



ANNUAL GENERAL MEETING MINUTES
Wednesday, February 24, 2021 - 7:00pm
ZOOM Meeting

Call to Order – President Mark Mendonca called the meeting to order at 7:05pm

Welcome & Self Introductions – There were 12 present. The President started the meeting by reflecting on the challenges the tourism industry faced in 2020 due to the pandemic. Tourism Pemberton aligned closely with Destination BC regarding COVID-19 messaging and marketing. The President thanked the current Board for their support and work during the past year. We remembered Shirley Henry, friend, Board Member, Secretary/Treasurer and her amazing work ethic and commitment to Tourism Pemberton.

Minutes of the 2020 AGM

Don Coggins/Andy Meeker

THAT the minutes of the 2020 AGM be accepted as presented. Carried.

2020 Financial Report

Andy Meeker / Rob Megeney

THAT the financial report for 2020 be accepted as presented. Carried.

Annual / Marketing Report

Mark Mendonca presented the Annual / Marketing Report which included the 2020 Year in Review document. He began the report with Tourism Pemberton's new Vision and Mission Statements:

Tourism Pemberton's **Vision** is to lead the development of a responsible and sustainable tourism economy for the benefit of local residents and visitors.

The organization's **Mission** is to promote Pemberton and District as a year-round destination for responsible travel and make a positive contribution to the District's economy and to residents' lifestyle.

Andy Meeker spoke to the inaugural Raven Backcountry Festival which was successful and raised \$16K for the Lisa Korthals Bursary. Don Coggins spoke to our new partnership with Zau for an online booking platform. Carlee Cindric spoke to the Pemberton Farm Tour, the Mid-Week Summer Savings Campaign and the Sea to Sky Arts & Cultural Campaign. Tourism Pemberton applied for several grants including CERIP, PDIF, DMO CAF, and DBC Co-op Marketing, all of which were successful. The CERIP grant for backcountry sanitary infrastructure will see work begin in mid-March with an RFP going out at the beginning of March. Mark also mentioned funding from DBC for an Agri-Tourism Wayfinding Sign project that will highlight the Pemberton Farm Tour, SFCS and the 'Off the Beaten Path' Circle Tour. Don Coggins spoke to the Sea to Sky Destination Development Council (STSDDC) regarding common travel/tourism messaging throughout the Sea to Sky Corridor. A survey to key

stakeholders has just been sent out to confirm messaging direction. Andy Meeker and Gus Cormack spoke to The Raven Guide – new sustainable backcountry awareness/safety campaign that launched February 18, 2021. Tourism Pemberton has received good reception so far on this campaign with key community members onboard. It was also mentioned that a not-for-profit backcountry group has reached out to Tourism Pemberton to collaborate on better infrastructure (i.e. staging areas) in an effort to advocate for sustainable tourism in the area.

In addition to the new relationships forged in 2020, Tourism Pemberton also connected with the Outdoor Recreation Council and the Northern Woods and Water Highway Association.

Please see the 2020 Year In Review for more information and details.

Andy Meeker / Don Coggins

THAT the President's Annual / Marketing Report be accepted as presented. Carried

ELECTION OF 2021 Board of Directors

ALL IN FAVOUR THAT the following be elected as the 2021 Board of Directors:

President - Andy Meeker, Blackcomb Helicopters

Vice - President - Mark Mendonca, Grimm's Deli

Secretary / Treasurer – Carlee Cindric, Pocketful Productions

DIRECTORS (up to 8 to be elected)

Don Coggins - Copper Cayuse Outfitter Inc.

Peter Colapinto - Pemberton Bike Co.

Gus Cormack - Sweet Water Lane Farm

Tyler Kraushar - Broken Boundary Adventures

Rob Megeney - Event Rental Works

Will Miller - The Beer Farmers

Daniel Schranz - Daniel Schranz Contracting

Ben Day - Blackcomb Springs Suites

Other Items were discussed – Looking ahead to 2021

- New Member Portal Login – new password protected space on tourismpembertonbc.com has been set-up for the Board and Members to view grant applications, business and strategic plans, Bylaws, etc. Carlee Cindric will email the login details to the Board and all Members who have paid their 2021 fees.
- 2021 Memberships Due – A reminder that the 2021 TP Membership fees are due.

Andy Meeker closed the meeting. He mentioned how the 2020 President's Letter in the Year in Review summed up how much Tourism Pemberton actually accomplishes each year. When Andy first joined, folks in town wondered what Tourism Pemberton did...and we do a lot to promote our area and foster a sense of community. Looking forward to working with the Board in 2021 and thank you to Carlee Cindric for all the work she does for the organization.

Adjournment - The meeting adjourned at 8:12pm