

ADVANTAGE HOPE BOARD MEETING MINUTES

April 20, 2023 – District of Hope Council Chambers, Hope

Called to order: 7:00pm

Attended: Tannis Hendriks, Tanya Seltenrich, Scott Medlock, Sarah Brown, Aaron Pete, Gerry Wiebe, Martin Hendriks

Regrets: Dean Lin, Angela Skoglund, Laura Reid, John Fortoloczky

Addendums:

- Visitor Centre March 2023 report
- March 2023 comparative income statement

1. Call to Order

2. Approval of Agenda

Motion that the Apr. 20, 2023 Hope Business and Development Society agenda be adopted as presented – *Moved, seconded - APPROVED*

3. Adoption of Minutes

Motion that the Mar. 16, 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 - none

6. Business from previous minutes

a. Downtown Revitalization

- public meeting is next week on Wed April 26; announcement in newspaper April 21st; happening at the legion at 6pm; full workshop goes from 7-9pm
- sometime in June/July there will be a pop-up booth asking for feedback from residents and business owners
- Operations manager suggested a one-pager info sheet which we can use to send out to encourage others to attend the public feedback session

b. Resignations accepted from the following board members: Margaret Stubson, Jeff Kohlman

7. Committee and board reports

a. Finance committee

- i. Nothing to report; no need to approve any financials until finance meeting can happen
 - ii. Operations manager has fixed previous accounting issues with old reports
- b. Policy & procedure review committee
 - i. Received DOH copy of policy & procedures to review and compare; committee to re-view and finalize AH policy & procedures document
- c. Board recruitment and orientation committee
 - i. New applicant: Brenda Peters
- d. MRDT representative
 - i. Meeting held on Friday April 21st to discuss putting together a one-pager giving the hoteliers a list of accomplishments achieved with MRDT funds
 - ii. Operations manager to confirm with Fiona at Destination BC about exact process for reapplying for MRDT; we maybe don't have to do the petition again
- e. Communications strategy committee
 - i. nothing to report
- f. Executive Director Hiring committee
 - i. 30 applications received; about 5 of them seem quite viable
 - Discussion:
 - We need to review past issues with ED to ensure we are addressing those when selecting the new potential ED
 - ED will mostly deal with tourism and a little bit of economic development, but ideally we want the EDO to be a separate position and will try to hire after an ED is in place
 - If there's a really strong candidate, we should try and meet asap as a board to review the candidate
 - Is there a scoring matrix for the hiring position?
 - What is the typical turnover rate for the ED position? Answer: unknown really, but they leave for a variety of reasons and hold the position for various durations (average seems to be about 2 years)
 - ii. Member reviewed the 5-year plan in great detail, but couldn't find any definitive goals to measure performance against
 - Discussion:
 - Perhaps this member might be the best person to help define key goals for the board to work towards, and that the ED has to try and achieve these goals
 - We need to have a workplan in place for the new ED; can perhaps be worked out with the new ED and some board members
- g. Board reports – Operations Manager (as presented on Visitor Centre Report submitted)
Ensuing discussion as follows:

- i. Proposal to fly flags at the Visitor Centre instead of the District Hall; mayor said “no” – it was noted that the mayor shouldn’t have gone to Operations Manager with this concern, but that protocol is to bring the concern up with the AH board chair
Operations manager: we have an empty flag pole available for an inclusionary flag; can we come up with some sort of procedure for community groups to apply for permission to fly their flag at the Visitor Centre for 30 days
- ii. We have received full grant for mountain biking trail development, but don’t actually have the contract in place, so may not be allowed to make an official announcement yet
- iii. We need to get clarification on how much the board has to answer to the society (which is made up of mayor and other district employees); and to improve relationship/communications with mayor and council
- iv. *Motion:* Board chair to send an email to Mayor Smith to clarify communication protocol as outlined in the HBDS Communication Policy - *Moved, seconded - APPROVED*

8. Other business

a. Station House

- i. Operations manager: had a meeting scheduled with Tashme Historical Society and the Nikkei Society in Vancouver; guests showed up at wrong time, so met with members of THS to go over design documents and to clarify role of AH board in development of the station house plans.
- Member reiterated ongoing concern with the current plans, ie: bathrooms in the basement; there will be consultation with Hope Cascades & Canyon on the design and future use of the building
- Heritage status of building has been removed, so the building can be changed as much as they want, but there is a desire to keep the same look/feel on the exterior

9. Discussion period

- Did the AGM location get settled? Answer: Yes, location is the upstairs of The Legion; it was noted that owner of Mountainview Brewing is willing to host the AGM
- Can we have an extra meeting to further investigate and define the strategic goals for Advantage Hope to 2026, so that we can review ED applicants and fully understand what goals they need to achieve; want to have this in place before we start reviewing potential candidates
- Suggestion to have an extra meeting on Thursday May 4th (7pm) at District Hall (another suggestion that we review the link to the economic development plan that was sent prior to this new meeting); Operations manager will check with DOH re: council chamber availability
- Do we now have sample scoring matrix to help us with ED interviewing process? Answer: to come.

Motion to adjourn – *Moved, seconded - APPROVED*

Adjourned 8:48pm