



# **SUNSHINE COAST TOURISM – ANNUAL GENERAL MEETING**

**WEDNESDAY, NOVEMBER 1, 2017: 4:00PM – 6:00PM**

**GIBSONS PUBLIC MARKET, GIBSONS, BC**

## **MEETING MINUTES**

- 1. Call to Order – 4:10 PM by Martin Prestage, President**
- 2. Approval of Agenda – Approved**
- 3. Approval of 2016 AGM Minutes, November 9, 2016– Approved**
- 4. Presentation - Graham Starsage for Nicholas Sonntag Marine Education Centre**

Graham highlighted the activities, purpose, and future for the Nicholas Sonntag Marine Education Centre. His presentation focused on advancing environmental awareness and inspiring positive change for humans, especially regarding ocean preservation.
- 5. Keynote Speaker – Gary Ross “The Power of Story”**

Gary’s keynote centered on the idea of “Telling Your Tourism Story”, and he touched on five key elements to content marketing. Those elements included: 1) You must earn people’s attention, 2) You have to earn people’s trust, 3) Think mobile (people mostly scan now, so use simple, short language and subheadings, be upfront and say the most important thing first), 4) Create quality content, not quantity, and 5) Forget “content marketing”, and embrace “brand journalism”.
- 6. Marketing & Media Report -- Annie Schroeder**

Sunshine Coast Tourism’s Marketing Director, Annie Schroeder, presented a video overview of the organization’s highlights for the past year. The video can be viewed here: <https://youtu.be/EgQbHjkGIAM>

Highlights of the report included:

- Launch of the updated brand website, [sunshinecoastcanada.com](http://sunshinecoastcanada.com)
- Greater level investment in the matched funding program from Destination BC, the Co-op Marketing Partnership Program
- Record year for inbound passengers on our local ferries
- Hosted 45 journalists, with over 320 travel articles published about the Sunshine Coast this year
- Continued partner marketing efforts including the BC Ale Trail, Coastal Circle Route, Sea to Sky Mountain Biking

She stressed the importance of collaboration among industry partners and encouraged stakeholders to continue to engage with Sunshine Coast Tourism by becoming a member, promoting shared attractions, hosting media, and tagging #sunshinecoastbc on social media.

## **7. Executive Director Report**

**Paul Kamon**

Executive Director, Paul Kamon, touched on several highlights from 2017, most importantly the Sunshine Coast Destination Development Report. This report was produced in collaboration with Destination BC and partners across the Sunshine Coast and serves as a ten-year road map for the continuing evolution of the Sunshine Coast as a tourism destination. It addresses themes including transportation, labour issues, destination management, tourism business success strategies, the visitor experience, and service quality.

## **8. Treasurer's Report**

**Celia Robben**

Treasurer Celia Robben shared financial reports from our accountant, Alvarez & Co, CGA, for fiscal year 2017, (May 1 2016 - April 30, 2017). The reports showed increased revenue from MRDT, and Destination BC, and a slight increase from local governments. This increased revenue allowed SCT to further invest in Marketing & Media efforts, with \$610,382 spent on these activities, and a total budget of \$708,728 (the difference being spent on overhead, administration, and accounting). It is important to note that a large portion of the Destination BC funding is allocated for the BC Ale Trail campaign, which is a province-wide marketing initiative. Sunshine Coast Tourism is the lead DMO on this project, therefore funds flow through our accounts but are not used solely on promoting the Sunshine Coast.

Celia 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 \$377,815 to the next fiscal year. This money was received from Destination BC under its co-op program to be spent from April 1, 2017 to March 31, 2018, 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 (\$59,552), but, we have \$408,889 as cash and accounts receivable in the bank so we have a very positive financial situation for the organization.

## **9. Elections – Board of Directors**

**Martin Prestage**

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

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

**The following directors are continuing their second year of their two year term:**

- Jack Barr – Town Centre Hotel (Large Accommodation, North)
- Christine Hollmann – Terracentric Coastal Adventures (Member at Large, North)
- Jamie Mani – Alpha Adventures (Member at Large, South)
- Leah MacNeil – Harbour Air (Member at Large, South)
- Martin Prestage – Up the Creek Backpacker’s Lodge (Large Accommodation, South)
- Celia Robben – Arcturus Retreat B&B (Small Accommodations & Campgrounds)

**The following individuals have put their name forward:**

Large Accommodators - North

- JP Brosseau, Old Courthouse Inn
- Marlane Christensen, the Lund Hotel
- Chris Tait, Homfray Lodge

Large Accommodators – South

- Paul Hansen, West Coast Wilderness Lodge
- Shangxuan Ma, Gibsons Garden Hotel

Member at Large – North

- John Hermsen, Footprint Kayak & Hike Explorations

Recreation

- Theresa Logan, Sunshine Coast Air

Arts, Culture, & Heritage

- Linda Williams, Coast Cultural Alliance

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

Large Accommodators - North

- Marlane Christensen, the Lund Hotel

Large Accommodators – South

- Paul Hansen, West Coast Wilderness Lodge

Member at Large – North

- John Hermsen, Footprint Kayak & Hike Explorations

Recreation

- Theresa Logan, Sunshine Coast Air

Arts, Culture, & Heritage

- Linda Williams, Coast Cultural Alliance

**10. Adjourn – 6:00pm**