

# BOARD OF DIRECTORS MEETING MINUTES



Tuesday, June 25, 2019 7:00 p.m.

## **Addendums:**

- May 14, 2019 Draft Board Meeting Minutes
- April 23<sup>rd</sup> Official Invitation to join The Gold Rush Trail Management Committee
- May 2019 Financials
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## **Attendance:**

- Board: Mark Glentworth, Nicole Glentworth, Gina Bennett, Dusty Smith, Scott Medlock, Tina Pizar
- Staff: Shannon Jones (ED), Sarah Brown (Operations Manager)
- Regrets: Rod Peters, Lynne Marvell, Monica Florence

1. Call to order

2. Approval of Agenda

**Motion: THAT the June 25, 2019, Hope Business and Development Society agenda be adopted as presented - *Carried***

3. Adoption of Minutes

**Motion: THAT the May 14, 2019, Hope Business and Development Society minutes be adopted as amended. – *Carried***

4. Business from Previous Minutes

- a. Signing authority – Letter ready to go to the bank for signing authority with updated members of Finance Committee.
- b. Board executive positions – Chair – Tina Pizar. Gina will be acting secretary as well as Vice Chair until outstanding positions are filled.
- c. Sign ownership – Discussion.

5. Executive Director Report

- a. May 17<sup>th</sup> – Meeting with Mark – Review of the week
- b. May 21<sup>st</sup> – Meeting with Riley – Destination BC Partnership. Performing a years' worth of work in 6 months.

# BOARD OF DIRECTORS MEETING MINUTES



Tuesday, June 25, 2019 7:00 p.m.

- c. May 24<sup>th</sup> – Scenic 7BC meeting – Connect Media proposal/logo & map review. Presented draft of tear away maps. Available at the visitor centre. Will provide some for the Library.
- d. May 27<sup>th</sup> – Council meeting – Support THE RIDE/ Endorsement of new Directors/ C/W meeting to approve HBDS structure moving forward. AdvantageHope received approval from District to continue managing Visitor Centre.
- e. May 30<sup>th</sup> – Chilcotin Coast Gold Rush Trail Sign presentation HCC. 20 Communities participated. Received old gold rush sign.
- f. May 31<sup>st</sup> – Meeting with Gina and HMCOL – 2019 DBC grant and relationship moving forward. HMCOL Board rep Lynne Marvell
- g. May 31<sup>st</sup> – Jackie Tegart Tourism Stakeholders meeting in Lytton – re energize the Canyon supporting Hope as a presence in the Canyon.
- h. June 1<sup>st</sup> – Sto:lo Bad Rock Tour – Chilliwack to Yale
- i. June 3<sup>rd</sup> – Post RDF transition meeting – Gina and Mark
- j. June 4<sup>th</sup> – meeting with Laura Plant TIABC – Relationship building/information session based on membership and wants to work with the Society on membership.
- k. June 4<sup>th</sup>-5<sup>th</sup> – Star fm Road Trip Adventure HCC
- l. June 5<sup>th</sup> – Bridal Falls Gondola Community Forum - Tourism Chilliwack event. Discussion on having this in our MRTP region not Chilliwack. We need to have a stronger presence. Expected to be up & running in 2020 and employ 400 employees.
- m. June 6<sup>th</sup> – Vancouver Coast and Mountains DMO meeting – River Rock Casino
- n. June 11<sup>th</sup> – PNP Training Session in Duncan – One package for the Board and one for Council. Hope qualifies for the Entrepreneurial pilot program; we need to decide our 3 main targets for business needs.
- o. June 13<sup>th</sup> – Communication Policy meeting with John Fortolozky
- p. June 17<sup>th</sup> – Read Right meeting – Destination Ambassador Training session planning
- q. June 18<sup>th</sup> – Meeting with Brian – Rambo First Blood to Last Blood. Discussion on poster. Local Theatre will be showing First Blood and Last Blood. There will be the “ Famous Rambo Tour”. The Silver Chalice is also a sponsor.
- r. June 19<sup>th</sup> – Gold Rush Trail Meeting – 1<sup>st</sup> Official GRT Management Committee member
- s. June 19<sup>th</sup>-20<sup>th</sup> – Manning Park Fam Tour
- t. June 21<sup>st</sup> – Scenic 7BC meeting
- u. June 23-24<sup>th</sup> – BCDMOA AGM –Vancouver. This is the largest destination & marketing venue in BC with 6 million visitors.
- v. June 27<sup>th</sup> – This will be the first of the AdvantageHOPE Business Workshop Series.

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We will schedule a Hope, Cascades and Canyons business workshop session every four months over the next year. June 27<sup>th</sup> will be the Super Host Destination Ambassador Training session and October will be the Grow with Google Workshop with Destination BC. This is the first workshop that DBC has been invited to host and they are very excited to come out.

- w. Shannon is currently working with the Mountainview Brewery in hosting a Partners appreciation event for the third weekend in September. Details to come.
- x. Visitor Centre – Increase of visitors from 2018. EBus pickup & drop off in Hope.
  - i. Hired 4 students for the summer
  - ii. Positive response with the Free Rein Course with Chawathil
  - iii. Wrapped up promotion for Ride to Conquer Cancer. Meeting with Hope Standard to help promote ride. Received shirts at the Visitor Centre. Working towards having visitors and businesses support with Wallace Street closed. Hoping to have businesses stay open with a captive audience on sidewalks.
  - iv. Library will donate people counter to the Visitor Centre.
  - v. Crime prevention finished paving at Othello Tunnels. Should improve the temperament of bus drivers.
  - vi. No word on moving from the trailers.

## 6. District of Hope Report

- a. Strata single water source. Bear 3 lots
- b. Development by the Starbucks is a Dollarama
- c. Approved Farmers Market
- d. New building inspector
- e. Discussion on circuit court

## 7. Committee and Board Reports

- a. Finance Committee (Nicole, Scott, Sarah, Shannon)
  - i. **Motion: THAT the April 2019 financials be accepted by the Board. Carried**
  - ii. **Motion: THAT the May 2019 financials be accepted by the Board. Carried**
- b. Policy & Procedure Review Committee (Gina, Scott, Rod). In process
- c. Board Recruitment & Orientation Committee (Monica, Mark). Received 4 applications. 3 accepted. Reviewing application process.
- d. MRDT Representative (Mark) – 2% tax approved. Letter will be sent.
- e. Communications Strategy Committee (Monica, Gina, Shannon). Communications workshop with District will be July 8th, 2019 @ 6:30pm.

# BOARD OF DIRECTORS MEETING MINUTES



Tuesday, June 25, 2019 7:00 p.m.

- f. Operations Representative & Executive Director Liaison (Mark). Discussed downtown portal sign.
- g. Hope Mountain Centre for Outdoor Learning Representative (Lynne). No report.
- h. Board Reports

## **8. Other Business**

**9. Discussion Period** – Canada Day Poster sent to members. July 20 & 21<sup>st</sup> Summer Smash.

**10. Adjourn Meeting 8:51 pm**

**11. Close Meeting**