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SUNSHINE COAST TOURISM - ANNUAL GENERAL MEETING
WEDNESDAY, NOVEMBER 9, 2016: 6:00-8:00pm
The Patricia Theatre, Powell River, BC
MEETING MINUTES

- 1. Call to Order - 6:10pm**
- 2. Approval of Agenda -- approved**
- 3. Approval of AGM Minutes – November 10, 2015 - approved**
- 4. Keynote Speaker – Richard Porges, VP Corporate Development, Destination BC**

Our keynote speaker tonight is Richard Porges, Vice President, Corporate Development for Destination BC. He joined what was then Tourism BC in 1999 in the research group. Today he provides leadership in the areas of Corporate Communications, Research & Evaluation, Human Resources, and Finance.

Mr. Porges shared an update from Destination BC. They are focused on creating strategic partnerships, both with community DMO's like Sunshine Coast Tourism, but also with marketing partnerships with Google and Facebook. As an example, Destination BC is one of the first in Canada to use the Google Trekker program, which brings "Street View" to the trails. The Sunshine Coast Trail was recorded this summer, and will be one of the first trails live on the platform. Mr. Porges greatly stressed the importance of collaboration amongst every level of tourism partner, as his "takeaway" point of the evening.

5. Marketing and Media Relations Report – Paul Kamon, Annie Schroeder, Andrea Wickham-Foxwell

The marketing and media time presented the year's activities, showcasing an increased amount of activity coinciding with the increased funding. The staff presented the key pillars of their destination strategy:

- Collaborate and align with Destination BC and the "Super, Natural British Columbia" brand, while keeping our unique identity that sets us apart from other BC destinations
- Promote experiences that encourage visitors to explore further and engage more deeply
 - Coastal Circle Route
 - Sea to Sky Mountain Bike Tour
 - BC Ale Trail
 - Festivals & Events
 - Unique Attractions
- Build brand awareness and traveller advocacy

- Provide leadership to our Visitor Information Centres to create a cohesive visitor experience

Highlights of the report included:

- SCT has been able to participate in sector marketing programs, including the Sea to Sky Mountain Bike campaign, the BC Ale Trail, and AHOY BC.
- Website traffic is up significantly, and plans are in place to launch a redesigned and upgraded version of the website in 2017.
- Ferry traffic to our Sunshine Coast region is up 4.8% year to date.
- Key media activities included hosting John Lee from the Lonely Planet guides, and a front page travel editorial feature and fashion shoot for WestJet Magazine.

6. President's Report – Celia Robben

Celia announced that our region began collecting the MRDT on August 1, 2016, and that the first step was to hire staff. A board committee has been going through the hiring process since this summer and has just hired the first ever Executive Director of Sunshine Coast Tourism - Paul Kamon. In his replacement as Marketing Director, SCT has hired Annie Schroeder to fill this role, having worked with SCT as Marketing Assistant for several years as a contractor.

Celia reiterated that the mission of Sunshine Coast Tourism is to build a strong tourism economy consistent with the values of residents. We are committed to promoting the Sunshine Coast destination in targeted markets through a strategic, research based marketing strategy. Our strength lies in our diversity and in our ability to work together as a united region. Collaboration has been mentioned many times over the course of the evening. Ideas, talents, and contributions of all our partners will lead to much greater results than working alone. That is true not only for businesses, but for organizations and for communities. Let's strive to work together to move the entire region forward, to focus on the big picture.

7. Financial Report -- Treasurer, Ann Nelson

Ann shared financial reports from our accountant, Alvarez & Co, CGA, for fiscal year 2016, (May 1 2015 - April 30, 2016). The reports showed increased revenue from memberships, member co-ops, and from Destination BC, and the same revenue as last year from our local governments. This increased revenue allowed SCT to further invest in Marketing & Media efforts, with \$180,770 spent on these activities, and a total budget of \$201,607 (the difference being spent on overhead, administration, and accounting).

Ann also explained that because our fiscal year does not align with Destination BC, our largest source of revenue, that the accountant recommended allocating for deferred revenue of \$102,356 to the next fiscal year. This money was received from Destination BC under its co-op program to be spent from April 1, 2016 to March 31, 2017, so it only had one month of overlap with our current fiscal, thus the decision to mark it as deferred revenue for the following fiscal. This shows the members equity at (\$45,220), but in reality we have \$83,733 as cash in the bank, so we have a very positive financial situation for the organization.

8. Election of the Board of Directors -- VP, John Hermsen

Thank you to the following board members completing 2 year terms of service

- Jack Barr – Town Centre Hotel
- Bob Crosbie – Driftwood Inn
- Jamie Mani – Alpha Adventures
- Jock McLauchlan – Stillwater Beachhouse B&B
- Martin Prestage – Up the Creek Backpacker's Lodge
- Celia Robben – Arcturus Retreat B&B

The following directors are entering their second year of their two year term:

- JP Brosseau - Accommodation – North
- Cheryl MacKinnon - Accommodation – South
- Ann Nelson - Director at Large – North
- John Hermsen -Recreation
- Linda Williams -Arts, Culture & Heritage

The following individuals have put their name forward:

Director Accommodators - North

- Jack Barr – Town Centre Hotel

Director Accommodators – South

- Martin Prestage – Up the Creek Backpacker Lodge

Small Accommodations & Campgrounds

- Celia Robben – Arcturus Retreat B&B

Director at Large – North (electing 1)

- Christine Hollmann – Terracentric Coastal Adv
- Michelle Zutz – Townsite Brewing

Director at Large – South (electing 2)

- Jamie Mani – Alpha Adventures
- Leah MacNeil – Harbour Air

After the voting process, the following members were elected to new two year terms of service on the Board of Directors:

Director Accommodators - North

- Jack Barr – Town Centre Hotel

Director Accommodators – South

- Martin Prestage – Up the Creek Backpacker Lodge

Small Accommodations & Campgrounds

- Celia Robben – Arcturus Retreat B&B

Director at Large – North

- Christine Hollmann – Terracentric Coastal Adv

Director at Large – South

- Jamie Mani – Alpha Adventures
- Leah MacNeil – Harbour Air

9. Adjournment -- 8:00pm