

Tourism Wells Gray
Minutes of Regular Board Meeting
Monday November 6th, 2023

MINUTES of the meeting of the Tourism Wells Gray Board of Directors held in person and via Zoom on Monday November 6th, 2023, from 1:33PM – 4:24PM at the DLCC room 107 in Clearwater, BC.

PRESENT:

Chair M. Larose – via Zoom	MRDT
Treasurer K. Jones	Accommodation and Food
D. Pidcock	Clearwater Chamber of Commerce
L. Frizzle	District of Clearwater, Councillor
S. Streadwick	Park Use Permit Holder
T. Houghton – via Zoom	BC Parks
U. Tsao – via Zoom	TNRD Area A

STAFF:

Acting Chair A. Benoit	Executive Director
A. Svenson	Visitor's Centre Manager
C. Hanna	Executive Director (maternity leave)

REGRETS:

Vice-Chair H. Wadlegger	Guiding and Activities
Secretary H. Louwerse	Director at Large
R. Vesak	TNRD Area A
V. Gat	BC Parks
A. Green	Simpcw First Nation
A. Bachhal	MRDT

1. CALL TO ORDER:

- a. The meeting was called to order by Acting Chair at 1:33PM.

2. ADDITIONS/CHANGES TO AGENDA:

MOTION: That the agenda for the Nov 6th, 2023, Regular Board Meeting be approved.

Moved by M. Larose

Seconded by K. Jones

CARRIED

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

MOTION: That the minutes of the meeting from Sep 7th, 2023, be accepted as presented.

Moved by L. Frizzle

Seconded by S. Streadwick

CARRIED

4. FINANCIAL REPORT

- Current financial standing for 2023 up to end of September is as follows:

(approximations)	Revenue	Expenses	P/L
2023 Budget	222K	260K	-38K
2023 Actuals (Jan-Sep)	210K (excluding funds received through DDF grant as this was not included in the 2023 Budget)	242K	-32K

- August 2023 MRDT expected according to forecasting was approx. 23K. We received 55K – 32K over expected.

a. 2024 Budget

Revenue:

- MRDT has been estimated conservatively – the likely revenue will be closer to 230K; however, the presence of pipeliners in early 2023 make this difficult to estimate.
- Canada Summer Jobs Grant – In 2023, we applied for 36K, budgeted for 23K, and received approx. 21K. For 2024, therefore, we budgeted for 21K.
- Destination Development Fund – waiting to confirm with Destination BC how they would like these revenue and expenses reported in the budget.
- Visitor Centre – Rent is for Clearwater Times and Bigfoot Trading Co; commissions/ad pricing sheet in progress by Amanda.

Expenses:

- Wages for the Executive Director position are based on Amber in the role in January, and Claire in the role from March to December.
- No change in financial allocation for campaigns or marketing consortiums. Discussion was had about the value of the marketing consortiums, and the board agreed to continue with all three for another year, and then to reassess for next year's budget.
- The board would like to see Tourism Wells Gray participate in more trade shows, and therefore an additional 10K was added to the budget for this purpose.
- The budget for the Visitor Centre wages and expenses were increased to more accurately reflect the actuals from 2023.

MOTION: That the Tourism Wells Gray Board of Directors accept the 2024 MRDT Budget and Tactical Plan as presented.

Moved by S. Streadwick

Seconded by K. Jones

CARRIED

b. Signing Authorities

MOTION: That Tania Govaert be removed as signing authority for Tourism Wells Gray, and Keiran Jones be added as signing authority for all Tourism Wells Gray accounts, with Meira Larose and Hazel Wadlegger remaining as signing authorities.

Moved by L. Frizzle

Seconded by M. Larose

CARRIED

5. CORRESPONDENCE

- a. Scott Streadwick – Letter of support for River Road Repairs
This matter has now been moved from the minister, onto the treasury board. The mayor has been advocating for repairs. Tourism Wells Gray will compile a letter to submit to the local MLA and invite stakeholders to submit letters to TWG for joint submission.
- b. Valley Pride – partnering for New Year’s Party
The board supports Tourism Wells Gray cross-promoting this event for Valley Pride; however, will refrain from creating marketing content for the event.

