

**Tourism Fernie Society - Fernie Destination Marketing Organization**



9<sup>th</sup> Annual General Meeting - Minutes

Thursday June 16th, 2016 9.15AM @ Park Place Lodge

**In Attendance:**

**Members & Stakeholders:**

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| <ul style="list-style-type: none"><li>• Mike McPhee, Island Lake Lodge</li><li>• Shelley L'Estrange, Best Western PLUS Fernie</li><li>• Erin Summers, Gi'ver Shirtworks</li><li>• Jon Levesque, City of Fernie, Gearhub</li><li>• Kyle Hamilton, Kyle Hamilton Photography</li><li>• Jeremiah Pauw, Super 8 Fernie</li><li>• Mike Delich, Fernie Lodging Company, Fernie Vacation Properties</li><li>• Lance Edwards, Elevation Industries</li><li>• Andy Cohen, Fernie Alpine Resort</li><li>• Laura Oleksow, Spa 901</li><li>• Scott Gilmet, Park Place Lodge, Park Vacation Management</li><li>• Mayor Mary Giuliano, City of Fernie</li><li>• Emilie Cayer-Huard, Kootenay Rockies Tourism</li><li>• Jikke Gyorki, Tourism Fernie</li><li>• Rebecca Hall, Tourism Fernie (Minutes)</li><li>• Vince Mo, Tourism Fernie</li><li>• Christine Grimble, Value of Tourism Study</li><li>• Patty Vadnais, Fernie Chamber of Commerce</li><li>• Gerald Price, GPI Chartered Accountants</li><li>• Graeme Nunn, Rockies Law Corp</li><li>• Kymberley Hill, Press + Post</li><li>• Caitlin Bates, Fernie Lodging Company</li><li>• Mike Hepher, Clawhammer Letterpress</li><li>• Christy Sutherland, Elevation Industries</li><li>• David Hozjan, Fernie Snowmobile Association</li><li>• Devon Hanson, Fernie Snowmobile Association</li><li>• Alesha Thompson, Lilac Media</li><li>• Ryan Doehle, Isosceles</li></ul> | <ul style="list-style-type: none"><li>• Ron Ulrich, Fernie Museum</li><li>• Michael Van Horne, Fernie Golf &amp; Country Club</li><li>• Andre Labine, Fernie B&amp;B Association, Twisted Timbers</li><li>• Andrea Horton, The Free Press</li><li>• Jennifer Cronin, The Free Press</li><li>• Mike Hepher, Clawhammer Press</li><li>• Sheila Byers, Fernie Chamber of Commerce</li><li>• Renne Hooper, Fernie Chamber of Commerce</li><li>• Dana McMahon, OCD Adventures</li><li>• Michelle McMahon, OCD Adventures</li><li>• Doug Feely, Island Lake Resort Group</li><li>• Derick Berry, Fernie Central Reservations</li><li>• Jay Carter, The Guide's Hut</li><li>• Alicia Dennis, The Fernie Hotel</li><li>• Simon Howse, The Fernie Hotel</li><li>• Vanessa Croome, Claris Media</li><li>• Jason Burt, Snow Valley Motel &amp; RV Park</li><li>• Cindy Cannon, Fernie Wilderness Adventures</li><li>• Jon Ward, Red Tree Lodge</li><li>• Jody Krienke, Red Tree Lodge</li><li>• Christine Grimble, Value of Tourism Study</li><li>• Abi Moore, Fernie Brewing Company, Stag Leap Running</li><li>• Joe Howse, Kodiak Lounge</li><li>• Nick Nault, Nick Nault Photography</li><li>• Sam Swarnakar, Powder Mountain Lodge</li><li>• Keya White, Fernie Arts Co-op</li><li>• Rachel Cline, The Little Cabin Company</li><li>• Jessica Riley, Spa 901</li><li>• Eveliene Eijsermans, Park Place Lodge</li></ul> |
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| <p>1. <b>Call to order</b></p> <p>Shelley L'Estrange, Tourism Fernie Chair, called the meeting to order at 9.15am</p> <p>Shelley opened the meeting and welcomed everyone, thanking special guests &amp; board members for their attendance:</p> <ul style="list-style-type: none"><li>• Mayor Mary Giuliano, City of Fernie</li><li>• Emilie Cayer-Huard, Kootenay Rockies Tourism</li><li>• Kymberley Hill, Press + Post</li></ul> <p>Shelley introduced the staff present, and thanked them for the work in preparing for the AGM:</p> <ul style="list-style-type: none"><li>• Jikke Gyorki, Executive Officer</li><li>• Rebecca Hall, Co-ordinator, Admin &amp; Marketing</li><li>• Vince Mo, interim Social Media &amp; Content Co-ordinator</li></ul> <p>Shelley also introduced the current board of directors and committee members present:</p> |  |
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	<p><b>Accommodation, less than 30 rooms:</b> Mike McPhee, Island Lake Resort Group  <b>Accommodation, more than 30 rooms with rental management:</b> Mike Delich, Fernie Lodging Company  <b>Accommodation, more than 30 rooms:</b> Shelley L’Estrange, Best Western PLUS Fernie Mountain Lodge  <b>Accommodation at Large:</b> Jeremiah Pauw, Super 8 Fernie  <b>Professional Services:</b> Kyle Hamilton, Kyle Hamilton Photography  <b>Retail, Food &amp; Beverage:</b> Kurt Saari, Nevados  <b>Attractions, Activities, Transportation:</b> Christy Sutherland, (formerly) Nonstop Adventures  <b>The City of Fernie:</b> Jon Levesque  <b>Resorts of the Canadian Rockies:</b> Tom Rosner (not present)  <b>Resorts of the Canadian Rockies:</b> Andy Cohen  <b>Director at Large:</b> Lance Edwards, Elevation Industries  <b>Designated Representative to the Board, non voting:</b> Patty Vadnais, Chamber of Commerce  <b>Committees:</b> Mike Hepher, Clawhammer Letterpress; Laura Oleksow, Spa 901; Caitlin Bates, Fernie Lodging Company; Scott Gilmet, Park Place Lodge</p> <p>Shelley also thanked Scott Gilmet and the Park Place Lodge for hosting the event.</p>	
2.	<p><b>Approval of agenda</b></p> <p><b>Andy Cohen made a motion to adopt the agenda as circulated prior to the meeting.</b>  Seconded by Jon Ward. Carried unanimously.</p>	CARRIED
3.	<p><b>Adoption of 2015 AGM Minutes</b></p> <p><b>Kyle Hamilton made a motion to approve the AGM minutes of Thursday, June 18<sup>th</sup> 2015.</b>  Seconded by Jon Ward. Carried unanimously.</p>	CARRIED
4.	<p><b>Proposal for bylaw change</b></p> <p><b>PREAMBLE:</b> Shelley noted that a bylaw change had been identified by the board as necessary to align Tourism Fernie’s reporting and planning cycles with the new MRDT reporting requirements.</p> <p><b>Kyle Hamilton made a motion to change bylaw 7.7 from the current wording:</b> The Fiscal year for all financial accounts of the DMO shall be the first day of April to the last day of March each year.  <b>To:</b> The fiscal year for all financial accounts of the DMO shall be the first day of January to the last day of December each year.</p> <p>Seconded by Erin Summers. Carried unanimously.</p>	CARRIED
5.	<p><b>Presentation of Financial Statement &amp; Annual Report, Appointment of Accounting Firm for 2016-2017 Fiscal Period.</b></p> <p>Shelley invited Gerald Price from GPI Chartered Accountants to the floor.</p> <p>Gerald Price reviewed the financial statements and the terms included within the report with powerpoint slides of each page including the balance sheet, statement of operations and cash flows presented to the AGM for review.</p> <p>Gerald moved through the report, explaining each area of reporting and inviting questions as he went. Gerald noted that the all operations are in order and he has signed off on the statement as being accurate.</p> <p>Jon Ward asked for clarification of the restrictions on the ‘Restricted operating fund.’</p> <ul style="list-style-type: none"> <li>• Gerald explained that there are no specific restrictions, but monies are to be held and used as a ‘wind-down fund’ in the event of a ceasing of operations at Tourism Fernie.</li> <li>• Jeremiah Pauw added that the money is held in a separate account for this purpose.</li> <li>• Shelley L’Estrange added that the board may remove the money from the account and use it for other purposes if appropriate, but would require a vote of the board.</li> </ul>	

