

## **ADVANTAGE HOPE BOARD MEETING MINUTES**

October 5, 2023 – Fraser Canyon Hospital, Hope

**Called to order:** 7:02pm

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

**Regrets:** Angela Skoglund, John Fortoloczky

### **Addendums**

- May-August 2023 Visitor Centre report
- May 18, 2023 meeting minutes
- AH Balance Sheets (May/June/July)
- AH Income Statement (Jan-May/June 30/July 31)
- AH Ledger (May/June/July)

### **1. Call to Order**

### **2. Approval of Agenda**

Motion that the October 5, 2023 Hope Business and Development Society agenda be adopted as presented – *Moved, seconded - APPROVED*

### **3. Adoption of Minutes**

Motion that the May 18, 2023, Hope Business and Development Society minutes be adopted as presented – *Moved, seconded - APPROVED*

### **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**

- Shayne Findlay (Blue Lake Resort) has applied to be a board member
- Good relations with other business owners up the canyon; wants to have some representation on behalf of Blue Lake Resort and other businesses; excited to be more connected to Hope and things happening here
- Fire situation was tough but they got through it and things are good
- BLR gets lots of business from the valley communities (not very much international tourism)

### **6. Business from previous minutes**

i. Reselection/confirmation of the executive:

Secretary/Treasurer: Tannis Hendriks nominated herself – no opposition

Vice Chair: Martin Hendriks nominated himself – no opposition  
Chair: Tanya Seltenrich nominated herself – no opposition  
Motion to accept new executive: *Moved, seconded - APPROVED*

## **7. Committee and board reports**

### **a. Finance committee**

- i. Motion for board to approve the May 2023 financials.
- ii. Motion for the board to approve the June 2023 financials.
- iii. Motion for the board to approve the July 2023 financials.

Motion to adopt all financial statements: *Moved, seconded - APPROVED*

### **b. Policy & procedure review committee**

- i. Nothing to report.

### **c. Board recruitment and orientation committee**

- i. Shayne Findlay – application received; to be voted on via email by the board, then put towards council to approve
- ii. Does anyone want to join any committee? Gerry is willing to help out wherever there is need. Gerry can help out on finance committee.

### **d. MRDT representative**

- i. MRDT signed petition due at the end of April 2024; then MRDT will be awarded in October 2024; would be great to have a tourism advisory committee re-established; two prongs to MRDT = outreach to tourism businesses + MRDT application; confirmed that the outreach is the biggest component, can we hire someone to do the outreach?; will the board approve this expenditure?; get some info to them asap even if it's bad; messaging should be along the lines of pipeline workers are leaving – MRDT funds help promote tourism and will help to keep rooms occupied.

### **e. Communications strategy committee**

- i. working on getting the one-pager on MRDT done and sent out asap

### **f. Executive Director Hiring committee**

- i. Disappointed about lack of ED fulfillment so far; two new resumes have come in; seems that the job market is heating up a little bit; hiring committee will review the resumes
- ii. Perhaps the current salary offering is too low, since prices/inflation have gone up; suggestion that we combine ED and Economic Development salaries to hire one person to get in here and then eventually hire a manager for Economic Development at a lower salary (say \$50k); suggestion was made to pay a higher wage to attract candidates who can do both jobs;
- iii. Any forecast as to what we can expect to receive from MRDT funding? Funding is dependent on 51% of hotel owners buy-in, and that of those owners, the total number of rooms is 51% or greater; funding for ED is a combo of district funds and MRDT funds; operations manager will be meeting with accounting person to review potential grant/funding revenues to help

create anticipated budget; board will have input on funds and allocation of spending at a future meeting;

iv: Perhaps we hire a recruiting company to help us fill this position?; we'd be looking at \$40k fee to get a recruiting company to find an ED for a non-profit group; maybe we hire an interim person to help operations manager until we can fill the ED position.

g. Board reports

- spoke about the key projects like new signage
- attended lots of meetings over the summer
- covered holidays at Visitor Center
- see VC report for full account of activities May-August
- 2024 Visitor Guide: planning to print 50,000 copies (this year 40k were printed and they are almost depleted)

**8. Other business**

- a. Extra copies of Downtown Revitalization report available
- b. When is the next downtown revitalization meeting? We should have it sooner rather than later so that the new Executive Director has the info package/plan in front of them. Operations manager will talk to urban planner about date for wrap-up meeting.
- c. Any update on the moving of the train station and museum build? Nothing to report so far; things are progressing.

**9. Discussion period**

- a. Are we participating in the Trail/Ale program? Mountainview Brewing is already part of the BC Ale Trail.
- b. Discussion with Riley at Connect Media to do "fog fest" in November

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

Adjourned 8:51pm