



**Yukon Convention Bureau
2007 Annual General Meeting Minutes
May 23, 2007
Air North – Yukon’s Airline**

Present: Sandy Hachey, Deb Ryan, Myrna Kingscote, Tammie Hennigar, Sheila Dodd, Douma Alwarid, Katelyn Simpson, Stephanie Churchill, Wanda Leaf, Art Webster, Marianne Ang, Patti Balsillie, Rick Massie, Mary Ann Ferguson, Heather McIntyre, Judy Matechuk, Stephen Dunbar–Edge, Darlene Doerksen, Paul Coquette, Pierre Germain

Staff Members: Jenn Houtby, Cheri Levy, Meg Smith–Tucker, Marika Isaac, Susanne Behrens (Vacation)

Facilitated by: Paul Coquette

Welcome Comments:

Paul Coquette spoke to the room thanked Air North and Rory for letting us to use their boardroom. Air north is always a gracious host so we are very pleased to partner with them in hosting this event. Paul then invited Pierre Germain, Director of Tourism & Culture to say a few words.

Pierre Germain started off with saying on behalf of the Minister of Tourism and Sally Sheppard it is an honor to be able to say some opening comments at the AGM. Pierre then praised YCB on its report card and results in 2006–2007. He then sent best wishes to Paul Coquette as he steps back to past president, the new board and the new President.

Paul spoke to why YCB has been successful over the last few years. We have been successful due to the YCB members that participate in our programs, the partnerships with various groups and governments and in particular YCB is successful from the dedication from the staff and from the Board of Directors.

1) Call to Order – 4:30pm, Paul

Motion: To accept the agenda
Moved by: Heather McIntyre
Motion Carried – All in favor

Seconded by: Tammie Hennigar

2) To accept the minutes from 2006 AGM

Motion: To accept the minutes from 2006 AGM Moved by: Tammie Hennigar Seconded by: Sandy Hachey Motion Carried - All in favor
--

3) To accept the Special General Meeting minutes (Jan '07)

Motion: To accept the SGM minutes (Jan '07) Moved by: Stephanie Churchill Seconded by: Wanda Leaf Motion Carried - All in favor
--

4) Presidents Report

- Yukon had over 5600 delegates visiting the Yukon in 2006, with an economic impact of \$7 million dollars including Canada Winter Games.
- All in all we have been pretty fortunate in getting pretty good return for our efforts.
- Bag It Up program turned out to be very good for us.
- This year we lowered the membership to \$225, which proved to be a positive thing and did result in an increase in our membership.
- We continue to refine our marketing efforts so that we achieve the best return and use these dollars more effectively.
- This year we also completed the sports marketing feasibility study and have embarked on the sport tourism framework to be completed by early June
- YCB was successful in receiving CDF funds in the amount of \$113,000 to create a virtual tour. This will be a significant enhancement to our marketing networks, and we will be adding our photo library.

5) Membership/ Marketing Plan Highlights - Jenn

- Last year we had 91 paying members this year we have 113, so we were able to maintain our membership dollar figure but got to decrease membership fee. This was a direct result from customer feedback from community tours.
- Since April 1, 2007 we have added 6-7 new members
- One thing that YCB has always and continues to be good at is partnerships.
- Golden Bravo Award was handed out at the TIA AGM in April, awarded to Latitude Destination Management.
- Group Servicing is well known that our role is not to plan the event but to help set up the frame work for that event. Susanne has really taken and run with it and have really done a great job of building those networking contacts in the Yukon.
- Last year we wrote 29 bids of which we secured 11 events, 4 of which were in conjunction with Canada Games. We have 9 bids still pending, 8 were lost to other destinations, that's more bids than we have had in past years.
- The Red Carpet Tour has been hugely successful for us.
- 2006-2007 we hosted 10 site inspections with 2 Corporate FAMs.

- YCB will build a Virtual Tour with a meetings & event focus; that includes Whitehorse, Dawson City, and Haines Junction. This will include municipal, territory, Parks Canada, and First Nations venues in each of those communities.
- YCB are also looking at Meetings Easy. Meetings Easy allows online registration for various meetings and conventions.

6) Treasurer’s Report – Presented by Meg Tucker

- Membership revenue is down slightly but the overall number of members is up.
- Stephen Dunbar–Edge asked have we forecasted on how many people might move from TIA to YCB
- Jenn responded that they did forecast in the draft budget we did increase that line slightly. When we looked at the number of members that are currently members of TIA and who are members of YCB it’s about 80–85% of members that were currently with YCB are members with TIA.
- Meg noted that only our members are invited to our Buy–In programs where non members are not.
- Art Webster asked if we are able to invest some in the member surplus.
- Meg explained that we do currently have some invested in short term investment and we have some money that is reserved for YCB Visa’s.
- Approx \$19,000 was moved out of our revenue line items and into differed revenue as equity for the Virtual Tour project.

7) To accept the draft financials as presented.

Motion: To accept the draft financials as presented.
 Moved by: Art Webster Seconded by: Heather McIntyre
 Motion Carried – All in favor

8) To waive the right to an audit.

Motion: To waive the right to an audit.
 Moved by: Myrna Kingscote Seconded by: Stephanie Churchill
 Motion Carried – All in favor

9) To appoint Held Markila as the professional accountant to complete a financial review.

Motion: To appoint Held Markila as the professional accountant to complete a financial review.
 Moved by: Stephanie Churchill Seconded by: Sandy Hachey
 Motion Carried – All in favor

10) Election of Officers

- Refer to the new policy per the Action item from the SGM
- Call 3 times nominations from the floor for each position.

Board of Directors appointed Heather McIntyre for President

Position accepted: Heather McIntyre

Paul Choquette acclaimed Heather McIntyre as President for a 1 year term

Board of Directors appointed Stephanie Churchill for Vice President

Position accepted: Stephanie Churchill

Paul Choquette acclaimed Stephanie Churchill as Vice President for a 1 year term

Board of Directors acclaims Steve Dunbar-Edge as a Director

Position accepted: Steve Dunbar-Edge

Paul Choquette acclaimed Steve Dunbar-Edge as a Director.

Board of Directors acclaims Mike Ridout

Position accepted: Mike Ridout

Paul Choquette acclaimed Mike Ridout as a Director

- Paul the thanked Sue Edelman for her contribution. He also thanked Darrick Monin for being on the Board for the last couple of years.

Meeting Adjourned 5:50pm