6. UNFINISHED BUSINESS

- a. VIC Staff Room/Centre Work – Partition work is almost complete – only some painting left to complete, then final invoice will be processed for payment. The electric furnace had been installed by BJC HVAC and will be operational in the next week or two.
- b. Season End Hospitality Gala – “Staff Party” – Received quite well by the community – estimated 200 people attended event. ED has processed payment for the DJ and will process for the shuttle service once bill is received. After this, these amounts will be deducted from the \$1500 approved contribution for the event and forwarded to Valley Pride/Gateway for invoicing and payment submission.
- c. TWG AGM – Well attended – Chair and Vice-chair to sign 2022 AGM minutes at earliest opportunity.
- d. VIC Gate Keys – Tod has keys for Amanda and will deliver this week.

7. NEW BUSINESS

CLOSED MEETING - The Tourism Wells Gray Board of Directors went into “in camera” executive session from 3:16PM – 3:49PM with unanimous consent.

8. EXECUTIVE DIRECTOR REPORT

- a. 2023 Winter/Weddings campaign – ED to contract Fresh Inc for winter and weddings paid social campaign to run from December to March. Campaign approvals would be authorized through Amber, Amanda, or Claire, depending on who is available at the time.
- b. 2024 Spring/Summer campaign – Rapid Media has reached out with interest in running this campaign with a flatwater campaign. Considering the efficacy and success of the 2023 campaign, ED recommends we work with them again for 2024.
- c. Additional focuses for 2024 – Stakeholders registrations, website training/updates, increased stakeholder engagements through 1-on-1s and targeted stakeholder info-sessions, and increased reporting/transparency with providing visitor statistics to stakeholders.
Currently ED is working on adding TWG meeting minutes to the wellsgray.ca website.

9. VISITOR CENTRE REPORT

- Volume – Provided final numbers from the visitor centre for the season, showing just under 40,000 visitors
- Commissions – Total commissions for the season were over \$5000 – most collected, with just a couple of operators to still submit final payment. Scott has

suggested investing in sales training for the VIC staff to help hone skills/tone for the 2024 season's efforts.

- Winter Tasks – Amanda currently focusing on securing snow removal services and creating pricing structures for commissions and ads for the coming year. Will also be continuing with social media and beginning to engage stakeholders in the coming months to discuss the 2024 operating season.

10. CHAIR'S REPORT

- N/A None to report

11. BOARD MEMBER REPORTS -

a. **BC PARKS: Tod Haughton**

- Overall, great summer - BC Parks had 8 auxiliary staff, very thankful for Roland and Anne Neave for their contributions to the park – the Moul Falls stairs are now done. Trophies/Sheila Lake work is also done.
- The plan for the next 2 years is to replace the viewing platforms at Spahats and Helmcken Falls.
- BC Parks has had meetings with Blackpool Fire Department and BC Wildfire and agreed to a planned secondary egress from the North Thompson Provincial Park that will not be open to public access and only for emergency vehicle/traffic use.
- No treasury board submission for the River Road project as of yet, but BC Parks is keeping a close eye on this.
- BC Parks will be reviewing permits in the coming months, with the potential for non-exclusivity to be implemented in the Spring.

b. **MRDT: Meira Larose**

- N/A Nothing to report.

c. **SIMPCW: Alison Green**

- N/A Regrets

d. **PARK USE PERMIT HOLDER: Scott Streadwick**

- N/A Nothing to report.

e. **ACCOMMODATION & FOOD: Keiran Jones**

- Having discussions with winter operators – all agreed that more promotion is needed for those who are open through the winter season to promote the area.

f. **GUIDING & ACTIVITIES: Hazel Wadlegger**

- N/A Regrets

g. **CHAMBER OF COMMERCE: Deana Pidcock**

- Chamber has rebranded with a new website and are currently working on grants and workshops. Expressed interest in collaborating with TWG to help engage and support more stakeholders in the area.

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

- Mayor has been meeting with many officials to discuss the River Road project – conversation is ongoing.
- Clearwater River Trail – making progress on the project, despite many setbacks. Currently, the parking lot has been approved to start work.

i. **DIRECTOR AT LARGE: Holly Louwerse**

- N/A Regrets

j. **TNRD: Usoff Tsao**

- Offered support to Tourism Wells Gray – happy to collaborate/brainstorm on any issues/ideas for boosting tourism in the area.
- Will follow up with ED with more information on Economic Development grants.

12. DATE OF NEXT MEETING: The next regular board meeting tentatively set for Monday, December 4th at 1:30PM at a DLCC meeting room.

13. ADJOURNEMENT:

- a. **L. Frizzle moved to adjourn meeting at 4:24PM.**

CARRIED