

ADVANTAGE HOPE BOARD MEETING MINUTES

March 16, 2023 – District of Hope Council Chambers, Hope

Called to order: 7:04pm

Attended: Tannis Hendriks, Tanya Seltenrich, Scott Medlock, Angela Skoglund, Sarah Brown, Aaron Pete, Laura Reid, Dean Lin, Gerry Wiebe, guest: Riley Forman

Regrets: Margaret Stubson, Martin Hendriks, John Fortoloczky, Jeff Kohlman

Addendums:

- Visitor Centre February 2023 report
- HBDS balance sheet as of Feb. 28, 2023
- HBDS February 2023 comparative income statement
- HBDS transaction reports
- Downtown in Action 2023 – downtown revitalization timeline and info sheet

1. Call to Order

2. Approval of Agenda

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

3. Adoption of Minutes

Motion that the Feb. 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

a. Riley Forman, *Connect Media re: MRDT*

- concerned that we won't get buy-in from at least 50% of the hotels to support MRDT (Municipal Regional District Tax) at vote in fall; need boots on the ground garnering support

Ensuing discussion:

- what are we doing as a 'business' to address changes to community
- fun things for the hotels such as comedic "do not disturb" doorhangers, tear-off maps featuring the hotels/local attractions
- MRDT was explained to the new board members
- MRDT application is due April 2024; that gives us one year to garner support
- over \$1 million in support comes to AdvantageHope from the MRDT

- Hope was nominated for two tourism industry awards recently
- we need to convey to the hotels what AdvantageHope has done for them over the last 3 years; they will need help with marketing once the pipeline workers have left and they have empty rooms
- province is talking about changing things about MRDT (possibly mandating the tax, regionalizing the tax to create larger DMOs)
- Hope is better served by a regional DMO rather than a super DMO
- Train station and Tashme Museum; opportunity to collaborate more with those groups to make sure the tourism needs of Hope are being considered in the plans

6. Business from previous minutes: none

7. Committee and board reports

a. Finance committee

- i. SUGGESTED MOTION STRUCK - corrections to be made to the financials, so we will make a motion to approve February financials at the next meeting on April 20
- ii. Aaron volunteered to serve on finance committee
- iii. Motion for Scott, Tannis, Jeff, Aaron to be signatories on account – *Moved, seconded - APPROVED*

b. Policy & procedure review committee

- i. Nothing new to report, but we still need to see a copy of the District of Hope's policy & procedures for reference; will email John F. about that.
- ii. We are close to finalizing the policy & procedures documents and also need to cross-reference the HCC employee handbook to ensure no conflicting information.

c. Board recruitment and orientation committee

- i. Almost a full board; welcome to our new members.

d. MRDT representative

- i. Great having Brian McKinney drop off visitor guides to hotels and businesses; more engagement on a local level rather than a random delivery person dropping off
- ii. Further to Riley's concerns, it would be great to coordinate a synopsis document of what AdvantageHope has done with MRDT funds to date to help local hotels/businesses, plus sharing ideas of how we're going to help hotels/businesses once pipeline workers have moved on; communications committee member will work with the operations manager on a presentation document of some sort.

e. Communications strategy committee

- i. Above mentioned presentation document falls under purview of communications strategy committee; committee will set up meeting to start discussing content for this document.

f. Executive Director Hiring committee

- i. Concerns that the ED job posting is not on website yet; Operations manager will follow up with Connect Media on this
 - job posting has been sent to other organizations
 - committee will do a virtual interview first, then proceed to in-person for second interview
- ii. Job posting was sent to ED at Vancouvers North Shore Tourism
- iii. Also sent to Destination BC; but needs a link to be able share

g. Board reports – Sarah Brown (as presented on Visitor Centre Report submitted)

Ensuing discussion as follows:

- i. We need the 5-year strategic plan to read over – it resides on the website under “About Us” (current one expires April 2024); Question: How do we hold our marketing agency accountable to their performance as it relates to the strategic plan?
- ii. Are we also hiring an EDO (Economic Development Officer)?; the Executive Director position is the priority; then he/she can decide if Economic Development Officer is needed; hierarchy as follows: ED answers to the board; EDO and OM would report to the ED
- iii. Concern brought up about the term ‘contract’ used on the job posting; implies that this is a contract position which can bring about CRA complications; hiring committee will revise the terminology on job posting re: contract and will remove the end date of the job term; operations manager will make sure this revised job posting is the one that goes up on the website.

8. Other business

a. AGM date

- i. Suggested date: Thursday, June 1st
- ii. To be advertised in Hope Standard on March 24, 2023 (at least 60 days prior to AGM)
- iii. Would be great to have a short speaker presentation; perhaps BC Economic Development representative

b. Downtown revitalization

- i. Summary presentation made of the downtown revitalization project and the schedule for the facilitation of this from April – October
- ii. April 24 meeting date to be rescheduled so council members can attend; operations manager will get back to us on a new date
- iii. April 25 meeting is for downtown revitalization committee members to attend on behalf of AH board

9. Discussion period

- Our board chair is going to be interviewed by Hope Standard to talk about the re-establishment of the AdvantageHope board

Motion to adjourn – *Moved, seconded - APPROVED*

Adjourned 9:25pm