



**Board of Directors Meeting
Thursday January 11, 2007
8:30 am – 10:00am
Sport Yukon
Minutes**

Present: Paul Choquette, Tammie Cox, Stephanie Churchill, Heather McIntyre, Trevor Twardochleb, Tom Paterson (Advisor), Cathy Lonneberg (Advisor), Jeanine Myhre (Advisor), Valerie Anderson (Advisor), Jenn Houtby (staff), Shannon Kmyta(staff), Susanne Behrens (staff), Meg Smith Tucker (staff)

Regrets: Darrick Monin, Sue Edelman, Meta Williams

Welcome to Cathy Lonneberg our newly appointed advisor from Tourism and Culture

1. Call to Order – 9:00am, Paul

2. Adopt agenda

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

3. Adopt minutes of November 9, 2006

Motion: That the minutes of October 5, 2006 be accepted.
Moved by: Paul
Seconded by: Heather
Motion Carried – All in favour - passed

4. Adoption of Board Position

- ∞ Sue Edelman has stepped down from her position as director on the board
- ∞ Paul suggested previously that we appoint Sandy Hachey for the position, Sandy has a history with YCB and knows what we are all about and would be a good fit for the position
- ∞ Sandy has agreed to accept the appointment if the board agrees

Motion: To appoint Sandy Hachey for Director on the Board
Moved by: Heather
Seconded by: Tammie
Motion Carried – All in favour - passed

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, TCMF and Product Development
- ∞ We are over in Local Sales and Marketing and Air Travel but all of this revenue is recovered
- ∞ We have extra in Wages & Benefits because we haven't had a full team
- ∞ Trevor would like us to move some money around in the line items as follows
 - Move \$7,500.00 from Bids to Local Sales & Marketing
 - Move \$10,000.00 from Wages & Benefits to Travel
 - Move \$1,500.00 from Postage / Courier to Advertising
 - Move \$20,000.00 from Wages & Benefits to Professional Fees Marketing
 - Move \$1,000.00 from Wages & Benefits to Tradeshow Program
 - Move \$2000.00 from Wages & Benefits (Admin) to Office Expenses

Motion: To redistribute dollars as outlined

Moved by: Trevor

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

- ∞ Meg anticipates we will have \$50,000.00 net income at the end of the fiscal
- ∞ Discussion regarding suggestions for surplus dollars – see attached suggestion list
- ∞ Jenn would like to see a combination of marketing efforts and off-setting of costs for next year
- ∞ **ACTION:** Jenn to take the list to the Marketing Committee and report back to the Board on their ideas

Motion: To accept the income statements July – December 2006

Moved by: Paul

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

Motion: To accept the balance sheet as at December 31, 2006

Moved by: Paul

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

6. Strategic Planning Report

- ∞ Jenn reported that we should send out a draft of the Sport Strategy on Monday
- ∞ Sport forum was rescheduled for February 2, 2007
- ∞ **ACTION:** Jenn to develop a work plan for the sport strategy by mid February beginning of March

7. Hotel Proposals

- ∞ We have made many attempts to create and maintain a status quo of proposals from the hotels. The ball is now in their court, we will no longer rewrite them for them. If we do not receive the correct information from the hotel then their information will not be shared with the client.

8. TIA's Proposed Structure Changes Discussion

- ∞ Jenn will be the acting advisor for TIA with Meg as an alternate

9. Action Item Updates:

- ∞ **Marketing Meeting Update**
 - Jenn reported that the only change recommended versus last years marketing efforts was made was to the e-marketing and Susanne is working on it with Trevor Mead-Robbins to establish costs etc
 - There will be additional focus on client events as these have proven very effective for us in the past
- ∞ **Tourism Trust Fund Update**
 - Jenn says that the criteria has shifted a bit but has expanded as we requested

Since the board meeting – Jenn has nominated Cheri Levy to sit on the Tourism Training Trust Fund Advisory Committee... This will operate similar to the TCMF and requires industry leadership.

10. Staff / Marketing Report

- ∞ See report attached
- ∞ Sales Mission in November was outstanding, we have put 4 proposals out from the meetings
- ∞ VANOC breakfast was very well received!
- ∞ **ACTION:** Jenn to add the site inspections to the YCB report card and will re-send before the end of January
- ∞ **ACTION:** Jenn to touch base with Watson Lake's new mayor

Meeting Adjourned – 9:50am

Next Meeting: February 8, 2007 8:30am at Sport Yukon