

Tourism Wells Gray
Minutes of Regular Board Meeting
Thursday May 11th, 2023

MINUTES of the meeting of the Tourism Wells Gray Board of Directors held in person and via Zoom on Thursday May 11th, 2023, from 1:45PM – 3:37PM at the DLCC meeting room 117 (Classroom B) in Clearwater, BC.

PRESENT:

| | |
|-------------------------|------------------------------------|
| Chair M. Larose | MRDT |
| Vice Chair H. Wadlegger | Director at Large |
| Treasurer T. Govaert | MRDT |
| P. Bradstock | Clearwater Chamber of Commerce |
| L. Frizzle | District of Clearwater, Councillor |
| V. Gat | BC Parks |
| H. Louwerse – via Zoom | Guiding and Activities |
| K. McKay | Parks Permit Holder |
| U. Tsao | TNRD Area A |

STAFF:

| | |
|--------------|--------------------|
| Amber Benoit | Executive Director |
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REGRETS:

| | |
|----------------|--------------------------|
| W. Robinson | Accommodation and Food |
| T. Haughton | BC Parks |
| A. Green | Simpcw First Nation |
| R. Vesak | TNRD Area A |
| Amanda Svenson | Visitor's Centre Manager |

1. CALL TO ORDER:

- a. The meeting was called to order by Chair at 1:45PM.

2. ADDITIONS/CHANGES TO AGENDA:

MOTION: That the agenda for the May 11th, 2023, Regular Board Meeting be approved.

Moved by T. Govaert

Seconded by P. Bradstock

CARRIED

3. READING AND APPROVAL OF MINUTES OF THE PREVIOUS BOARD MEETING:

MOTION: That the minutes of the meeting from April 11th, 2023, be accepted as presented.

Moved by P. Bradstock

Seconded by U. Tsao

CARRIED

4. CORRESPONDENCE

- a. Starry Nights Festival – Amber shared preliminary plan to reinstate the annual Starry Nights festival in Clearwater for 2023. Last festival was in 2019, pre-COVID. Clearwater Ski Hill has advised \$400/night for renting their venue. Pros: no light pollution, accessibility for locals and tourists alike. Cons: less night sky due to proximity to the hill. Hazel recommends trying the Airstrip again, as it was well received in 2019. Amber to follow up. Tentative dates July 29th and August 12th to line up with the Perseid meteor shower. Bill Burnyeat from the Community Astronomy in Vancouver would come up and do a presentation, we would watch a public domain sci-fi movie, followed by stargazing. PA system – does TWG own one? Or is this rented from DOC? Amber to approach girl guides or 4H to do simple concession, and ask DOC or TNRD if they might help support the events with grant funding.
- b. Biosphere Accessible Features 3D Google Tour – Jody Wall, photographer, will be coming up in June to create 5 panoramas of the Visitor Centre’s accessibility features as a free service sponsored by TOTA. There is potential for these photos to be juxtaposed against accessibility upgrades in the future as part of publicising the Destination Development Fund upgrades.

5. UNFINISHED BUSINESS

- a. CEBA Loan Repayment – Meira, Hazel, and Tania to coordinate repayment this month.

6. NEW BUSINESS

- a. Board Meeting Structure – Discussion was had on how to ensure quorum going into the busy tourism season for stakeholders. Suggestion was made to make motions early on in the meeting and adjourn when people have to leave and quorum is lost. Director reports can happen after adjournment if needed so long as no voting is needed. There is also the option to email voted and ratify in the next meeting if something urgent comes up. Quorum was confirmed at 6 directors.
- b. Destination Development Fund – press release to be organized by Amber to announce Tourism Wells Gray as a recipient of the Destination Development Fund. Amber will approach the mayor and BC Parks for quotes to include, then publish release and share through social media and to newspaper. A subcommittee was appointed to manage the project, with all voting matters being brought before the full board at meetings. Subcommittee members include Peter, Vladi, Tod, Hazel, and Kenneth. These individuals will work with Amber, Amanda, and the successful contractor to organize and implement the project.

MOTION: That Tourism Wells Gray appoint a subcommittee for the Destination Development Fund, consisting of Peter, Vladi, Tod, Hazel, and Kenneth.

