



**Sunshine Coast Tourism
7th Annual General Meeting
Tuesday, November 10, 2015
Seaside Centre – Sechelt, BC**

President Celia Robben welcomed the group and recognized the meeting taking place on the traditional territory of the Sechelt First Nation (shishalh) and thanked everyone for attending. The shishalh Nation xwamstut dance group performed a traditional welcoming dance.

1. Call to Order: 6:18pm by President Celia Robben

Celia reminded attendees that only members in good standing could vote/make motions and pointed to the voting cards distributed during registration. Celia recognized local government officials, Sunshine Coast Tourism staff, Walt Judas of TIABC, and special guest and keynote speaker Keith Henry from Aboriginal Tourism Association of Canada.

2. Motion to Approve Agenda – Motion Carried

3. Motion to Approve Minutes from October 21, 2014 AGM – Motion Carried

4. Aboriginal Tourism Association of Canada – Keith Henry, CEO

After serving as the CEO of the Aboriginal Tourism Association of BC, Keith Henry was recently named the CEO of the Aboriginal Tourism Association of Canada. His address spoke to the need for collaboration, support, and partnership as aboriginal tourism gains a stronger foothold in the tourism market. He gave practical tips for achieving this goal, including creating better signage, product packages, and better collateral for distribution at visitor information centres.

Mr. Henry cited that 1 in 4 visitors to British Columbia are looking for an aboriginal experience, and that regions like Haida Gwaii and Victoria are excellent models for Sunshine Coast Tourism to follow moving forward.

5. Marketing and Media Relations Presentation – Paul Kamon, Marketing Director, Andrea Wickham-Foxwell, Communications Director, and Annie Schroeder, Marketing Assistant

SCT staff gave a presentation regarding their activities over the last year, and the emergence of better partnership efforts with the growth of content marketing. New content media partnerships with Festival Seekers and My Passion Media have delivered tremendous results. A larger presence of co-operative advertisements complimented by editorial coverage and social media boosts were among the highlights.

Paul and Annie explained how the content marketing approach is a collaboration which starts with content creation that is then strategically distributed in a variety of mediums, including print and online ads, editorial, social media, email, contests, and more.

As a result, website traffic sessions have increased by 26% YTD, with the number of unique users and page views increasing as well. Social media remains an important part of SCT's marketing efforts, with now over 5,476 Facebook 'Likes' (15% increase), 4,664 Twitter followers (32% increase), and in only its second year, over 2,850 followers on Instagram which is a whopping 245% increase over 2014. These networks are used to create daily conversations to generate interest in visitations.

This coordinated approach also involves higher engagement with visitors, with Paul citing examples such as the Powell River Visitor Info Centre's mobile centre helping to grow their visitation by over 8% (while other VIC's are declining in visits). Other efforts included new map signage at the ferry terminals and events like the first annual BC Day Instameet.

Andrea spoke to this approach as well by pointing to the strong increase in media coverage. She presented quotes from a number of editorial pieces that were written about the Sunshine Coast, including publications such as West Jet, West Coast Suncruiser, the Vancouver Sun, Trip Finder, Business in Vancouver, the Vancouver Observer, and Real Weddings. She thanked the membership and industry partners for their generosity, perseverance, consistency, and willingness to collaborate as equal partners.

Lastly, Paul and Annie reviewed metrics that point to the success of Sunshine Coast Tourism's strategy, including the 4.4% increase in ridership across all Sunshine Coast ferry routes and double digit growth in website traffic and social media portals.

6. Financial Report – Jock McLauchlan, Treasurer

Jock presented a summary of the financial statements prepared by Alvarez & Co, CGA for the fiscal year ended in April 30, 2015. Revenues totalled \$113,849 sourced from members, local governments, provincial grants, and co-operative programs. Expenses totalled \$111,823 with \$95,020 spent on marketing and media relations.

