



**SUNSHINE COAST TOURISM
6TH ANNUAL GENERAL MEETING
OCTOBER 21, 2014 - POWELL RIVER, BC**

President Celia Robben welcomed the group and recognized the meeting taking place on the traditional territory of the Sliammon First Nation (Tla'amin) and thanked everyone for attending on such a stormy evening.

1. Call to Order: 6:02pm 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 Sunshine Coast Tourism staff Paul Kamon, Andrea Wickem-Foxwell, and Annie Schroeder and special guest Kevan Ridgeway, CEO of Vancouver, Coast & Mountains Tourism Region. Celia thanked Townsite Brewing for providing some of the refreshments for the evening.

2. Motion to Approve Agenda – Motion Carried

3. Motion to Approve Minutes from October 2, 2013 AGM – Motion Carried

4. Vancouver, Coast & Mountains Tourism Region – Kevan Ridgeway, President & CEO

Kevan stated that there are changes afoot at Destination BC and some will have major effects on us as an organization and to our individual tourism businesses. A letter that was sent from Destination BC (DBC) on July 30th to all six regions gave notice of financial cutbacks to the various regions, and completely discontinuing all funding to Vancouver, Coast, & Mountains (VCM) after March 31, 2015. The regional chairs were not consulted regarding these changes.

The VCM Board is strategizing in light of this news, with several possible scenarios including completely closing their doors or continuing on a smaller scale with funding from other possible sources.

VCM intends to deliver current commitments, including its funding to community partners (like SCT) and its publications (Travel & Experience guides) through March 2015. This assures SCT and other partners it can commit to advertising with VCM and use CTO funds as allocated for the 2014/2015 year with full reimbursement expectations.

Concerning April 2015 and beyond, we are waiting on an official announcement from DBC at the Tourism & Hospitality Summit in November as to how communities originally under VCM will be organized. It is believed that Sunshine Coast Tourism will be placed instead under the Tourism Vancouver Island region. The funding model will change and while the details are uncertain at this time it is believed there will be a reserved pool of funds for sector group proposals, and then a secondary open pool that all organizations can submit proposals.

Kevan strongly reiterated that the best success for the Sunshine Coast amongst these changes will be to collaborate and unify as a strong region.

5. Marketing & Media Relations – Paul Kamon, Marketing Director and Annie Schroeder, Marketing Assistant

Paul provided statistics from the past year. Traffic in the visitor information centres has grown overall, with the main increases in Sechelt and Powell River. SCT's website, www.sunshinecoastcanada.com, is up 16% in traffic over last year. A number of improvements to the site have been made over the last year, including upgrades to the member directory and streamlining the menu structure as well as adding new content. Social media remains an important part of SCT's marketing efforts, with now over 4,700 Facebook 'Likes' (56% increase), 4,500 Twitter followers (17% increase), and new for this year, over 800 followers on Instagram with each photo averaging 40 likes. These networks are used to create daily conversations to generate interest in visitations.

The Sunshine Coast Bed & Breakfast, Cottage Owners Association voted to dissolve in September 2014. Their memberships have instead renewed with SCT and their website and reservation system has been gifted to SCT. This system will be available to other members and integrated into the SCT website in the future.

Paul presented the "Go Coastal" promotional video that was created to target our markets in Alberta, Ontario, and Saskatchewan. The video has received over 10,437 views and will continue to be used in a variety of marketing efforts. Annie highlighted the "52 Weeks of Trails" campaign as an example of SCT's integrated marketing across multiple channels.

Andrea Wickham-Foxwell coordinated a number of media visits throughout the year, and SCT received a steady flow of coverage as a result of 2013 and 2014 efforts. Press was received world-wide in print, online, television, and radio media. The marketing team thanked its industry partners for their support.

2015 plans include attending four consumer trade shows (Outdoor Adventure shows in Vancouver & Calgary, Vancouver Boat Show, and the Sacramento International Sportsman's Expo). SCT has also purchased full page destination ads in the VCM Travel

and Visitor Experience Guides, a number of online advertisements in BC Living, the Northwest travel digital network, the Vancouver Observer, and BC Musician Magazine, and continued targeted seasonal Facebook campaign ads.

