

Board Meeting Minutes

September 8th, 2021

1 pm to 3 pm

Location: Virtual Meeting using Zoom

Board Attendance: Toby Barrett, Atma Sandher, Brandy Beliveau, Jo Best, Treena Coney, John Lush, Lucille Hayward, Suk Dhasi

Absent: Ryan Johannsen, Graeme Kreiner, Tess Davies

Staff: Joanne Sweeting, Andy Brown and Abigail Dunford

Guest:

	<u>MOTION / ACTION</u>	<u>1ST</u>	<u>2ND</u>	<u>CARRIED</u>	<u>ACTION</u>
<u>1 pm</u>	Call to Order & Welcome				
1.	Election of the following Executive positions: <ul style="list-style-type: none"> ● <u>President</u> Atma moved that Toby should be elected as President. Jo seconded. Toby was elected by acclamation. Toby accepted the position of President. ● <u>Vice President</u> Atma moved that John should be elected as Vice President. Jo seconded. John was elected by acclamation. John accepted the position of Vice President. ● <u>Treasurer</u> Atma moved that Jo should be elected as Treasurer. Brandy seconded. Jo was elected by acclamation. Jo accepted the position of Treasurer. ● <u>Secretary</u> John moved that Lucille should be elected as Secretary. Atma seconded. Lucille was elected by acclamation. Lucille accepted the position of Secretary. 				
2.	<u>Motion:</u> To approve the agenda.	Atma	Lucille	ALL	
3.	Review the action points from the July board meeting: Action point from July 2021 meeting: Joanne to arrange for Robin to host a virtual presentation to stakeholders in September. Completed: Check In Canada, invitation sent out and virtual meeting next Wednesday				
4.	<u>Motion:</u> To approve and sign off the minutes from the July 2021 Board Meeting.	Treena	Atma	ALL	
5.	Striking of the following standing committees: <ul style="list-style-type: none"> ● Finance (will meet monthly) Toby, Jo Best, Treena ● HR (will meet as required) Toby, Jo & Treena ● Stakeholder Communication (will meet as required) Toby, John, Treena, Ryan, Suk & Atma ● Governance (Constitution and Bylaw) (will meet annually) 				

	<p>Toby, Atma, Ryan, & Lucille</p> <ul style="list-style-type: none"> • Visitor Services (will meet as required) N/A • Co-op Program <p>Atma, Brandy, Jo, Lucille</p>				
6.	<p><i>It was agreed that the following bank signatories would continue:</i></p> <p>Joanne Sweeting John Lush Atma Sander Toby Barrett</p>				
7.	<p>Update from Finance Committee: No updates or concerns</p>				
8.	<p>MRDT Renewal Progress Review: Many board members have gathered signatures and have updated the google spreadsheet. We have collected 41% of property signatures in support and 49% unit signatures in support. We are looking good to get the 51% to pass the vote.</p>				
9.	<p>Action: Arrange a meeting with the Stakeholder Committee to review the renewal status and further action.</p>	Joanne			
10.	<p>2022 Annual Plan and Budget: Focuses are on Destination Management. We reviewed core objectives from the Strategic Plan. Gravitating away from print ads, focusing on digital ads. \$51,000 will be put into web development, including itinerary integration, booking integration, and research which is more important than ever focusing marketing activities on telus insights.</p>				
11.	<p><u>Motion:</u> To accept the 2022 Annual Budget and Plan including the amounts allocated in the budget for website upgrade including itinerary integration and mobile app, booking engine, and telus insights.</p>	Atma	John	ALL	
12.	<p>Event hosting program: Crankworx - refer to attached letter from Crankworx requesting additional funds.</p> <p>Crankworx- Asking for \$20,000 for 2 events \$12,000 for Psychosis \$8,000 for main Crankworx Event</p>				
13.	<p><u>Motion:</u> To approve Crankworx request up to \$20,000 which represents 50% of eligible local hosting cost, excluding prize money</p>	John	Jo Best	ALL	
14.	<p>There was a discussion and it was agreed that the board wants to look into better ways to engage stakeholders.</p> <p>Action: Arrange a meeting for the Stakeholder Committee to review options for recommendations to the board, Tuesday October 12th at 1pm</p>	Joanne			
15.	<p>Treena and Lucille left the board meeting at 2:59</p>				
16.	<p>Round Table:</p> <p>John- Disappointed that the ultra was cancelled, which affected bookings. Steady for Thanksgiving weekend. Americans are calling</p>				

	<p>to book for the next ski season. We do not know the answer to questions regarding what the future will be with Vaccine Passports.</p> <p>Brandy- Short staffed. Currently hiring for winter. International staff are coming.</p> <p>Jo Best- She's busy now. Mostly returning guests. Pent up travel demand is not the same as last year. Experiencing a normal October and November. Americans are coming and British travellers.</p> <p>Suk- Summer is starting to slow down. Long weekend traffic was good. Highway closure will limit traffic.</p> <p>Atma- Busy. Long weekend was good. A lot better than last year. Slow down in the last couple of days for the shoulder season.</p> <p>Toby- Done daily operation and are only open on weekends. Crankworx event and Redbull coming soon with a special race at the resort. Proof of vaccine changes service at Eagles Eye Restaurant.</p>				
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17.	Meeting adjourned at 3:11pm	John	Atma	ALL	
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	<p>Signed: _____</p> <p>Print Name: _____</p> <p>Date: _____</p>
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