



**Board of Directors Meeting
Thursday October 5, 2006
8:30 am – 10:00am
Sport Yukon
Minutes**

Present: Stephanie Churchill, Tammie Cox, Heather McIntyre, Sue Edelman, Trevor Twardochleb, Tom Paterson (Advisor), Jenn Houtby (staff), Shannon Kmyta(staff), Susanne Behrens (staff)

Regrets: Paul Choquette, Darrick Monin, Doug Graham (Advisor), Valerie Anderson (Advisor), Pat Nicol (Advisor)

1. Call to Order – 8:41am, Sue

Adopt agenda

Motion: Adopt the agenda with noted changes
Moved by: Sue
Seconded by: Tammie
Motion Carried – All in favour - passed

2. Adopt minutes of September 7, 2006

Motion: That the minutes of September 7, 2006 be accepted.
Moved by: Stephanie
Seconded by: Tammie
Motion Carried – All in favour - passed

3. Financial Review and Signing of Financials

- ∞ Trevor reported that we are still on target
- ∞ Jenn reported that Meg says we are in the best financial shape ever!
- ∞ Jenn asked the board if they want the balance sheet along with the income statements and the budget
- ∞ The board agreed that yes they would like to see all three reports on a monthly basis
- ∞ Douma has accepted a position with the High Country Inn and final day with YCB is October 13th
- ∞ Discussion about staff resources. Jenn is not comfortable with posting for Sales and Marketing position as she is away and by the time we find some one they aren't going to have much time for training before Cheri comes back, Board agreed
- ∞ Jenn is confident that the three of us (Jenn, Susanne and Shannon) can hold everything together until the maternity leaves are over. As long as everyone has

some patience with us if other events or projects come up, we will do the best we can

- ∞ Stephanie asked if we are involved with any of the VIP groups with the Games
- ∞ Jenn answered that we are not specifically involved with the VIP's at this time but we will do for the Games as we would for any other group

Motion: To accept the Financials YTD – Sept 30th

Moved by: Heather

Seconded by: Stephanie

Motion Carried – All in favour - passed

3. Strategic Planning Report

- ∞ See report attached
- ∞ Jenn asked the Board if the format of the report was to their liking and the board agreed that it is
- ∞ Sport is the next step and the stats are going to be done Oct 30, 2006 or sooner
- ∞ A contractor will be hired in the next 2 weeks and will probably be Blair McIntosh, the Sport Program/ Strategy should be completed by the calendar year end (December 31st)

4. Bylaws Review and Discussion

- ∞ Stephanie suggests that we go over the comments that we have received, make the changes accordingly and then review again before final (these will again go to Societies)
- ∞ Proxy Structure – everyone agrees that the proxy votes should be faxed into the office prior to the AGM, not brought in to the meeting with the members
- ∞ Voting in of Board - 1) Elect officers and directors individually
2) Blank election for directors (7) then decide positions as a board
- ∞ Tom suggests that we have the membership vote in the President and the 6 other members and then as a Board appoint the other positions
- ∞ All agreed
- ∞ **ACTION:** Stephanie to make the changes and send out electronically for the Boards' approval/ final comments
- ∞ **ACTION:** Staff to send out a proposed date (second or third week in January 2007) for the special AGM for approval of the amended Bylaws
- ∞ **ACTION:** Send out the changes to the board and membership prior to the Special General Meeting – these must go out 60 days in advance

5. TIA's Proposed Structure Changes Discussion

- ∞ Jenn asked that we move this discussion to the November meeting because of Paul's absence and the pending elections
- ∞ The Board agreed

6. Action Item Updates:

- ∞ **Update - Election Questions**
 - Liberal party is the only one that has responded
 - **ACTION:** Shannon to send the Liberal party response out to the membership

Note: Thursday afternoon (October 5th) the Yukon Party response was received and therefore was included in the note to the membership

- ∞ **General Liability - Co-operators**
 - Vern's comment was to have everyone to sign off on the itinerary with a formal waiver
 - **ACTION:** Jenn to develop a waiver form with Jim Tucker (YCB's lawyer)
- ∞ **Stats for Web-site**
 - Our Ranking has gone up by 2 points and our Hits have increased as well
 - **ACTION:** Jenn and the Marketing Committee to work on a French and German welcome message for the website and an answering request translation for implementation in Spring 2007
- ∞ **Marketing Committee - Minutes and Update - Tammie & Stephanie**
 - Marketing Committee Minutes Attached
 - Stephanie reported that the photo library discussion with the Marketing Committee went well and they are in agreement that it is something YCB should have
 - Jenn has sent out an RFP and received 3 responses, 2 from members and 1 non member
 - Marketing Committee talked about shooting the images in the winter when the properties are not as busy
 - **ACTION:** Stephanie and Jenn will put together a shoot List and Jenn will submit a formal proposal to CDF for funding

7. Staff / Marketing Report

- ∞ See report attached
- ∞ Membership update - We have 4 new members this month!
- ∞ Red Carpet Tour - Well received with 36 participants
- ∞ Jenn shared the disappointment of staff (and participants) about the lack of co-ordination on the Red Carpet Tour. Most Hotels appeared disorganized and there was very little meeting space to see - which is really the essence of the RCT. The board suggested Jenn call the General Managers of the hotel's affected, explain the situation and ask for their support moving forward - particularly for next years' tour. **ACTION: Jenn**
- ∞ Tom suggested that maybe we have a rehearsal with the properties for them to show us what rooms etc. that they plan to show, so that we can share with them hints on how to better show their product

8. Meeting Adjourned - 9:40am

Next Meeting: November 9, 2006 8:30am at Sport Yukon