

**Board Meeting Minutes**  
**September 10<sup>th</sup>, 2020**  
**3 pm to 5 pm**

**Location: Virtual Meeting using Zoom**

**Board Attendance:** John Lush (Chair), Toby Barrett, Jo Best, Treena Coney, Dawn Mellings-Kynoch, Jackie Miles, Ryan Johannsen and Brandy Beliveau

**Absent:** Graeme Kreiner, Lucille Hayward and Atma Sandher

**Staff:** Joanne Sweeting and Rachel Wilde

	<u>MOTION / ACTION</u>	<u>1<sup>ST</sup></u>	<u>2<sup>ND</sup></u>	<u>CARRIED</u>	<u>ACTION</u>
	Call to Order & Welcome at 3:00pm				
1.	<u>Motion:</u> To approve the agenda.	Treena	Jo	ALL	
2.	Review the action points from the August board meeting. <ul style="list-style-type: none"> <li>● John to arrange a stakeholder committee meeting.</li> </ul>				
3.	<u>Motion:</u> To approve and sign off the minutes from the August 13 <sup>th</sup> Board Meeting.	Treena	Jo	ALL	
4.	Update from Finance Committee. No updates.				
5.	Update from Stakeholder Committee. Will be meeting after this board meeting.				
6.	Update on short-term rentals. Hotels and motel operators were invited to an exclusive meeting with Phil Armstrong on August 17th. Unfortunately only Atma (Ponderosa), Harjinder (Mary's Motel) and Treena (Prestige Inn) attended. The Town hosted an open house that followed a regular council meeting with a packed agenda. Joanne observed a handful of people in attendance. Phil did state that there had been 50+ responses to the online survey. The Town is hoping to have legislation in place for the end of the year. It was agreed TG should continue to lobby the Province and the CSRD for changes to regulations to allow for a level playing field.				
7.	COVID-19 response update & discussion. Several campaigns are running including 'Getting to Golden' with great interactions. Our digital advertising campaigns are producing good results in analytics with increased interactions and time on site. John commented that visitors from lower mainland have increased. Website visits from BC are now greater than Alberta.				
8.	Questions on Managers report. John asked about Visitor Centre numbers. Joanne gave an update. Other community numbers were discussed with some destination numbers being up.				
9.	Round table: <u>Toby</u> August was better than expected. Visitor numbers are similar to last August but revenues are down. Biking is up. A very busy				

<p>labour weekend. Winter pass sale numbers are looking good. Covid plans are being worked on and more bookings are expected once these are done.</p> <p><u>Treena</u> August was better than expected but by no means like previous years.</p> <p><u>Dawn</u> Gave a brief update on her background and previously how she was the Executive Director for a Destination Marketing Fund. It was agreed that Dawn would be added to the stakeholder committee.</p> <p><u>Jackie</u> New Executive Director for the Chamber. Gave a brief update on her background.</p> <p><u>Brandy</u> Christmas is filling up. August similar to last year and managed to fill wedding party spots with CP workers.</p> <p><u>Ryan</u> Rafting is about to close for the season. Due to capacity restrictions numbers were down by 50%. Lodging was slower than previous years. The lodge closes at the end of September for the season.</p> <p><u>John</u> August did pick up. The American market is a challenge with no insight as to what travel restrictions will be. Jo commented that all of her bookings are domestic right now. Some overseas bookings but she feels that International bookings should be placed on hold. Toby added that KHMR do remind US and International visitors about the quarantine requirements.</p> <p><u>Jo</u> Been as busy as last year and all bookings are looking good.</p>				
Meeting adjourned at 4.10 pm	Toby	Jo	ALL	
<p>Signed: _____</p> <p>Print Name: _____</p> <p>Date: _____</p>				