



**Board of Directors Meeting  
Thursday February 8, 2007  
8:30 am – 10:00am  
Sport Yukon  
Minutes**

**Present:** Paul Choquette, Tammie Hennigar, Darrick Monin, Heather McIntyre, Trevor Twardochleb, Sandy Hachey, Tom Paterson (Advisor), Jenn Houtby (staff), Shannon Kmyta(staff), Susanne Behrens (staff)

**Regrets:** Stephanie Churchill, Meta Williams (Advisor), Cathy Lonneberg (Advisor), Jeanine Myhre (Advisor), Valerie Anderson (Advisor)

**1. Call to Order – 8:35am, Paul**

**2. Adopt agenda**

Motion: Adopt the agenda
Moved by: Heather
Seconded by: Tammie
Motion Carried – All in favour - passed

**3. Adopt minutes of January 11, 2007**

Motion: That the minutes of January 11, 2007 be accepted.
Moved by: Tammie
Seconded by: Heather
Motion Carried – All in favour - passed

**Discussion:** the Special General Meeting minutes will go to the membership for approval at the AGM in May, however the board will review at the next board meeting.

**ACTION:** Susanne to upload Special Meeting minutes to the website and send out an email to the membership with the link to view them

**ACTION:** Jenn to add to March agenda for the Board to approve the Special Meeting minutes

**4. Board Structure**

- Welcome to Sandy Hachey from Aasman Design to our Board of Directors
- AGM – May 23, 2007
  - Trevor will not be able to deliver the financial as he is away
  - **ACTION:** Trevor to appoint some one to deliver the financials at the AGM
- President – Paul has to step down from President this year and the board has asked Heather McIntyre or Stephanie Churchill to step into that position, as the President elect must have been on the board at least one year.

- Darrick has committed to stay on another year
- Tom asked that YCB attend the AYC AGM in Dawson this year – **Jenn agreed a YCB rep will be present**

#### 5. Financial Review and Signing of Financials

- Trevor reported that we are in really good shape, there is still money to come in from Economic Development and Product Development
- Board does not feel that we need to have an audit on the expenses
- GST for 2004/2005 and 2005/2006 have been submitted
- We are going to go ahead with the TD Visa, we are going to put money into our dormant account for the Visa service charges to come out of
- Budget – Paul suggests that we create a synopsis to report as to why and how the money was spent in each line item, this should be done on a monthly basis and reported to the Board on a quarterly basis.

Motion: To prepare a monthly synopsis and report it to Board every quarter		
Moved by:	Sandy	
Seconded by:	Heather	Motion Carried – All in favour – passed

Motion: To rescind the redistribution of dollars made in the January 11, 2007 meeting		
Moved by:	Trevor	
Seconded by:	Heather	Motion Carried – All in favour - passed

- Heather suggests that we not move the money around in the line items in the budget, if we leave the line items the way the budget was presented at the AGM, it will help us create the new budget and appoint the appropriate amounts in each line item

Motion: To accept the income statements October - December 2006		
Moved by:	Tammie	
Seconded by:	Darrick	Motion Carried – All in favour - passed

Motion: To accept the balance sheet as at December 31, 2006		
Moved by:	Tammie	
Seconded by:	Darrick	Motion Carried – All in favour - passed

- **ACTION:** Jenn to add the Adoption of the 2007/2008 Draft Budget to the March Board meeting with comments on each line for where the money was spent, and how we arrived at certain figures
- **ACTION:** Jenn to include the last two years budget for comparison for the budget

#### 6. Marketing Committee

- Discussion re spending of surplus
- Paul suggested that we look into a Banner instead of a billboard for advertising outside of the Yukon
- Darrick suggests in the airports (Calgary, Edmonton, Ottawa) instead of downtown
- **ACTION:** Jenn to look into a banner or billboard in Vancouver or Ottawa Airport
- **ACTION:** Jenn to talk to Deb with Air North about partnering with them on a banner or sign of some sort in the airports
- Paul also suggested that we look into pins or lanyards to give out to every delegate that comes to Yukon and take to shows
- Jenn feels that we should be able to do about 90% of the items on the list from the Marketing committee
  - Collateral – reprint with updated Larger than Life logo

- Gifting ideas with the A, B, C levels
  - Re-do the Larger than Life video with incentive photos
  - March Client events in Toronto and Ottawa
  - Paul suggests Ottawa for the additional Client Event, Jenn says that ideally we would do both destinations
  - **ACTION:** Jenn to crunch some numbers for a Client event in Toronto maybe partnering with Sandy Biback or another independent meeting planner
- 7. Strategic Planning Report**
- Timeline monthly Update – Jenn to forward report electronically
- 8. Action Item Updates:**
- **Marketing Committee Update**
    - This is covered above in the Marketing Committee section
  - **Tourism Trust Fund Update**
    - Jenn reported that this is back up and running and Cheri will sit on the review committee
- 9. Staff / Marketing Report**
- See report attached

**Meeting Adjourned – 9:50am**

**Next Meeting: March 15, 2007 8:30am at Sport Yukon**