

BOARD OF DIRECTORS MEETING MINUTES

Wednesday, September 18th, 2019 7:00 p.m.



Attendance:

- Board: Rod Peters, Lynn Marvell, Mark Glentworth, Gina Bennett, Scott Metlock, Dusty Smith
- Staff: Shannon Jones (Executive Director), Sarah Brown (Operations Manager)
- Regrets: Monica Florence, Tina Pizar

1. Call to order: at 7 pm. Rod Peters volunteered to chair the meeting in lieu of Chair Tina Pizar.
 - a. Rod began the meeting with an Acknowledgement that we are on the traditional territory of the Chawathil First Nation, part of the Tyit Tribe from Yale to Seabird on both sides of the Fraser River.
2. Approval of Agenda

Motion: THAT the September 18, 2019, Hope Business and Development Society agenda be adopted as presented - *Carried*
3. Adoption of Minutes

Motion: THAT the June 25, 2019, Hope Business and Development Society minutes be adopted as presented - *Carried*
4. Business from Previous Minutes
 - a. Shannon reports that the signing authority letter has been taken to the bank, with most recent changes completed.
5. Executive Director Report - see addendum. Some highlights:
 - The Ride to Conquer Cancer event went very well & we received many positive comments from visitors & spectators.
 - A new “Scenic 7” map has been completed, showing the route all the way from Tsawwassen Ferry Terminal to Hope. It has been handed out at the ferry terminal & is especially valuable for travellers when Hwy. 1 has closures.
 - We have been gradually transitioning our promotional materials (font & other style elements) to better align with the styles of Destination BC. This will make it easier for our materials to be uploaded & included in their website & other materials.
 - Our new website is almost ready to launch & it includes many upgraded features; e.g.

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- informative page about business & investment opportunities in Hope
- photos which have been hashtagged (e.g. with #embracehopebc) will make it much easier for us to get permission to use in our promotions. By crowdsourcing images in this way, we save money that would have been spent on a professional photographer
- a comprehensive Events calendar will be maintained by Sarah
- More Dark Sky events have been scheduled for Oct. 18-20 (for beginners & families) & Oct. 25-27 (for more advanced participants)
- AdvantageHOPE has forged stronger partnerships with other community groups including Hope Brigade Days & Popkum Motor Park
- CBC has contacted us about a Radio One interview related to our upcoming Rambo event.

Visitor Centre report: see addendum. Some highlights:

- Visitor Centre has seen a big increase in visitors this summer
- The summer students were great
- An interim report has been submitted for DBC co-operative marketing
- Our Oct. 12 Rambo double feature event is sold out. We are still marketing the walking tour of filming locations (free) on Oct. 13

6. District of Hope Report: Dusty Smith & Scott Metlock reporting

- Dusty & Scott will be attending UBCM (Union of BC Municipalities) next week
- Community Forest funding has been ratified & \$100,000 has been dispersed to a variety of projects: dog park, curling club building upgrades, HMCOL, Hope Black Bear committee, Chamber of Commerce, Hope Community Service, Tillicum, Care Transit, Fraser Valley Mountain Bikers Network, Communities in Bloom, others.
- Hope & Area Transition Society (HATS) received a grant to paint a rainbow crosswalk at corner of Park St. & 4th Ave.
- 753 Waterworks: a study has been done to determine needed upgrades & the systems will eventually be connected.
- Ann Hart project (for affordable housing) is about 3-4 months behind but is moving ahead, slowly.

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7. Committee and Board Reports

- a. Finance Committee (Scott, Sarah, Shannon) - need to strike a committee to create a new budget for 2020 which should be ready for submission in October (i.e. before Council finalizes their budget at the beginning of November). The new budget must include increased funding for wages. We will also need to implement a hiring strategy to fill both the Executive Director position as well as the Economic Development officer position with a fixed term; consequently salaries must be nailed down & budgeted. ACTION: as many members of the Board as possible will try to meet during the week of Oct. 7-11 to get this underway.
 - i. **Motion: THAT the June 2019 financials be accepted by the Board - Carried**
 - ii. **Motion: THAT the July 2019 financials be accepted by the Board - Carried**
- b. Policy & Procedure Review Committee (Gina, Scott, Rod) - We reviewed (briefly) the revised & updated Policy & Procedures manual for AdvantageHOPE. It was agreed that this Manual should be revisited on an annual basis, preferably when we update our workplan.

Motion: to accept the revised P&P document as presented, pending review & approval by District staff - Carried
- c. Board Recruitment & Orientation Committee (Monica, Mark) - We have 5 Board positions vacant. Mark will follow up by connecting with some potentially interested individuals. We may also host a Christmas celebration, open to the public, to publicize the work of the Board & recruit new members. Note that the recruitment process has been simplified and requires only a cover letter from the applicant, as well as a follow up interview with AH members (to give candidates a chance to ask questions of us before committing).
- d. MRDT Representative (no current Board member on this committee) - the Tourism Advisory Council meets on a quarterly basis and met last week.
 - i. At the meeting there was considerable discussion about where advertising budget should be spent; Shannon requested input from the Board. We recommended that we move ahead with the current advertising in the Experiences guide, as is already underway. The TAC may of course choose to do things differently in the future.
 - ii. We need a Board rep on this committee. Shannon will speak to a potential new board member who would probably be interested in this role.
 - iii. The TAC will meet again in January.

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- e. Communications Strategy Committee (Monica, Gina, Shannon) - This committee hasn't met since last meeting. We will be meeting at some point (perhaps when we meet for our annual workplan) to discuss internal communications & add that to the Communications Plan recently developed to improve our communications with the Council. ACTION: Shannon will put out a call for more members & set a date for this committee to meet.
 - f. Operations Representative & Executive Director Liaison (Mark) - hasn't met over the summer.
 - g. Hope Mountain Centre for Outdoor Learning Representative (Lynne) - It has been a busy summer for the HMCOL with a great deal of trail work. Note that Rivers Day is set for this Sunday (Sept. 22). Winter programs will be starting up soon. Sarah reports that the HBC books & maps (developed by HMCOL) have been very popular at the Visitor Centre & have been sold out (several times).
 - h. Board Reports -
 - i. Rod reports that on Sept. 28 and 29 the HMCOL will be hosting the Nlaka'pamux Hunting Camp at the Skagit Basin along Ross Lake. This annual event is coordinated by Kevin Duncan of Lytton First Nation and Kelly Pearce of the HMCOL Board.
 - ii. Gina reports that she is once again working for UFV & can generally streamline any questions or requests related to the University. A bursary is available from UFV, targeted for residents from Hope. The deadline is extended until Nov. 30.
- 8. Other Business - none**
- 9. Discussion Period - none**
- 10. Adjourn Meeting - at 9: 08.**
- 11. Proceed to *In Camera* Session (Board and invited guests only)**