



Board of Directors

Meeting Thursday September 6, 2007 8:30am – 10:00am Minutes

Present: Paul Choquette, Heather McIntyre, Stephanie Churchill, Tammie Hennigar, Sandy Hachey, Jeanine Myhre (Advisor), Jenn Houtby (staff), , Susanne Behrens (staff), Marika Isaac (staff), Cheri Levy (staff)

Regrets: Trevor Twardochleb, Stephen Dunbar-Edge, Mike Ridout, Tom Paterson (Advisor), Meta Williams (Advisor), Klondike Visitors Association (Advisor),

1) Call to Order – 8:32am, Heather

2) Adopt agenda

Motion: Adopt the agenda	
Moved by: Stephanie	
Seconded by: Sandy	Motion Carried – All in favour - passed

3) Adopt & Signing of Minutes from August 9, 2007

Motion: That the minutes of August 9, 2007 be accepted.	
Moved by: Sandy	
Seconded by: Tammie	Motion Carried – All in favour - passed

4) Financial Review

- Jenn discussed financials and expenses.
- Benefits
 - Marika followed up with T.A. Firth but quote was not ready, Marika will continue to follow up.
- Athletes CAN
 - Jenn proposed the idea of giving the DMF back to Sport Yukon due to Sport Yukon's \$10,000 investment in assisting YCB land this event
 - YCB supported this move to a \$1000 maximum
 - Jenn has offered Athletes CAN some of YCB's flight segments from Air North to possibly send some athletes to Dawson City.

Action: Marika will share T.A. Firth's quote at the next board meeting

5) Staff Report (See Attached)

- Red Carpet Tour Goes On The Road – Haines Junction on August 28, 2007.
 - Red Carpet Tour Goes on the Road was a huge success. Susanne has been getting a lot of great feedback from participants. There were a total of 10 planners who participated, for some it was their first Red Carpet Tour.
- Red Carpet Tour in Whitehorse will take place on October 9, 2007, goal is 40 participants.
- Virtual Visit – Phase One Complete

- Discussion on the challenges that are coming up in response to photo usage agreement.
- Cheri is currently working on Phase Two for the first two weeks December.
- YCB Travel
 - Cheri is going to Abbotsford to attend the 20th Annual Abbotsford Golf Tournament.
 - Jenn will be attending Trojan One event in Toronto with Team Yukon September 13 – 25 as well as a CAGRA event in Winnipeg Sept 19 - 21.
 - YCB will also be attending the CSAE Trade Show in Hamilton and the CSAE Luncheon in Ottawa in October.

6) Group Servicing Challenges

- YCB is currently working on creating a toolkit/package to be used to supply information to meeting planners and new potential YCB members. These packages would include items such as funding information, a TCMF application, a description of YTG programs, group servicing information, and YCB/Client agreement letter.
- This will be ready by October 31st for the board to comment

7) Marketing Projects

- Virtual Visit
 - Community Visits
 - Jenn said that there is not an opportunity to head south with TIA, YCB will wait until spring to do community visits.
 - Cheri added that when she was in Dawson City with Virtual Visit that Bill Homes from the Klondike Visitor Information Centre really appreciated the amount of time and money YCB was spending in Dawson City for this project.
 - Paul commented that YCB should cultivate a relationship with the new management at the Belvedere Hotel in Watson Lake.

Action: Jenn to contact management of the Belvedere Hotel.

8) Sport Tourism Framework – Status Update

- City Sport CASM
 - Jenn has received Sally Sheppard's comments and had a meeting with Pierre Germain and Sally Sheppard is really happy with how things are going. Jenn noted that she was just waiting for the comments from Marc Tremblay.

9) Action Items Updates

Meeting Adjourned – 9:36am

Action: Jenn with check with Meg about professional fees on the financials.

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

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

10) New Business

- Jenn discussed the statistics from YCB website usage.
- Discussed ideas of possible updates/changes to YCB website to stay fresh. Aiming for a spring update particularly since the new virtual tour will be uploaded at that time – hoping to drive new traffic there.

Meeting Adjourned – 9:36am

Action: Marika will share T.A. Firth's quote at the next board meeting

Action: Jenn to contact management of the Belvedere Hotel.

Action: Draft a Group servicing agreement that would include group servicing pamphlet (by October 31st.)