



Board of Directors Meeting

**Thursday August 9, 2007
8:30am – 10:00am
Minutes**

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

Regrets: Trevor Twardochleb, Tammie Hennigar, Cathy Lonneberg (Advisor), Tom Paterson (Advisor), Meta Williams (Advisor), Klondike Visitors Association (Advisor), Cheri Levy (staff)

1) Call to Order – 8:32am, Heather

2) Adopt agenda

Motion: To adopt the agenda Moved by: Stephen Seconded by: Sandy	Motion Carried – All in favour - passed
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3) Adopt & Signing of Minutes from August 9, 2007

Motion: That the minutes of July 5, 2007 be accepted. Moved by: Stephen Seconded by: Paul	Motion Carried – All in favour - passed
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4) Financial Review

- Jenn discussed financials and expenses.
- Some of YCB funding is late due to a delay for YCB's review.
- Benefits
 - Marika is still looking a possible benefits package. She has received a revised quote from Sterling with mainly an insurance component which made rates significantly lower. Marika is also looking into T.A. Firth to get a second quote.

Motion: That the financials from June 30, 2007 be accepted. Moved by: Stephen Seconded by: Sandy	Motion Carried – All in favour - passed
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Action: Jenn with check with Meg about professional fees on the financials.

Action: Marika check with Meg about Inkspirationz not being paid GST.

Action: Marika follow up with TA Firth to have quote for next Board meeting.

Action: Jenn will send out a list of suggestion for dollars if YCB is allocated more money next year.

5) Staff Report (See Attached)

- Virtual Visit
 - Cheri is in Dawson working with Virtual Visit. Cheri has been getting great feedback from Tammie Hennigar from the Canada Games Centre and Linda Rapp from the City of Whitehorse. Jenn will be going to Haines Junction with Virtual Visit.
- Red Carpet Tour Goes On The Road – Haines Junction on August 28, 2007, Susanne is leading that project

6) Group Servicing Challenges

- Discussion about how we handle a group that is not working in a professional manner. This is a first for YCB. Staff have suggested drafting a letter which will provide a prospective group a clear guideline of the services YCB provides and does not provide and what their commitments to YCB are.
- Also the YCB group serving pamphlet should be attached to the agreement.
- **Action: Jenn to draft a group servicing letter**

Action: Draft a Group servicing agreement that would include group servicing pamphlet.

7) Marketing Projects

- Virtual Visit
 - Cheri is anticipating a wrap up on or about the 18th of August for all summer shots. Cheri is currently working on the scheduling for the fall shots.
- Summer FAM
 - FAM went really well and YCB received excellent feedback from participants. Cheri worked very hard to get everything together to ensure that we included more unique member activities this year than YCB has done in the past.
- Community Visits
 - Haines, Skagway – July 30 – Jenn Houtby
 - Dawson, Highway, and Watson Lake – TBA – Susanne Behrens
- Trojan One Updates
 - Discussions on plans for give golden tickets and other logistics.

8) Sport Tourism Framework – Status Update

- City Sport CASM
 - Sport Tourism Framework had now gone to the Deputy Minister level. Everything is tracking for a September 1st formal submission to Minister Taylor. After that there would be a formal cabinet submission that Minister Taylor would champion on YCB's behalf in October.

9) Action Items Updates

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.

- The YCB team has not been able to yet sit down and go through this with Cheri being out of town working with Virtual Visit. This will get done in the end of August.

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

- YCB needs to make a formal proposal to the Trade Fund in order to determine if they would do the analysis themselves or if YCB needs to hire a consultant to do it.

Meeting Adjourned – 9:34am

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