6. Financial Review – Celia Robben, President

Celia presented a summary of the financial statements prepared by Alvarez & Co, CGA for the fiscal year ended in April 30, 2014. Revenues totalled \$119,071 sourced from members, local governments, provincial grants, and co-operative programs. This was an increase of over \$20,000 from last year largely due to co-op programs. Expenses totalled \$105,594 with \$91,114 spent on marketing and media relations.

7. Bylaw Amendments – Celia Robben, President

Celia stated that from time to time, it is necessary to review the organization's bylaws. The previous board undertook a workshop, "Governing for Success", sponsored by then Tourism BC in crafting the current bylaws which were approved by the membership in 2012. The Board of Directors has unanimously approved 3 recommendations for revisions to our bylaws now that the Sunshine Coast Bed & Breakfast, Cottage Owners Association has dissolved. The proposed changes are highlighted in bold. Existing language recommended to be changed is highlighted in italics.

4.3 The Board of Directors will be composed of:

- (a) Two Directors representing Accommodators located in the north region
- (b) Two Directors representing Accommodators located in the south region
- (c) *One Director appointed by Sunshine Coast Bed & Breakfast, Cottage Owners Association*
- (c) One Director representing Small Accommodations and Campgrounds (those not eligible to collect MRDT)**
- (d) Two Directors at Large representing the north region
- (e) Two Directors at Large representing the south region
- (f) One Director representing the Recreation Sector
- (g) One Director representing the Arts, Culture & Heritage Sector
- (h) One non-voting ex-officio representative from Vancouver Coast and Mountains Tourism Region

4.5 *The Director representative of the Sunshine Coast Bed & Breakfast, Cottage Owners Association shall be appointed to the Sunshine Coast Tourism Board by the Association.*

4.5 The Director representative of Small Accommodations and Campgrounds shall be elected by Members of that sector.

4.15 *The Sunshine Coast Bed & Breakfast, Cottage Owners Association shall appoint the representative of their Association for a director position – the appointee to be on the slate of candidates for presentation at the Annual General Meeting.*

4.15 In the case of the Small Accommodations and Campgrounds director position on the Board, only the members of that sector may vote for that position.

Upon reading the proposed bylaw amendments and some discussion, it was **moved to accept the bylaw amendments en masse. Motion Carried unanimously.**

8. Nominations Report & Election of Board of Directors – Eagle Walz, Vice President

Eagle presented the Nominations Committee Report. He thanked Jack Barr, J.P. Brosseau, Jamie Mani, Ann Nelson, Celia Robben, Ryan Schmidt, Dikran Zabunyan, and Helen Baron (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:

John Hermsen, Footprint Nature Explorations	Recreation Sector
Eagle Walz, PR PAWS	Member at Large – North
Linda Williams, Coast Cultural Alliance	Arts, Culture, & Heritage Sector

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

Jack Barr, Powell River Town Centre Hotel	Accommodation Sector–North
Jean Paul Brosseau, Old Courthouse Inn	Accommodation Sector–North
Jock McLaughlan, Stillwater Beach House	Member at Large – North
Martin Prestage, Up the Creek Backpacker’s B&B	Small Accommodator/Campgrounds
Mary Winn, Marian’s On the Coast	Small Accommodator/Campgrounds
Trevor Chapman, Sunshine Kayaking	Member at Large--South
Jamie Mani, Alpha Adventures	Member at Large–South
Celia Robben, Arcturus Retreat B&B	Member at Large–South

After calling for additional nominations three times, it was **moved to elect the uncontested nominations for Accommodation Sector – North and Member at Large – North by acclamation. Motion Carried**

The contested positions were then voted upon, and the following directors were elected:

Martin Prestage, Up the Creek Backpacker’s B&B	Small Accommodator/Campgrounds
Jamie Mani, Alpha Adventures	Member at Large–South
Celia Robben, Arcturus Retreat B&B	Member at Large–South

9. Motion to Adjourn – Motion Carried