

**Northern BC Tourism Association  
Board Meeting  
July 14, 2006**

**Present: Bonnie McCreary, Victoria Olmstead, Ali Macaraeg, Stieg Hoeg, Dawn-lisa Sethen, Tracy Calogheros, Gladys Atrill, Debbie Davis**

**Regrets: Ray Proulx, Doug Barrett**

**1. Call to Order at 1:06pm**

**Other Businesses – Contract Dean Mason**

**Overtime – Ali Macaraeg, Victoria Olmstead –adopted agenda**

**Adoption of Minutes –April 12, 2006 – Gladys Atrill, Stieg Hoeg – CARRIED**

**Move to adjourn to an in camera – Debbie Davis, Stieg Hoeg – CARRIED**

**1:11pm**

**Call to order again at 2:02pm**

**2. Reports**

**2.1 Covered in Camera**

**2.2 Motion to accept Tracy’s Report – Gladys Atrill, Victoria Olmstead – CARRIED.**

**2.3 Clint is reviewing Quarterly 4 TBC documents with Dawn-lisa; they have not yet gone to auditor. – Tracy to follow up with auditors for TBC letter and Clint on London Drugs invoice.**

**2.4 Board Succession Planning – Will come back to the Board before mid August to be circulated to the Stakeholders – Gladys Atrill.**

**3.1 More Info.**

- JF Book project – do they need it or don’t they need it?

- \$20,000 - \$25,000 pre-purchase most likely they will need it but will attempt to secure a no pre-purchase requirement.

- 2 additional shoots - \$10,000 each

- 1<sup>st</sup> Nations – winter image.

**3.2 More info – Overtime – Dawn-lisa Sethen**

Staff is requesting in lue of overtime

6- Flex days per year – one every two months

2 – weeks at Christmas

Their Birthday off as long as their birthday falls Monday threw Friday.

**To be supplied – Dawn-lisa’s Motion**

**CARRIED**

**4. Next Meeting planning In Camera and at the discretion of the Chair.**

**3.2 B- Roll**

- \$75,000 -\$125,000 -07/08 Budget

- \$100,000 – this year within use some \$ carry forward add to 07/08 Budget, then do 2 shoots 07/08

## **Northern Fund Management Update**

### **Northern Coho Classic**

-Derby August 1- September 15

-Some negative feedback from QCI

-Fisheries on board

-Handled out of Prince Rupert

-\$250,000 & \$30,000 Coho Staff

2. Northern Signature Series

-Print & Radio Campaign in full swing- Clint.

-Northern Alaska campaign being handled by T.D Creek.

-Lots of positive feedback & new festivals clamoring to get on board.

-\$100,000 & \$20,000 N/E

3. QCI Brochure & Mail Drop

-At the printers by now.

-Jillian at Tourism Prince Rupert has handled it with Andrew Merrilees Haida

Gwaii.

- Newspaper inserts planned for August.

-\$15,000

### **VIC Prince George**

4. Northern Counselors & Exchange

- 2 Positions

-Daily fresh sheet all summer on Region-wide Festivals & Events & Promotions.

-Updates to NBCTA for website.

- \$15,000

\$250,000 - Derby

\$30,000 - Derby Staff/ Fees Etc

\$15,000 - QCI

\$15,000 - VIC Gateway Program

\$120,000 - Signature Series

\$430,000

\$20,000 - Contingency Meetings, Etc.

\$450,000

Next MTG: August 1 in Prince Rupert to Launch Derby

-Plan 2007

-Derby Society

-Ongoing Signature Series funding

Friends of Salmon want a letter supporting the positions taken by other RD's and sport fishing re: Fish farms at the mouth of the Skeena. They want a moratorium until more research is complete regarding the impacts on wild Salmon of such farms, letter from me at NBCTA to Premier.

Gladys Atrill, Victoria Olmstead writing letter over

### Community Foundations Update

Prince George, Prince Rupert, Smithers and Terrace accepted into program.

Terrace deferred to fall due to their restructuring.

McBride has held their initial meeting which I attended but their lead, Sue is very ill and that has slowed progress there. Daniel Allen has taken over & is getting up to speed.

One new EOI from Burns Lake not yet approved.

So we are estimating \$80,000 of the \$140,000 available will be accessed this year – Jay is actively pursuing other communities to participate.

