



## **Sunshine Coast Tourism Annual General Meeting Minutes**

Wednesday November 7<sup>th</sup>, 2018, 4:00pm – 6:00pm

The Seaside Bistro, Powell River, BC

1. **Welcome song by Drew Blaney of the Tla'amin Nation.**

2. **Call To Order: 4:35pm**

3. **Approval Of Agenda: Approved**

4. **Approval of 2017 AGM Minutes, November 1, 2017: Approved**

5. **President's Message - Martin Prestage**

Martin highlights the Sunshine Coast's growing popularity and the opportunities this presents. With increased visitation, local businesses can collaborate with others in the industry, and beyond, to help build a healthy, sustainable year-round tourism economy. Martin is grateful for the last two years in his role as President of Sunshine Coast Tourism, and enjoyed being a part of helping unite the Sunshine Coast as a whole.

6. **Executive Director Report - Paul Kamon**

Paul speaks to Sunshine Coast Tourism's mission of building a strong tourism economy and as SCT evolves, continued engagement and partnership with members, governments and stakeholders will be prioritized as tourism is an integral part to the development of the economy. Touching on elements around smart marketing including SCT's involvement with the Net Promoter Score and the Tourism Sentiment Index, SCT is collecting important data to help guide strategic decision making as it grows. With much of the marketing geared towards the shoulder season, SCT is seeing successful results from its campaign efforts. Paul explains that SCT is more than just a marketing organization; it's becoming a destination *management* organization with diversity being at the strategic heart.

**7. Marketing and Media Relations Report - Annie Schroeder**

Annie discusses the importance of unifying the Coast and showcasing the stories the communities have to tell. She presents a video that covers the years' marketing initiatives highlighting SCT's exponential growth on a digital front via SCT's website and social media channels, robust media relations efforts from hosting to support requests and new sector collaboration and sponsorship with Fishing BC, The BC Farmers' Market Trail, as well as continuing partnerships with the BC Ale Trail, AHOY BC and the Coastal Circle Route ([video can be viewed here](#)). Annie speaks to teamwork being at the heart of Sunshine Coast Tourism, not only amongst staff, but with local businesses, industry partners, and visitors. SCT continues to work with platforms such as CrowdRiff and Google My Business to provide members and stakeholders value and build brand equity in the mind of travellers.

**8. Membership Overview - Lauren Stanton-Nixdorf, Marketing Assistant.** Lauren discussed the benefits of partnering and opportunities with Sunshine Coast Tourism and thanked everyone for participating.

**9. Financial Report, Celia Robben:** Celia reported on financials from May 1, 2017 to April 30, 2018. SCT is in a positive equity position and making conservative estimates with MRDT revenue. The largest spending is on marketing and media, and financials are shown for the BC Ale Trail as SCT is the coordinating DMO, and all the funds for this project flow through SCT's accounts (even though only a small percentage is spent locally).

**10. Special Resolution – Proposed Bylaw Amendments**

Martin read through the proposed Bylaw amendments that were distributed to the membership in the weeks prior to the AGM. He explained that the reason for bylaw changes was because the new Societies Act calls for updates to ensure compliance, as well as changes to language about MRDT collections to reflect the provincial legislation that went into effect on October 1, 2018.

- **MOTION: Jack Barr moved and it was seconded to accept the proposed bylaw changes as presented.**
- **MOTION CARRIED unanimously.**

**11. Elections, Board of Directors - Linda Williams**

**Thank you to the following board members for their service:**

- Jack Barr, Large Accommodation, North
- Martin Prestage, Large Accommodation, South

- Jamie Mani, Member at Large, South
- Christine Hollmann, Member at Large South
- Celia Robben, Small Accommodation & Campgrounds
- Leah MacNeil, Member at Large, South
- Paul Hansen, Large Accommodation, North
- Marlane Christensen, Large Accommodation, South

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

- John Hermsen, Footprint Kayak & Hike Explorations - Member At Large, North Director
- Linda Williams, Coast Cultural Alliance - Arts, Culture, & Heritage Director
- Theresa Logan, Sunshine Coast Air - Recreation Director

**The following individuals have been nominated:**

- Large Accommodation North (2 seats available):
  - Jack Barr, Beach Gardens Resort
  - Dikran Zabunyun, Town Centre Hotel
  - Chris Tait, Homfray Lodge
- Large Accommodation South (2 seats available)
  - Martin Prestage, Up The Creek Backpacker's Lodge
  - Heather Newman, The Pointhouse Suites
- Small Accommodations & Campgrounds (1 seat available)
  - Bob Timms, Texada Vacation Rental
- Member at Large, South (2 seats available)
  - Jamie Mani, Alpha Adventures
  - Chris Greenfield, The 101 Brewhouse & Distillery
- Member at Large, North (1 seat available)
  - Christine Hollmann, Terracentric Coastal Adventures

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

- Large Accommodation North (2 seats available):
  - Jack Barr, Beach Gardens Resort
  - Chris Tait, Homfray Lodge

- Large Accommodation South (2 seats available)
  - Martin Prestage, Up The Creek Backpacker's Lodge
  - Heather Newman, The Pointhouse Suites
- Small Accommodations & Campgrounds (1 seat available)
  - Bob Timms, Texada Vacation Rental
- Member at Large, South (2 seats available)
  - Jamie Mani, Alpha Adventures
  - Chris Greenfield, The 101 Brewhouse & Distillery
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**12. Adjourn: 5:48pm**