

3.6 Member Buyer Awareness Update

Tim Bell presented a document he prepared for the members, which would provide guidance that will allow them to become a better and more informed advertising buyers.

The document will be distributed to the Northern British Columbia Tourism members.

4. New Business

4.1 Protocol for Members owing money to other parties

The Directors agreed this is not part of their mandate and they do not feel comfortable discussing such issues.

4.2 Board 2004/2005

B. McCreary presented the concept of having a Marketing Board of four and restructuring the current board to eight instead of 11.

Board Direction: The Executive Director produce a two page document outlining how this concept would work and where the division of the sub-regions would be.

4.3 Nominations Committee Chair

MOTION: That A. Davis is the Nomination Committee Chair for the 2004 Northern BC Tourism Board of Director elections.

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

CARRIED

4.4 Northern Exposure Awards Chair

MOTION: That A. Macaraeg is the Chair for the 2004 Northern Exposure Awards committee.

Moved by T. Bell and seconded by V. Olmstead.

CARRIED

4.5 Tourism BC VIC Super FAM

D. Kulchiski informed the Directors of the upcoming Tourism BC VIC Super FAM that will be coming to our region this spring.

4.6 Barkerville Update

D. Kulchiski gave an updated report on the future of Barkerville.

5. Other Business

6. Correspondence

Executive Director indicated that urgent and/or actionable correspondence will be included 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 19th & 20th, 2003 in Prince George.

8. Adjournment

MOTION: That the March 23rd and 24th Northern British Columbia Tourism Association Board of Directors Regular Meeting is adjourned.

Moved by R. MacIvor.

CARRIED

Directors Authorization

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