7. Fixed Link Special Resolution – Jack Barr, Director

Whereas the Sunshine Coast communities are currently BC Ferry-dependent and require affordable and reliable service for families, quality of life, and economic benefit, including for tourism;

And Whereas the Horseshoe Bay – Langdale transportation corridor, which moves traffic from the lower mainland to the Sunshine Coast, currently serviced by the BC Ferry Corporation, is dysfunctional given the constant delays, maintenance issues, and overloaded sailings, and ever increasing cost;

And Whereas Sunshine Coast Tourism anticipates the number of people seeking to access

the Sunshine Coast for tourism and recreation will continue to increase year-round, creating an expanded need for a reliable transportation corridor from the mainland to the Sunshine Coast;

And Whereas tourism potential and recreational opportunities in the corridor around Howe Sound is enormous;

And Whereas the Provincial Government has announced that they are in the process of conducting a feasibility study to analyse the socio-economic effects of a Fixed Link connecting the Sunshine Coast with the Lower Mainland;

Therefore, be it resolved that:

Should a Feasibility Study conducted by the Province of BC determine that a Fixed Link connecting the Lower Mainland and the Sunshine Coast be an efficient and affordable option as opposed to the current Langdale-Horseshoe Bay Ferry, then Sunshine Coast Tourism supports and endorses such Fixed Link, and calls upon on the Provincial Government of BC to immediately invest in and develop the new transportation connector.

It was then put to motion to approve the special resolution – Motion Carried.

8. Bylaw Amendments – Celia Robben, President

Upon the absence of Vice President Eagle Walz, Celia thanked him for his years of service to the organization and proceeded with presenting the bylaw amendments.

The Board of Directors has unanimously approved recommendations for revisions to our bylaws that would allow for members to vote at general meetings by proxy. The proposed new bylaws are as follows:

3.11 Proxy voting at any General Meeting is permitted for members who are:

- a) members in good standing
- b) able to submit in writing (by email or letter) the name of the proxy member 2 weeks prior to the General Meeting
- c) able to arrange a proxy member to be present at the General Meeting. No member may be allowed to serve as proxy for more than one member at any one time

Upon reading the proposed bylaw amendments, it was **moved to accept the bylaw amendments. Motion Carried.**

9. Nominations Report & Election of Board of Directors – Celia Robben, President

Celia presented the Nominations Committee Report. She thanked Linda Williams, John Hermesen, Eagle Walz, and Lori Pratt (1 year) for completing their 2 year terms on the Board of Directors.

The following directors are entering their 2nd year of a 2 year term of service:

Jack Barr, Powell River Town Centre Hotel

Accommodation Sector-North

Bob Crosbie, The Driftwood Inn	Accommodation Sector-South
Jamie Mani, Alpha Adventures	Member at Large-South
Jock McLauchlan, Stillwater Beach House	Member at Large-North
Martin Prestage, Up the Creek Backpacker's B&B	Small Accommodator/Campground
Celia Robben, Arcturus Retreat B&B	Member at Large-South

The following individuals put their name forward to begin 2 years of service:

JP Brosseau, The Old Courthouse Inn	Accommodation Sector-North
Jan Fu, Desolation Sound Resort	Accommodation Sector-North
John Hermsen, Footprint Nature Explorations	Recreation Sector
Linda Williams, Coast Cultural Alliance	Arts, Culture, & Heritage Sector
Ann Nelson, The Patricia Theatre	Member at Large-North

After calling for additional nominations three times, it was **moved to elect the uncontested nominations for Recreation Sector, Arts, Culture, & Heritage Sector, and Member at Large-North by acclamation. Motion Carried.**

The contested position was then voted upon and the following director was elected:
JP Brosseau, The Old Courthouse Inn Accommodation Sector-North

There were no nominations for the vacant position of Accommodation Sector-South, and thus that position remains upon and becomes the duty of the Board to appoint.

10. Closing Remarks

Prior to adjournment, President Celia Robben made a final statement, reiterating the mission statement of Sunshine Coast Tourism, and the hope to join 53 other communities in British Columbia in the most important provincial tourism program, the Municipal & Regional District Tax (otherwise known as the additional hotel tax). Opting in to this program would generate an estimated \$1.3M over the next 5 years to be spent locally on marketing the Sunshine Coast as a destination. It would also greatly increase SCT's capabilities to participate in other programs such as the Destination BC Cooperative Marketing Program which allows for matching grants of up to \$250,000 per year. She also stated that SCT's MRDT application is currently in the hands of the Ministry and we await their response.

She closed by commenting that our strength lies in our diversity and in our ability to work together as a united Sunshine Coast region, and also spoke to the importance of collaboration. The fact that ideas, talents, and contributions of all our partners will lead to much greater results than working alone.

11. Motion to Adjourn – Motion Carried