Moved by P. Bradstock

Seconded by T. Govaert

CARRIED

- c. North Thompson Communities Foundation Spring Grant – Tourism Wells Gray was successful in gaining the requested grant to purchase an Owl-3 Meeting

Camera. Amber to organize public release thanking the foundation for their support. Amber also thanked TNRD Area "A" Director Usoff Tsao for his letter authorizing flow-through of grant funding.

- d. Wildfire Season – TWG and ED's Role – conversation was had on the ED's role in wildfires - mainly stakeholder liaison. Tania mentioned that in the 2017 and 2018 wildfire seasons, there was not enough communication to accommodations providers on current conditions. Amber plans to update daily or a few times a week should it become necessary. The board impressed that it would be preferred to keep Amber on liaison, and not be pulled into structure protection as a CVFD firefighter, as there is no one else to step into the ED's role in her absence, but that this decision would be situation-dependant and revisited if necessary.

7. EXECUTIVE DIRECTOR REPORT

- a. Spring ad campaigns – Paddling Magazine campaign has started and a water sports blog has been posted on the TWG website to coincide with the Paddling editorial on the Clearwater Kayak Festival. It has been generally well received so far. MBTA – Peter mentioned that it is important to vet influencers prior to signing with them. Ruby Hogg is from Valemount (relatively local), and has a strong family-focused presence on Instagram. Amber to share her details with the board for further review of any questions/concerns that may arise.
- b. Lower retail space – No potential renters at the moment. The space has been shared with both the Clearwater and Kamloops Chambers of Commerce. Amber to post a visible "for rent" sign and look into installing floating walls to delineate a staff room space for the building, and potentially lower the cost of the rental space.
- c. Canada Student Grant – We only received half the funding that was requested for the 2023 season; however, we applied for more than budgeted, leaving only an approx. 4K deficit. The board agreed that it is important to prevent burn-out in the VIC staff, and to consider additional financial sponsorship from TWG in order to support adequate staffing levels. Further discussion to be tabled until next meeting.

8. Visitor Centre Update and Report

- Regrets.

9. FINANCIAL REPORT

- Profit/loss and balance sheet are the same for this meeting (new ones not available in time for meeting). No additional questions arose.

10. CHAIRMAN'S REPORT

- N/A nothing to report.

11. BOARD MEMBER REPORTS -

a. **BC PARKS: Vladi Gat**

- PEF grant funding has been announced – applications for projects of \$5,000 and under are being accepted until June 2nd. Discussion was had on applying for grants relating to Visitor's Centre safety (fire extinguishers, fire exit signs, evacuation maps, and a muster point sign), visitor experience (self-serve digital information kiosk, or iPads for staff to use on

shift), and VIC staff communication (radios). TWG board to provide any more ideas as they come, and Amber to apply as able in advance of the deadline.

- Question arose about the park gate – is this in need of repair. Amber to touch base with Amanda on this.

b. **MRDT: Meira LaRose**

- N/A Nothing to report.

c. **SIMPCW: Alison Green**

- Regrets

d. **PARKS PERMIT HOLDER: Kenneth McKay**

- N/A Nothing to report.

e. **ACCOMMODATION & FOOD: Will Robinson**

- Regrets

f. **GUIDING & ACTIVITIES: Holly Louwerse**

- N/A Nothing to report.

g. **CHAMBER OF COMMERCE: Peter Bradstock**

- Upcoming governance workshop for non-profits (grant-funded)
- Chamber is upgrading website, potentially with curated ads.
- Applied for grant to attend the Chamber of Commerce AGM.

h. **DISTRICT OF CLEARWATER: Lynne Frizzle**

- N/A Nothing to report.

i. **DIRECTOR AT LARGE WGOC: Hazel Wadlegger**

- N/A Nothing to report.

j. **TNRD: Usoff Tsao**

- Aug 17th, TNRD Directors will do a tour and are currently looking for suggestions of stops to make. Salmon-viewing platforms, rafting, and Backcountry Bowls were suggested.

12. DATE OF NEXT MEETING: The next regular board meeting tentatively set for Thursday June 1st at 1:30PM in the DLCC meeting room.

13. ADJOURNEMENT:

- a. **T. Govaert moved to adjourn meeting at 3:37PM.**

CARRIED