Attendance: Wes Bergman, Scott Medlock, Cathy Harry, Laurie French, Kent McKinnon, Don Wiens, Peter Scherle

Absent: Peter Robb, Gordon Younie, Ruby Rempel

Staff: Tammy Shields, Executive Director
       Myrna, Bookkeeper

Addendums:
- Minutes HBDS Board Meeting – January 22, 2013
- Fee for Service Agreement – District of Hope (final executed)
- January 2014 Financials
- Work plan 2014
- MNP letter re: audit
- Station House Action Plan

1  Call to order 7:05
   a  Requests for excusal, announcements of late arrival
   b  Declarations of Potential Conflict of Interest

2  Agenda Additions & Approval of Agenda
   a  Call for Agenda Additions

   Suggested Motion: THAT the February 26th 2014 Hope Business and Development Society agenda be adopted as presented
   Laurie French/Scott Medlock Carried

   b  Review & Adoption of the Minutes

   Suggested Motion: THAT the minutes of the January 22nd 2014 Hope Business and Development Society Meeting be adopted as presented.
   Scott Medlock/ Don Wiens Carried

3  Business Arising from past minutes
   a  Year End 2013 – Audit update working on details
   b  Visitor Centre update
   c  DoH Fee for Service – has been signed part of email package
   d  Budget 2014 must be submitted to the District

4  Committee and Board Reports
Finance Committee (Cathy Harry)

Board Reports March 15th. Before spring break

Laurie French is resigning moving to Vernon as of today turned over 40 years of living in this community and has enjoyed being a part of this group. Decided to step down as we are in the process of adding a director at this time.

Wes thanked him

Stephen Dion will be in town on Friday from 9:00 to 10:00

Chamber of Commerce update

- New board working on only a few projects this year

Peter Scherle planning a trip for the Contractors to Manning Park

Executive Director Report

Portfolio updates

- Tammy has arranged for AdvantageHOPE to be at the Outdoor adventure show and home and Garden show for Hope displaying our new brand

- Book larger block next year at the Out Door Adventure show - partners
  - Hell’s Gate
  - Fraser River Raft
  - Mount Hope
  - Advantage Hope
  - Possible more next year

- ICCI has everything all arranged for the February 28th deadline
  - Will not be using all the money (translation money)

Station House

- Tammy has done a walk through with the contractors

Chamber of Commerce

- Meeting with the Chamber of Commerce re the Hunter Creek Kiosks
- If it was Advantage Hope would have same look and feel as the other Kiosks

Connections

- Nestle Waters working with the Curling Club

- Telus invoice is finally getting cleaned up

- Insurance is finally also getting resolved
  - Possibly have the contractors as a separate committee to resolve this issue
  - Contractor Committee

- Attended the Community Futures meet and Greet

- Attended the Monday night Council meeting

- Meeting with Destination BC on January 31st

- Attended the Celebration with Inga

- Working with District Staff re the Bylaw for Tax
  - Application process to sort out
Met with staff from Chilliwack that are working with the similar bylaw

Tammy had an investor from Dubai showed him around the community.

Working with Hope Standard with the Visitor Guide
  - Open with input the new Brand
  - Welcome from the Community and the District of Hope
  - The plan is to evolve the work from this year into a yearlong project to possibly have two additions of the Visitor Guide.
  - Meeting with the Rec Commission (Lilly and Lloyd)
    - Putting together a package with certificates for visitors
    - Including a free pass to the Rec Centre

The Othello Tunnels is a large visitor and trail in the community but has a large maintenance issue and cost to keep open.
  - Need some sort of protection just in case of rock slide
  - Also the Hope Nicola Trail which would bring you over the tunnels
  - Meeting with FVRD Parks and the Province

Experience the Fraser
  - The Province has a large interest in this project

The Hope River Kiosk
  - The District needs to have this completed before the end of March for funding
    - District has given this project to Advantage Hope to complete
    - This is part of the money re new Bridge (Stephanie is working with Ian)

Tesla in town looking for a charging station locations
  - Stephanie and Tammy toured them around town

SEKE
  - Skagit project is moving forward

Intent is that AdvantageHOPE would build the kiosk and then District would maintain
  - Tammy working with the District on who will retain ownership
  - Largest concern is insurance

Invest in BC Ad which Tyler had committed to at an early bird rate
  - Tammy put an Ad together quickly and sent it off the same as the “Kettle Valley Express”

Website
  - Rudy is doing the technical
  - Alley is doing the design
  - Using the new Logos on all this advertising and design

Working on Promotional give a ways for tourism

Competition – How do you Connect
  - Will run for a year prizes every season
  - Photos, video
  - Expressing their experiences in Hope

Image bank development
  - Commissioning photographers for Advertising

Work being done on reaching out to other Visitor Centers
  - Purged through the brochures
  - Working on policy and procedures
  - Working towards destination BC
Working on Museum organization and how to tackle that

Format has changed (6 or 8 major events)
Completed the advents outreach plan
Put together a draft (steps to follow)
Healthy communities Volunteer Program
Leadership responsibilities
Helping to develop the Advertising Packaging

Web Branding transformation is almost done - Hopebc.ca
District of Hope Website is still a large problem
New draft form for the Communication plan
Communication Schedule being put together

Alli is helping the Chamber of Commerce
Stephanie has been a leader in the process
Riley with the promotion of the Olympics (220 people out to the theatre)

Market News

New business
Draft work plan tabled, to be finalized in March meeting
Ambitious plan if the board could look through it and give feed back to the plan
Station House Action Plan
Tammy would like to move it forward and not just talk
Support of the Station House already there
Current Board is hanging on by a thread (station house society)
At step 3 have a resolution and form a committee of Tammy, Peter Robb, Stephanie Hooker and Don Wiens
Building turns 100 at 2016
Fine details could be left to the committee
Sign a letter of memorandum of understanding with the Society, District and AdvantageHOPE
Have Lawrie Throness take it further to the Province
Set a future date (i.e. September) and get some fund raising to get their debt paid

Suggested Motion: THAT Tammy forms a committee for the Station House to have the authority to enter into a memorandum of understanding with the necessary partners. The Committee to be Tammy Shields, Don Wiens, Peter Robb and Stephanie Hooker.

Scott Medlock/Laurie French Carried
Meeting adjourned

Suggested Motion: THAT the Hope Business Development Society meeting is adjourned. 8:15 Next meeting date March 26th, 2014

Scott Medlock/ Don Wiens Carried

Move to a Closed Session (Board and Staff)

Suggested Motion: THAT the Hope Business Development Society meeting goes into closed session with Board Members and Staff only.
Scott Medlock/ Laurie French Carried