

Minutes

Present: Paul Choquette, Heather McIntyre, Stephanie Churchill, Sandy Hachey , Trevor Twardochleb, Tammie Hennigar, Stephen Dunbar-Edge, Mike Ridout, Cathy Lonneberg (Advisor), Tom Paterson (Advisor), Jenn Houtby (staff), Cheri Levy (staff), Marika Isaac (staff)

Regrets: Jeanine Myhre (Advisor), Meta Williams (Advisor), Klondike Visitors Association (Advisor), Susanne Behrens (staff)

1) Call to Order – 8:32am, Heather

- Introductions from all present Board of Directors and Yukon Convention Bureau staff.

2) Adopt agenda

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

- Paul asked where YCB were with the pending benefits research.
- Jenn explained that YCB was still working in it.

Action: Marika will work on YCB benefits for next board meeting due date was June 30, 2007

3) Adopt & Signing of Minutes from May 22, 2007

Motion: That the minutes of May 22, 2007 be accepted.
Moved by: Tammie
Seconded by: Stephanie
Motion Carried – All in favour - passed

4) Review of AGM minutes – May 23, 2007

- Trevor told Jenn that he would send her his notes on financials.
- Paul noted that there needs to be some work done on the April 12 minutes regarding spelling and wording.

Action: Jenn/Marika will rework both AGM and April 12 minutes and re-circulate for June board package

5) Financial Review

- Jenn said that the 2006 – 2007 year end is now complete and that now everything is posted and will now go to Held Markela. YCB should have review financial statement for the Board to review in 4-6 weeks.

Action: Meg will bring financials to Held Markela.

Action: Meg get financial statements for the Board to review in 4-6 weeks.

Motion: That the proposed 2007-2008 Budget be accepted.
Moved by: Stephanie

•Update on “Bid Yukon” - Jenn

- YCB made a proposal to Northwestel to have them support a pot bid of dollars so that sport governing bodies or territorial organizations could apply to in order to have sanction fees associated with bidding on an event waived. So if Whitehorse Minor Hockey decided that they were going to bid on the Pee Wee Hockey Championships and the sanctioning fee to the BC/YT Hockey Association was \$5000.00 in order to host those championships they could apply to Bid Yukon to have those fees granted.
- The proposal that YCB forwarded to Northwestel was accepted last Friday so that at this point it is confidential so we are just discussing how YCB and Northwestel are going to make this announcement.
- Jenn was asked if Northwestel would completely administer Bid Yukon? Or would YCB have a committee to review applications under an updated criteria.
- Jenn responded that YCB would create the committee, criteria hasn't been established yet but we have an idea about what it would look like. YCB are thinking about an adjudication committee. YCB can see it working similar to the TCMF in the sense that there is an established criteria and there would be a template that people would complete. Participants must also be working with YCB for the bid. It would then go to the Sport Advisory Committee for approval.
- Cathy asked if there would have to be a contribution made by the applicant.
- Jenn responded that YCB haven't even started to look at the criteria and that would be covered in that policy.
- Jenn was asked how long has Northwestel agreed to fund this.
- Jenn said that we agreed to three years for \$25000.00. The idea is that Northwestel would top up the amount utilized on an annual basis. Participating sport groups must then acknowledge Northwestel as a sponsor at whatever level matches the amount from Bid Yukon. This will ensure that Northwestel receives recognition continuity
- Sandy asked if we have given any thought to how we position YCB in sport markets. Are we just going to simply educate people that conventions include meetings and sporting events?
- This will go back to the marketing committee for discussion
- Jenn said that Trevor Twardochleb, Linda Rapp, Tammie Hennigar have all had discussions on how we can work better together, in terms of educating the territorial sports organizations and governing bodies on how YCB can support them. Once everything becomes official and we can then get all the sport groups together when they do there fall registration YCB will then be able to do a pitch.
- Trevor has offered to send out emails or a package out on our behalf to the members of Sport Yukon.

Action: Jenn send out City of Whitehorse Sports Subsidization Policy.

Action: Marketing committee look at Sport Marketing with in YCB

6) Staff Report (See Attached) – Jenn

- Cheri and Susanne issued letters to the Communication Officers in YTG which turned out to be a very good decision. In the last couple weeks YCB has received calls from Environment, Economical Development, and a number of different departments that we have not heard from before.
- Cheri noted that she had been getting feedback from the Communication Officers indicating that they are aware of YCB services.
- Cheri also noted that we would need to follow up with them regularly to keep YCB fresh in their minds and that we will also make sure that the Communication Officers are invited to Red Carpet tour in fall.

Action: Update new member for YCB staff report and reissue it.

Action: Add Trumpeter Swan & Senate to pending Events/Meetings on staff report.

7) Marketing Projects

- Formal Acceptance of Virtual Visit
 - PR Services said that Virtual Visit meet all the criteria's to host Virtual Tour.
 - Paul talked about development of a photo package for marketing purposes.
 - Jenn explained that what we are doing hasn't been done anywhere in Canada and then went on to explain what YCB's Virtual Tour would look like.
 - Discussion regarding the availability of images from the National Marketing Campaign – these must be reviewed at YTG.
 - Paul asked for a status report about meetings easy – still no additional information available. Jenn to connect with Tourism Richmond and see if they are making progress.

Action: Jenn will contact YTG to get copies of photos from national marketing campaign for possible use on YBC 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 though YTG photos if required.

Action: Jenn call Tourism Richmond to see how meetings easy is coming along for them.

- Summer FAM – July 18 -22, 2007
- Community Visits
 - Susanne will do one this summer.
- Fall Projects
 - Trade Shows, Sales Missions
 - Trojan One sponsorship involvement still TBA

Motion: To accept Virtual Visit to host Virtual Tours be accepted.

Moved by: Stephen

Seconded by: Stephanie Motion Carried – All in favour - passed

8) Sport Tourism Framework Update

- Just waiting for comments from Sally Sheppard
- Next step will be to present to Deputy Ministers, to garner their buy in before going to the Minister of Tourism etc
- Meet with Whitehorse City Council this summer
- Decision to be made by September 2007

Meeting Adjourned – 9:52am

Action Item Re-Cap

Action: Marika will work on YCB benefits for next board meeting

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Action: Jenn call Tourism Richmond to see how their Virtual Tour is going.