### Media Visits

1. Irish Newspaper: “Motorcycle Diaries”
  - Geoff Hill and Clifford Patterson passed on from TBC. Ian hosted in PG then passed off to Peace country. NBC covered one dinner and 3 hotel nights (one in PG, one in Dawson one in Fort Nelson)
2. Outdoor Canada Magazine.
  - Gord Pyzer and Patrick Walsh Fishing on Haida Gwaii. Ian went to TBC for transportation which they covered –no coast to NBCTA. He stayed at QC Lodge with Duane Forter.
3. UK Journalist Peter Hughes.
  - Referred from TBC camped at the Crest transferring through from BC Ferries to Alaska Ferries, no cost to NBCTA.
4. Global/Can West Cheryl Mackinnon
  - 2 1/2 FAM Day in Rupert worked closely with TPR 2 to 3 weekend full page spreads in Province/Sun, tied into 5min Broadcast segments on Global Provincial morning news broadcasts.
5. American Airlines and Guidebook
  - John Tee on the QCI inside passage, day in Prince Rupert sailing to Skidegate 3days in Haida Gwaii. Handed this off to Cindy Burr at TBC media dept and referred to Heather in our office.

### Upcoming Planning

1. Tumbler Ridge's Dinosaur Interpretive Gallery
2. Qualnuyaay Centre in Skidegate
  - Opening next summer. Bring Media buzz on this so we need to stay in close contact.

### Program Sales Update

1. Northern BC Circle Tour Fold up Map

- Successful. Editorial on the back replaced by 3 community ads, District of Tumbler Ridge, Town of Smithers, Haida Gwaii Tourism Association.
- 2. Northword Magazine
  - We originally purchased a 2 page spread but it was so popular with Stakeholders Erin sold 8 pages of ads instead!
- 3. 2007 NBC Travel Guide
  - Sales just starting. So far we don't have PDF's of the sales kits but Erin has several insertion orders already from sales calls and faxes alone. – Emails to go out soon.
- 4. Sales Trip West
  - Erin and Heather traveled west to Prince Rupert over 6days.
  - Increase stakeholder database
  - FAM for staff
  - Build relationships with stakeholders
  - Familiarize operators with our programs
 Very Productive.
- 5. Stakeholders Update
  - Caught up to July on old membership's changeovers –next set of “renewals” will complete the Changeovers.
  - Seems about even in terms of numbers – lost about 15 old members – picked up about 15 new and not too many new Stakeholders signed up yet, expect more forms to be returned in the fall.
  - Might non revenue us down according to Heather but a clearer picture won't be available until she completes more road trips and stakeholders have a chance to join up.
  - Fort St James and Stewart have been very receptive and we anticipate large growth in participation from these centers.
  - Website adjustments to accommodate non-voting members are needed will be costly since Smashlab will have to make the changes – Heather has met with them and is seeking a quote.
  - Looking to see some new ads in July to inform and seek out new Stakeholders.

### **Road Trips**

1. One day in Fort St James good meetings will return to meet with new Economic Development Officer.
2. One week out west with Erin – because both have different goals it was not as productive for Stakeholder relations as it was for sales.
3. 2 day FAM to Burns Lake as a guest of the Chamber.
4. Stewart – will return in August when their Tourism Task Force reconvenes, real interest in joining with us here.

### **AGM**

Heather has taken this on in our office and has met with the committee in Terrace and plans to meet with Dawn on speakers and hotels. – Get Heather to chat with Gladys.

**2.5 Discussion regarding \$15,000 requirement to raise as profit referring to Bonnie to discuss with the committee to be adopted at next board meeting.**

### **NDI Update**

Continuing Challenges in linking our NDI application with CCCTA's, my recommendation is to move forward on our own with an application to NDI for the Mid August deadline reduce the scope of the project – focus on the B-Roll –unaccredited Media preparation photo shoots book project and seek funding. Research component could be a later submission in conjunction with CCCTA after the COTA and CCBAC research is reviewed this fall.

### **Photoshoot planning in the N/E**

Heather has been making all the ground arrangements for Helicopters, rafts, props etc. Clint will be accompanying JF in August on this Shoot.

### **Meetings Highlights**

1. Community foundations in McBride
2. Several Spirit Committee Meetings
3. 3 teleconferences with Tartan PR.
4. COTA conference call
5. All Regions Summit in Summerland
6. West Jet day meeting
7. Northern Fund Meetings Prince George and Vancouver
8. Attended Heartwood Lavmeh
9. Guan Dong Delegation Meetings and Prince George
10. SOD Turning Northern Sports Centre
11. Conference Calls with New line Media TV
12. Call with Olga Illich
13. Spirit Committee Strategic planning 2 ½ days.
14. Attended Prince George Industry Input Sessions
15. Regional Managers Meetings at Tourism British Columbia

**4. Next meeting planning in camera and at the discretion of the Chair.**

**Adjourned – 3:30pm**