



## **ANNUAL GENERAL MEETING MINUTES 2019**

**1 PM THURSDAY, SEPTEMBER 19<sup>TH</sup>**

**REDSTONE RESORT**

### **PRESENT**

Courtney Jewitt (Acting President)  
Dan D'Amour (Board Member)  
Laura Pettitt (Board Member)  
Jane Patterson (Board Member)  
John Snelgrove (Board Member)  
Christine Andison (Treasurer)  
Jesse Crockett (Board Member)  
Scott Forsyth (Board Member)  
Doug Jones (Board Member)  
Andras Lukacs (Executive Director)

### **GUESTS**

Kate Garland (Rossland Arts Council)  
Jeff Ross (Accountant)  
Phil McNichol- Mountain Town Properties  
Jodie Oiumet – Mountain Town Properties  
Adelle Pratt - Black Jack  
Libby Martin - Rossland Museum & Discovery Centre  
Joelle – Rossland Museum & Discovery Centre  
Natasha Lockey – Kootenay Gateway Mountain Shuttles

**Meeting called to order - 1:08pm – Christine Andison motions, Jane Paterson Seconds**

### **1. Adoption of Agenda**

Motion to adopt the Agenda

Moved: Christine Andison

Seconded: Doug Jones

*All in favour. Passed.*

### **2. Approval of 2018 AGM Minutes**

Motion to approve the 2018 AGM Minutes after correction of two names and a typo

Moved: Scott Forsyth

Seconded: Jane Patterson

*All in favour. Passed.*

### **3. Approval of 2018/2019 Financial Statements – Jeff Ross, CPA, CA**

Motion to approve the 2018/2019 Financial Statements as presented by Jeff Ross

Moved: Christine Andison

Seconded: Doug Jones

*All in favour. Passed.*

Financial Statements are available:

<https://tourismrossland.com/pdfs/Financial%20Statements%20Tourism%20Rossland%20Society%201819.pdf>

### **4. Presentation of 2018/2019 Annual Report – Andras Lukacs**

#### **Strategic Highlights:**

- Our organization turned 12 years old. We continued to grow steadily and continued building excellent relationships with our local, regional and provincial stakeholders over these years.
- We had a record setting year based on accommodation revenue in 2018/2019. The total accommodation revenue for our community was \$6.6 million dollars, up by 40%.
- We had two consecutive months where our accommodation revenues were over one million dollars (January and February of 2019).
- Increased visitation and the introduction of Online Accommodation Provider (OAP) MRDT gave a huge financial boost to our organization. Our annual MRDT revenue was \$178,000, up by 39%.
- We submitted a joint application to the Rural Dividend Fund for \$100,000 with the Trail and District Chamber of Commerce. We learned towards the end of the fiscal year that our application was successful. This funding will enable our organization to continue the Lower Columbia Tourism Marketing Project.
- We continued to leverage our photo and video assets on social media. Our increased focus on digital marketing has helped us to significantly expand our digital reach. While our audience size has increased, it is also

important to note that we have engaged and passionate followers which helped our growth.

- The fourth year of our Escape Guide was a huge success. We updated the content and used our new photo assets to create this essential trip planning resource for our visitors.
- Given our exceptional MRDT growth, we were able to hire Kylie Lakevold as our part-time marketing coordinator. Her expertise in marketing helped us to take on new projects and be more efficient with our projects.

Full Report is available:

<https://tourismrossland.com/pdfs/Annual%20Report%202018-2019.pdf>

Motion to approve the 2018/2019 Annual Report as presented by Andras Lukacs

Moved: Christine Andison

Seconded: Jane Patterson

*All in favour. Passed.*

## **5. Election of Officers**

Motion to elect Daniel D'Amour as Secretary

Moved: Scott Forsythe

Seconded: Christine Andison

*All in favour. Passed.*

Motion to re-elect Christine Andison as Treasurer

Moved: Scott Forsythe

Seconded: Daniel D'Amour

*All in favour. Passed.*

Motion to elect Jane Patterson as Vice President

Moved: Christine Andison

Seconded: Courtney Jewitt

*All in favour. Passed.*

Motion to elect Courtney Jewitt as President

Moved: Christine Andison

Seconded: Doug Jones

*All in favour. Passed.*

## **6. New Business**

Motion to increase MRDT Collectors seat on the Tourism Rossland Board from 2 to 3 members. The change requires the modification of bylaws.

Moved: Daniel D'Amour

Seconded: Jane Patterson

Discussion:

Scott Forsythe wanted to know why the change is necessary. Daniel D'Amour replied that the MRDT collectors feel that they are under-represented on the Tourism Roseland Board. Christine Andison was wondering whether the MRDT community is having regular meetings. Jane and Danielle replied that they are having quarterly meetings.

*In favour 4 member, 1 opposed. Passed.*

#### **7. Date of next AGM**

Motion to have the next AGM on September 17, 2020

Moved: Christine Andison

Seconded: Courtney Jewitt

*All in favour. Passed.*

#### **8. Adjournment**

Motion to adjourn meeting

Moved: Scott Forsythe

Seconded: Christine Andison

*All in favour. Passed.*