

BOARD OF DIRECTORS MEETING MINUTES



Monday, October 21st, 2019 7:00 p.m.

Attendance:

- Board: Tina Pizar, Lynn Marvell, Mark Glentworth, Gina Bennett, Scott Metlock, Dusty Smith
- Staff: Shannon Jones (Executive Director), Sarah Brown (Operations Manager)
- Regrets: Monica Florence, Rod Peters
- Guests: John Fortoloczky; Councillors Craig Traun, Heather Stewin, Victor Smith

1. Call to order at 7 pm. This meeting has the dual purpose of providing our Quarterly Report to District of Hope Council.

2. Approval of Agenda

Motion: THAT the October 21, 2019, Hope Business and Development Society agenda be adopted as presented - *Carried*.

3. Adoption of Minutes

Motion: THAT the September 18, 2019, Hope Business and Development Society minutes be adopted as presented – *Carried*.

4. Quarterly workshop with the District of Hope

This Q3 review is a discussion of the data provided to the District as per our Fee for Service agreement. Some general comments regarding the nature of the report:

- We want to ensure that the information we are providing to Council is of value. The Report for this quarter includes Visitor Services statistics, presented by month, hours, parties, visitors, and home communities.
- District members clarify that Quarterly information should:
 - Be positive (i.e. don't report on what partners may NOT have done)
 - Be transparent for the public
 - Include information about future planned events
 - Include information about what kind of information visitors requested; e.g. referrals for more detailed or specific info about the town?
 - One highlight mentioned: a summer student developed a digital summary of some of the artifacts in our museum collection.
- A discussion ensued about the Fee for Service agreement itself (potential ways the document could be improved) and the future of AdvantageHOPE. Acting Mayor Metlock mentioned some budgetary considerations:

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- Council is considering an increased budget for AH. The budget has not been increased since its inception and we will need more budget to hire an Economic Development officer.
- Since this is the first time we are collecting the MRDT (“hospitality tax”) it will be difficult to estimate income this time, especially since we are starting this in the fall (when hospitality bookings are light anyway).

5. Business from Previous Minutes

Nothing to report.

6. Executive Director Report

See submitted report. Some highlights:

- on September 28 we launched the new AH website. This is a major revision and initial feedback is very positive.
- On October 1 we started collecting MRDT.
- A “Grow with Google” workshop was hosted on October 10, with good participation from the business community.
- Scenic 7 promotional materials will be rebranded.
- The Rambo “First blood, Last blood” event had huge reach. An article in the Hope Standard summarized the stats from this event.
- We had our first community visit from an applicant to the Provincial Nominee Program. This nominee is hoping to establish an IT storefront.
- Peter Mansbridge visited Hope during Brigade Days and our community was featured in the CBC show “The Way you See It”. The resulting video was very well received.

7. Visitor Centre Report

See submitted report. The Rambo “First Blood, Last Blood” event was especially notable and lots of Rambo-branded merchandise was sold.

8. District of Hope Report

Scott Medlock reported. Some highlights:

- Hope was once again awarded “5 bloom” status for our participation in Communities in Bloom.
- The Trails Master plan was adopted.

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9. Committee and Board Reports

- a. Finance Committee (Scott, Sarah, Shannon) – met just prior to this meeting. No concerns were identified. This committee may get a new member since our newest potential board member (see below) has expressed an interest.
Motion: THAT the August 2019 financials be accepted by the Board - Carried
- b. Policy & Procedure Review Committee (Gina, Scott, Rod) – met to discuss AdvantageHOPE (internal) communications policy.
Motion to adopt the new internal communications policy - Carried.
- c. Board Recruitment & Orientation Committee (Monica, Mark) – we discussed a potential new board member, Margaret Stubson, and reviewed her cover letter and resume. Margaret is a resident of Hope with a background in management. She is currently manager of the Yale Historical Society.
Motion to recommend to Council that Margaret Stubson join the Board of AH - Carried.
- d. MRDT Representative (Board Rep needed): we will approach our new potential member (Margaret) to see if she would also be interested in this committee, since she already serves on the Tourism Advisory Committee.
- e. Communications Strategy Committee (Monica, Gina, Shannon) – met along the same time as the policy committee to discuss our proposed new internal communications policy.
- f. Operations Representative & Executive Director Liaison (Mark) – nothing to report.
- g. Hope Mountain Centre for Outdoor Learning Representative (Lynne): Lynne reports:
 - i. many copies of the HBC Trail Book have been sold, not only at the Visitor Centre but also other locations.
 - ii. All the scheduled trips hosted by HMCOL have been sold out. Winter programs will launch in January.
- h. Board Reports:
 - i. Tina reports that she attended a Clean Economy initiative recently.
 - ii. Scott & Victor attended a Community Futures event in Kelowna where they toured a facility of the Okanagan Youth Professionals. This group provides a facility and services to get young professionals together,

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encourage their entrepreneurship, and retain them in the community.
Discussion followed: we agreed this would be a great idea to explore in Hope.

10. Other Business:

- a. Business walks have usually been done in October but we are running late this year. If we are going to have a 2019 Business Walk we will need to set a date and get volunteers. Shannon wants to do a community forum afterwards to report back. It would be very advantageous if we could encourage more participation in this by Chamber members.
- b. There was some discussion about an AH board member sitting on the Chamber of Commerce to provide better liaison between AH and the Chamber. Councillor Smith advises that we wait until after the Chamber has their AGM, then re-visit this idea.
- c. A workshop on Board Governance Fundamentals will be held at the Hope Recreation Centre. Tina hopes to attend & suggests other Board members might also consider attending.

11. Discussion Period

12. Adjourn Meeting – The meeting was adjourned at 8:44 pm.

13. Proceed to In Camera Session (Board and invited guests only)

14. Close Meeting