



**Yukon Convention Bureau  
Board of Directors Meeting  
Thursday April 20, 2006 8:30 am  
Sport Yukon  
Minutes**

**Present:** Heather McIntyre, Trevor Twardochleb, Paul Choquette, Sue Edelman, Stephanie Churchill, Jenn Houtby (staff), Shannon Kmyta(staff), Douma Alwarid (staff), Tom Patterson (advisor), Doug Graham (advisor)

**Regrets:** Sue Stokes, Denny Kobayashi (Advisor), Alison Adams, Valerie Anderson (Advisor), Isabelle Plouffe, Darrick Monin,

**1. Call to Order - 8:35am, Paul**

∞ **Adopt agenda**

Motion: That the agenda be accepted.

Moved by: Heather

Seconded by: Stephanie

Motion Carried - All in favour - passed

**2. Adopt minutes of March 21, 2006**

Motion: That the minutes of March 21 be accepted.

Moved by: Trevor

Seconded by: Sue

Motion Carried - All in favour - passed

**3. Financial Review and Signing of Financials**

∞ Trevor gave a report that we are in good shape with the financials; there is still money to come in so we are just fine.

∞ Jenn assured us of this as well

#### 4. Strategic Planning Report

- ∞ See attached reports
- ∞ Paul reported that the City Council meeting went well
- ∞ Doug said that it is really important for us to be there with our input and feed back once per quarter to keep the City up to date with our plans.
- ∞ **ACTION:** Jenn to follow up with Doug about the 8 high profile guys from Alberta being bumped from the Air North flight last weekend
- ∞ **ACTION:** Jenn to put together a timeline for the Strategic Plan/ Sport Plan so we can monitor progress.
- ∞ Jenn asked the City to sponsor the Trojan One event in July

#### 5. Miscellaneous Business

- ∞ We have 7 interviews this week; second interviews will be early next week.
- ∞ AGM is going to be May 24, 2006 at the MacBride Museum 4pm - 7pm
- ∞ In June we will be going around to the communities just to let them know what we are doing and what we can do for them. In particular to Teslin and Watson Lake
- ∞ Tom suggested that we advertise our travel plans so that we have a better chance of booking appointments with the people we want to see
- ∞ Sue suggested that we put a notice up in the Nurses stations or the Grocery stores
- ∞ **ACTION:** Shannon to follow up with Paymentech, BMO and CFIB to see if there is a different charge for keyed in transactions.
- ∞ Paul suggests that at FAM tours we should ask one of the participants to critic on of the establishments
- ∞ **ACTION:** Jenn to work on a promoting awareness piece "How to do business in Yukon" and also the "How to put together a sponsorship package"

#### 6. Staff / Marketing Report

- ∞ See reports attached

#### 7. Meeting Adjourned - 9:40am

**Next Meeting: Thursday May 4, 2006 8:30am at Sport Yukon**