



**Marketing Committee Meeting Minutes**  
**Friday June 10, 2006**  
**10:00am – 11:30pm**  
**Westmark Whitehorse Hotel**

**Present:** Jenn Houtby (Staff), Douma Alwarid (Staff), Wanda Leaf (Chair), Mary Ann Ferguson, Tammie Cox

**Regrets:** Pat Nicol, Deb Ryan, Robin Anderson

**Additions to the agenda:** put forward by Wanda, no additions by other members

- Basic committee structures, etc. and policy/ procedure
- Robin sent comments with Wanda
- Questions about TCMF

**Board Update:**

- Tammie Cox is new to the board, will be the link between the Marketing committee and the board . With Bernie's departure from the Games Centre, Paul may share duty with Tammie when things get a little 'crazy'
- Isabelle has stepped down from board as she has accepted a position with the Canada Games (would still like to be informed of things as they occur and to be kept in the loop)
- Call out to membership to get new people on board to replace the outgoing members  
**DOUMA ACTION**

**Strategic Planning:**

- Staff will be reporting to the board on a monthly basis about the monthly plans. We would like to do the same for the Marketing Committee
- Committee agreed that this would be valuable

**Marketing Activities:**

- Only ETS show that was possible this year was Ottawa- no Calgary show this year
- CSAE had not yet been decided upon – Edmonton. We had talked about doing a FAM in conjunction with the show, targeting 3 or 4 planners.
- Wanda puts forward that we try it and see if there has been any change in market and evaluate it. We haven't done the show in 3 years, should give it a shot.
- Mary Ann agrees as well.
- Jenn to invite 6-8 planners right away to catch in time before they book their tickets. **JENN ACTION**
- Holland America went forward with their own event in Vancouver and it was very successful- we will definitely look at this partnership for next year (we did not participate in this although it was listed as a marketing activity for us –to clarify). With YCB we would target corporate and incentive clients.
- Summer FAM is not happening in July, but will happen in August due to hotel room blocking difficulties- Cheri has been contracted to plan the FAM as we are limited in the office as to how much we can do right now
- New activities: Trojan One-will happen in the beginning of July; partnership (after call out) between Westmark, Yukon Quest, Air North, YCB, City of Whitehorse and Department of

Tourism (meet with Air Canada at the same time). YCB's minimal investment is also TCMF eligible

- Media –great success with media wanting to come up this year (YCB has worked hard to 'ramp' up media attention of Yukon and it's proving successful. More advertising, etc. has contributed.
- Barb and Ron Kroll are coming up to do an article in M&IT magazine about Yukon, to be published in December/ January edition- focus on Corporate and Incentive product to be published in the Toronto sun Travel section with a circulation of 900,000 – Huge! June 27- July 5<sup>th</sup>. Traveling to Haines Junction and Dawson City as well.
- Jenn to accompany a gentleman that is being brought up by the Department of Tourism. Focus is on incentive and small corporate groups (40-50 pax). He is planning to write an article for Meetings Northwest, which we currently don't advertise in but dependant on exposure, we can re-evaluate later.

#### Virtual Visit/ 360:

- Board was asked to keep the following issue 'under wraps'- the Board and Jenn in February or March of this year had the discussion about doing Virtual tours of hotels, businesses, etc. in Whitehorse and the communities. The tours would have been added to our website- planners could walk through areas with the business operators and there was the potential for buy in by our partners. TIA launched their 'Virtual 360' program about three weeks ago- TIA does not have a marketing mandate and YCB does and Jenn would have liked to have had the opportunity to speak with Patti beforehand as another concern is the quality of the product being sold by the company that is doing the virtual design.
- Jenn was in the process of working with Ec Dev to see what funding would have been available as it was primarily a community initiative and there would have been an opportunity for our partners to buy in to it after.
- Jenn's concern is that it is supposed to look seamless and she is not convinced of this company's quality of product.
- Some of YCB's partners have already bought in to TIA's program and that makes YCB look as though they're coming out of the gate late as far as the Virtual tour idea goes and that we're trying to compete with TIA which isn't the case at all.
- Virtual Visit is a more expensive company to work with but the product is higher quality and appears to be more seamless.
- TIA did not effectively communicate this to YCB- Jenn saw it in the 'Tourism Times' and called Patti right away but it was too late as people had already bought in.
- Patti has stated to Jenn that if she had known that Jenn was doing the same thing, she never would have initiated the program through TIA
- The confusion of TIA being perceived as a marketing agency is only fueled by this type of activity- they do not have a marketing mandate
- The YCB board has instructed Jenn to keep investigating the Virtual tour idea and to maybe just focus on the communities as potential buy in. The Marketing Committee supported this and Jenn will report back – **ACTION: Jenn**
- We do not want to create animosity between TIA and YCB
- Look at combining the two separate sites, reduced rate if you buy in to both sites? What are the possibilities at this point?
- Jenn will include Patti in the process once she figures out which direction she should take now that TIA has begun selling space for their association.
- Tammie mentioned that the man selling the space with Virtual 360 is most likely picking and choosing the clients to sell the spaces. Patti may have provided him with a list of members and he is independently contacting potential clients.
- Jenn again asked the board to keep it quiet for now.

Wanda Leaf 6/22/06 5:19 PM

Deleted:

#### Budget:

- Travel is higher but that's primarily due to partner's traveling and then it is coded to that line. Once partner's repay, the amount is slotted in to the Program Buy In line item. We did this to make tracking expenses easier. The Sales Mission line is higher as well but again,

this due to Partner's buying in and the expense is repaid. There is an additional line added in the revenue section coded 'Special Projects' and this where Trojan One would fall. That's a \$15,000 partnership between 6 partners and would be repaid and balanced in a separate section.

