

Minutes

Present: Paul Choquette, Heather McIntyre, Stephanie Churchill, Sandy Hachey , Stephen Dunbar-Edge, Jeanine Myhre (Advisor), Jenn Houtby (staff), Cheri Levy (staff), Susanne Behrens (staff), Marika Isaac (staff),

Regrets: Trevor Twardochleb, Tammie Hennigar, Mike Ridout, Cathy Lonneberg (Advisor), Tom Paterson (Advisor), Meta Williams (Advisor), Klondike Visitors Association (Advisor)

1)Call to Order – 8:32am, Heather

2)Adopt agenda

Motion: Adopt the agenda	
Moved by: Paul	
Seconded by: Sandy	Motion Carried – All in favour - passed

3)Adopt & Signing of Minutes from June 14, 2007

- Review & re-signing of minutes from April 12 and May 22

Motion: That the minutes of June 14, 2007 be accepted.	
Moved by: Stephen	
Seconded by: Sandy	Motion Carried – All in favour - passed

4)Financial Review

- Jenn discussed the change in format for the balance sheet and income statement, as it is now printed directly from Simply Accounting. YCB can now pull information if needed at a moments notice. Jenn noted the financials are draft.
- Discussion on YCB gifting and shipping issues.
- Benefits
 - Marika has been working with Sterling Insurance on the Chamber of Commerce Group Insurance Plan. Jenn found that the numbers seem to be high but it also depends on how individual YCB staff is currently covered through spouses/partners. Marika is going to look into this further and then come back to the Board with what will work best for the YCB team.
 - Jenn asked what traditionally are the percentages that the employer pays verses what the employee contributes when it comes to benefits. She said that Joseph Trerice from Sterling said that it is typically 50% employer and 50% employee. Stephanie noted that the problem with that is that due to the fact that there is an insurance component which is generally Accidental Death and Disability and amount the employee pays must 100% cover this amount as if the employer pays any portion of the accidental death and disability, the benefit become taxable.
 - Jenn noted that YCB has budgeted for benefits this year and YCB will continue to work on this.
- Contribution Agreements to be signed
- 2008-2009 Budget
 - Discussion on YCB funding increase.

Action: Marika follow up with Sterling Insurance about breakdown of benefits and final cost to YCB

Action: Marika get additional benefits quote from T.A. Firth.

5) Staff Report (See Attached)

- YCB just completed a Canada Basketball bid following submission of the report
- We lost the Hockey (BC-YT Championships)

6) Marketing Projects

- Virtual Visit
 - Is confirmed and Cheri is working on the shots list and setting up times with various venues
- Summer FAM
 - Will take place July 18 – 22 with 6 participants.
- Community Visits
 - Haines, Skagway – July 30 – Jenn Houtby
 - Dawson and Highway – with TIA – Early August – Susanne Behrens
 - Watson Lake – TBA – perhaps meetings with Liard First Nation
- Trojan One Updates
 - Everything is moving forward and everyone is on board with funding.
 - Discussion on Trojan One.
- Other
 - Paul asked if YCB could possibly Co-op with another group to create an “Ambassador Package.” This could be a tool that people could access with relative ease for those that are promoting the Yukon outside of the YCB team. These items could tie them to the YCB website or possibly give them information about the Yukon.
 - Jenn talked about her meeting with Denny Kobayashi with the possibility of YCB being included into everything activity Tourism is doing.
 - **Action: YCB team will brainstorm ideas around the idea of a possible “Ambassador Package” for the use of promoting the Yukon.**

7) Sport Tourism Framework - Update

- City Sport Subsidization Policy
 - Finalized today and a note is going to be going out to three respective governments and the balance of the sports working group. They are then being requested to schedule meetings with the Deputy Ministers before the end of July so YCB can get the Ministers feedback before it is formally presented to management or as a cabinet submission.
 - Linda Rapp was requested a CASM with the city for the last week of July so we can bring the city up to date and share what we anticipate the changes or modifications to the policy may be.

8) Action Items Updates

- Action: Jenn will contact YTG to get copies of photos from national marketing campaign for possible use on YCB Virtual Tour.
- Action: Jenn will forward YTG photos to Stephanie so she can format them to thumbnail.
- Action: Stephanie format thumbnails from YTG pictures so they can be viewed easier.
- Action: Stephen has volunteered to go through YTG photos if required.
 - YCB will wait until YTG has cataloged their images and we will look at what scenic pictures have already been shot and or what will still need to be shot.
- Action: Jenn call Tourism Richmond to see how their Meeting Easy is going.
 - Jenn talked to Tracy and she said that they signed off on Meetings Easy agreement.
 - Discussion on Meetings Easy details and consideration of possible YCB usage.
 - Stephen suggested YCB get a business analysis be done on Meetings Easy.

Action: Jenn investigate doing a business analysis on Meeting Easy.

Meeting Adjourned – 9:24am

Action: Marika follow up with Sterling Insurance on what the cost would be to modify YCB's possible benefits plan.

Action: Marika get benefits quote from T.A. Firth.

Action: YCB team will brainstorm ideas around the idea of a possible "Ambassador Package" for the use of promoting the Yukon.

Action: Jenn investigate doing a business analysis on Meeting Easy.