

ADVANTAGE HOPE BOARD MEETING MINUTES

November 16, 2023 – District of Hope Council Chambers

Called to order: 7:02pm

Attended: Tannis Hendriks, Tanya Seltenrich, Scott Medlock, Gerry Wiebe, Martin Hendriks, Shayne Findlay, Dean Lin, Sarah Brown

Regrets: Laura Reid, John Fortoloczky, Angela Skoglund

Addendums:

- September 2023 Visitor Centre report

1. Call to Order

2. Approval of Agenda:

Motion that the November 16, 2023 Hope Business and Development Society agenda be adopted as presented – *Moved, seconded - APPROVED*

3. Adoption of Minutes:

Motion that the October 5, 2023, Hope Business and Development Society minutes be adopted as presented (see amendment note below) – *Moved, seconded – APPROVED*
(With “just hire someone to do both for \$150k...” reworded to “suggestion was made to pay higher wage to attract someone who can do both.”)

4. Land Acknowledgement

We would like to acknowledge that we are conducting our board meeting tonight from the ancestral, traditional, shared, and unceded territory of the Chawathil people of the Tiyt Tribe. The Tiyt Tribes of the Sto:lo territory extend along the boundaries down both sides of the Fraser River, from Yale to Seabird. We thank you for welcoming us to the territory and allowing us to carry out the work that we are doing here tonight.

5. Delegations/board member introductions

- none

6. Business from previous minutes

- none

7. Committee and board reports

a. Finance committee

i. Accountant would like to meet with finance committee to review budgeting at some point soon (perhaps 6pm on a Thursday, with board meeting to follow at 6:30pm); board chair will come back to us with potential date/time.

b. Policy & procedure review committee

- nothing to report

c. Board recruitment and orientation committee

i. Reached out to Aaron to see if he was still interested in being a board member; he has now resigned from the board due to other commitments with Chawathil Nation. He gave a name of someone else who is interested in joining the board.

ii. Shayne officially welcomed to the board

d. MRDT representative

i. nothing to report

e. Communications strategy committee

i. nothing to report

f. Executive Director Hiring committee

i. Selected 3 candidates and had 2 virtual interviews; out of 2 interviewed, we proceeded to schedule a second interview with top candidate, who then cancelled 2 days prior. Had a casual conversation with the candidate, who is not interested in full-time work but would be interested in part-time consultant work helping with ED work. We have to hire someone, but what does the board feel about having an 'interim' director?

ii. We identified two key positions/job roles: one to ensure that our workplan matches the strategic goals and one to do the MRDT work

Ensuing discussion:

- It would be great to have this person "plug the hole," but what level of commitment can they give us considering the part-time aspect of the job?
- They would present to the board what the plan is in terms of tackling the work.
- Concern voiced about their resume which showed them doing contract work all over the world; does this person really want to stay local full-time?
- Another concern is hiring a contractor to secure MRDT approval, as this could be viewed negatively; let's get the MRDT one-pager sent out and focus on hiring an Executive Director, not a contractor.
- We have been trying for 10 months to get an ED; we need to pay more to get an ED in place.
- We can easily raise the salary, but can we afford it? Suggestion that it might be easier if we put out an ad for a part-time marketing director instead of an ED, as marketing fund come from the MRDT.
- Can the position of ED be advertised as part-time instead?
- Would this part-time marketing position be temporary or permanent? It was suggested to make it permanent.
- A lot of the ED work falls under the marketing umbrella; this person would not be able to do any mediation/arbitration
- With a part-time marketing position, what does that mean for the fund provided by the District of Hope? It's listed as 'Economic Development Services' on their budget, and

there is concern these funds will go away. It was pointed out that after previous ED left, there hasn't been an Economic Development person on staff, but DOH is still funding.

- It sounds like it would be easier to hire a marketing person at this point
- Operations manager can't do both jobs again this coming summer; we need to decide on this really fast and get someone hired
- We really need to get an Economic Development person in here to keep Hope moving forward in the right direction
- Suggestion to get a marketing person in and make the position part-time to start with the option to go to full-time by adding some economic-focused work
- Suggestion to get the marketing person in place for continuity and then hire a consultant as needed to help with any larger tasks
- Question was asked if a part-time position will be enough to help operations manager? Maybe we should hire a full-time marketing person?
- A full-time hybrid position would be recommended due to lack of office space
- A full-time position could mean that work could be clawed back from Connect Media to save \$
- Typical wage is \$48-50 per hour (whether it's part-time or full-time) and benefits available for 20hrs or more per week
- Will re-advertise position as marketing manager, full-time, salaried with hybrid home/office set-up and flexibility in when hours are worked
- Current job description for ED was amended during board meeting to be used for the marketing posting; operations manager can post the marketing position on the destination tourism network (go2hr); hiring committee will post on Monday Nov 20; goal is to have the position filled in December with a start date of January 2, 2024
- There will be a potential zoom meeting Dec 14th at 6:30pm to review shortlisted candidates

g. Board reports

- none

8. Other business

a. Executive Director Hiring (see section 7f above)

b. Finance Committee / budget daytime meeting (see section 7a above)

c. Policy re: types of businesses in marketing

- We had a business reach out wanting to be part of Fog Fest (the vape shop); they were very upset to be told 'no.' Can we have some brand voices clearly defined, and what sorts of businesses we will feature in our marketing campaigns? Policy & procedure committee will help flesh out some wording; marketing agency might be able to help with this.

9. Discussion period

a. none

Motion to adjourn – *Moved, seconded*– **APPROVED**

Adjourned 8:59pm