

ANNUAL GENERAL MEETING MINUTES 2018

1PM THURSDAY SEPTEMBER 20th

REDSTONE GOLF RESORT

PRESENT

Jane Paterson (Board Member)
Andras Lukacs (Executive Director)
Christine Andison (Board member)
Carole Cooper (Board Member)
John Snelgrove (Board Member)
Nicole Briggs (Board Member)
Scott Forsyth (Board Member)
Audry Durham (Board Member)
Courtney Jewitt (Board Member)
Daniel D'Amour (Board member)
Laura Pettitt (Board member)
Cary Fisher (President)
Kathy Moore (City of Rossland Representative)

GUEST

Jackie Drysdale (Heritage Commission)
Petri Raito (Rossland Beer Co.)
Meghan Wright (Black Jack Ski Club)
Joel Jackson (Prestige Hotel)
Brian Teasdale (CEO, City of Rossland)
Al Stanley (Rossland Library)
Jeff Ross (Accountant)
Tim (Alpine Drug Mart)
Joelle (Rossland Museum and Discovery Centre)
Natasha Lockey (Mountain Shuttle)

Start 1:01pm

1. Adoption of Agenda

Motion forth to adopt agenda

Moved: Christine Andison

Seconded: Daniel D'Amour

Passed

2. Approval of previous AGM minutes

Motion forth to accept previous minutes

Moved: Christine Andison

Seconded: Audry Durham

Passed

3. Financial review

Jeff Ross presented annual financials.

Motion to accept financials

Moved: Christine Andison

Seconded: Laura Pettitt

Passed

4. Presentation of Annual Report; Executive Director, Andras Lukacs

Strategic Highlights

- Record year for accommodation revenue -\$4.71M
- 1st year we reached \$1m in Hotel revenue for one month – February, 2018
- 1st year collecting 3% MRDT
- Finished the first phase of the LCTMP

Financial Highlights

- MRDT up 16%
- LCTMP funding was removed
- RRA income was down due the administrative expenses
- HR costs down due to Kristi's departure

Project Highlights

- Brochure Distribution
- Regional Events Marketing
- CWSAA Alpine Ski Marketing
- Social Media Management
- Photo & Video Development
- Rossland Escape Guide
- Fat Biking Brochure
- Visitor Centre Kiosk
- Kootenay Golf Trail
- Kootenay Mountain Culture
- Kootenay Rockies Touring Guide
- BC Mountain Bike Group Marketing
- Kootenay Dirt Campaign
- "The Moment" Movie, Marketing Campaign
- Snow Travel Expo – Australia
- Spokane Outdoor Show
- Trail Visitor Guide
- Media & Influencer Hosting
- Nordic BC Membership and Website

Lower Columbia Project Highlights

- Support of Large regional events
- Develop a regional photo bank
- Develop Video Bank
- Regional Events calendar
- LC Website
- Kootenay Golf Adventure Trail
- One-On One Online Marketing

Looking Ahead

- Opening of The Josie and Nowhere Special will open new markets for Rossland. This will also increase our marketing reach by expanding our MRDT income.
- Introduction of MRDT on short-term rentals will increase marketing efforts
- Province is refreshing the RMI fund. This will allow us to participate in various resort development initiatives.

Motion Forth to accept annual report

Moved: Daniel D'Amour

Seconded: Christine Andison

Passed

- Discussion on ways to capture data from our visitors and overnight stays. TR are working on to capture this data
- Discussion on encouraging local businesses to always tag @rosslander
- Discussion on TR to be more involved with Rossland community events. Trail Chamber said they have taken that role.

5. Election of officers

- Cary Fisher will remain as President for the next six months while the board recruit a new President. He is would like to step down though.
- Scott Forsythe is stepping down from TR Board Member as he is running for council. The KCTS AGM on October 24th will delegate a new representative for our board.
- Carol Cooper will step down as the presentative from Black Jack Ski Club and Meghan Wright will take over that role.

Motion to accept the acclimation of Cary Fisher as President, Nicole Briggs as Secretary and Christine Andison as Treasurer

Moved: Scott Forsyth

Second: Daniel D'Amour

Passed

Motion to appoint Courtney into Vice President position

Moved: Christine Andison

Second: Daniel D'Amour

Passed

6. New business

N/A

7. Date of next AGM – Motion to have the next AGM Sept 19th 2019 @ The Josie

Moved: Christine Andison

Second: Dan D'Amour

Passed

8. Adjourned

Moved: Christine Andison

Seconded: Dan D'Amour

Passed

Meeting adjourned at 2:06pm