- Trade show and FAM line items are close to what they were last year- advertising is about \$4000 higher than last year but we are doing more advertising. The increase on the revenue side comes primarily from the DMF. We're anticipating \$8,000- 10,000 in DMF money. Last year was slightly higher but that was mainly due to the Test events happening. 2006/2007 is going to be a funny year with the Canada Games and 2008 is going to be crazy.
- Jenn to do up breakdown/ separate sheet for each trade show that would break down costs, promotional materials, booth costs, etc. The majority of shows are government/ incentive but people have raised concern about too much time being spent on Sport. **JENN ACTION**
- Jenn will have stats done up to show what percentage of dollars and time are being spent on each sector

#### **JENN ACTION**

- Jenn will be removing the Teams show as the dates and numbers don't work. It will be removed from the list of shows that we will be attending. Likely we will attend the Sport Leadership Conference (put on by the Coaching Association of Canada instead) **JENN ACTION**
- Sport Feasibility Study was done to show that Sport is a very realistic fit for the Yukon
- Jenn has support from several local business people that want to see Sport stay a YCB focus – launch is June 27th
- Dollars for Sport Feasibility Study came from Ec Dev, Sport Yukon and The City of Whitehorse.

#### **Other:**

- Website – still working at trying to streamline the site. Web seeding has begun and Trevor Mead- Robins to update with the changes as they occur. Jenn to provide the stats as soon as they are available to the marketing committee on a monthly basis **ACTION: JENN**
- We are looking at better software to manage our contacts- it is something that we need and that could be used in an e-marketing plan.
- Also need new program to track membership activities
- Cheri will continue to update the website as she was working on it before she left on mat leave- she knows what's been submitted, etc. so she'll carry on with that

#### **Meeting Attendance:**

- Wanda raised concern about committee members not making it to meetings on a regular basis. She is concerned about the repetition and reviewing necessary after a board member misses a few meetings. She is putting forward that there be something in the board procedures that states that if you miss a certain amount of meetings, the board will enforce the removal of the person. It's time for new blood on the board- fresh ideas, etc.
- YCB to do call-out for new members **DOUMA ACTION**
- Jenn will have the board members sign a job description/ terms of reference for their appointment to the marketing committee so that we can enforce the rules **JENN ACTION**
- Wanda raised the question of if there is a better way to communicate comments/ concerns by members that are unable to attend so that key issues aren't missed. We need to have a system introduced that will take care of these issues.
- Stephanie from Inkzpirations has a survey software program that she has offered to us before that we could send out once a month to help address this problem and make sure that the absent person is heard.
- Jenn will do up a schedule that shows the suggested dates for meetings until next April **JENN ACTION**

#### **TCMF Funding**

- Wanda asked Jenn about FAMS and TCMF funding- which components of it are eligible? Whomever is hosting the FAM is eligible for 50% of the costs of accommodation, travel, and the activities. Food and beverage is not eligible.
- Wanda asked that if a partner buys in to a FAM tour as a sponsor, would they be able to access any of the funding? YCB would be the one eligible as they are the organization applying.
- Jenn stated that she has a TCMF meeting on Monday, June 19 and that she would raise the question

#### **Miscellaneous**

- ∞ MPI- Jenn spoke with the President Elect for the Vancouver office and she said that they do one a year (Calgary will not go outside)- they would look at Yukon if flights were taken care of. We would have to do up a proposal well in advance to get a full draw of people. We'd have to do it in the winter
- ∞ WESTAC confirmed- Jenn had a successful meeting with Melerie Ingram and the business is already confirmed for next year!
- ∞ Go West! Summit- MPI event- is in Edmonton at the end of October 27-29<sup>th</sup>. YCB could register our members under the MPI registration rate and both Wanda and Jenn have heard good things about it. Strongly recommended by Lee Weatherill. There is a trade show and an education component to the event. It is primarily meeting planners. Jenn to look in to. **JENN ACTION**

#### **Robin's comments via Wanda-**

- ∞ Group Servicing is doing too much, crossing the line- there is a disconnect. Wanda asked if it is clearly written out in the brochure as to what group servicing does- drawing the line, trying to direct the planners to use a local planner or DMC to make the arrangements. There will be clients (especially from the outside) that refuse to use a DMC or planner. There was debate about offering incentive to outside groups to use a local planner- will that upset the outside planners? The group agreed to discuss further at the next committee meeting **ACTION: Marketing Committee in August meeting**
- ∞ Jenn feels that it would be beneficial for both of the DMCs to have their own FAM tours, show the clients their offices, build confidence with the client by showing them your space, etc. It's TCMF eligible!
- ∞ Some major companies have on-staff planners and will not use anyone else- have to think of some sort of incentive for them to use a local member
- ∞ Wanda would like to like to see a workshop for members on maximizing the return from attending shows and FAM **ACTION: Jenn**
- ∞ Jenn suggested that the planners (DMCs) meet directly (one on one) with the staff of hotels (including the catering department!) so that they will have them on their minds to recommend to anyone enquiring from outside of Whitehorse

#### **Staff Update:**

- Suzanne Behrens should be starting in the beginning of July. She will be in the Group Servicing department until March. Meg and Cheri will be back in March. Meg is still doing finances from home and Cheri is working a few hours a week to assist us with FAM tour planning.
- Marketing Committee are invited to BBQ at Paul's on June 22 at 6:30pm.

**NEXT MEETING DATE:** End of August, Dates to be announced