	<p><b>4.1 Motion to receive the Audited Financial Statements</b></p> <p><b>Jeremiah Pauw made a motion to adopt the Audited Financial Statement for 2015-2016.</b> Seconded by Mike McPhee. Carried unanimously.</p> <p><b>4.2 Motion to appoint auditor and accounting firm for current fiscal</b></p> <p><b>Andy Cohen made a motion to appoint GPI Chartered Accountants as Tourism Fernie’s auditor and accounting firm for the current fiscal year.</b> Seconded by Jeremiah Pauw. Carried unanimously.</p>	<p>CARRIED</p> <p>CARRIED</p>
6.	<p><b>Presentation of the Annual Report &amp; Strategic Plan, Q&amp;A Period</b></p> <p><b>Shelley invited Jikke Gyorki, Executive Officer, to the floor.</b></p> <p>Jikke presented a brief overview of the Annual Report, noting some of the key points including;</p> <ul style="list-style-type: none"> <li>• \$15M in hotel revenues per year, indicating a trend line increase of 74% since 2000, 25% since 2007.</li> <li>• Targeting 10% growth moving forward.</li> <li>• Winter season spending remains around 30% higher than the rest of the year combined.</li> <li>• Central Reservations Service has now ended due to changes in the market with consumers booking online.</li> <li>• Christine Grimble has been contracted to lead the Value of Tourism Study and thanked the members for their input and support for the project.</li> <li>• Partnerships with membership &amp; chamber, and Media collaborations.</li> <li>• Opportunities on spring and fall promotions to increase visitation.</li> <li>• Increase in digital &amp; content marketing.</li> <li>• Positive winter survey results &amp; comments and very high net promoter score of 96.</li> <li>• Also presented highlights of some of the new and upcoming initiatives for the coming year including the ‘Character of Fernie’ Ski TV show, social proof including #Fernihstoke, ‘Inspire Me’ function on website, Kootenay Dirt splash page, Cultural Guide, storytelling video series.</li> </ul> <p>Derick Berry thanked the board and committees for their work and believes that Tourism Fernie is seen as an industry leader across the province. He asked for clarity on how the changes to administration costs had been achieved.</p> <ul style="list-style-type: none"> <li>• Jikke explained that Tourism Fernie will now be inline with Destination BC’s &amp; MRDT best practices of allocating staff payroll that is specific to planning and implementing marketing initiatives to the marketing expense line items instead of all to Administration. The Tourism Fernie financial budget for the current fiscal have been adjusted to reflect this and only hours allocated to admin are included as such.</li> </ul> <p>Derick also asked for clarity on winter/summer marketing split, and changes to structural support from KRT and DBC.</p> <ul style="list-style-type: none"> <li>• Jikke explained that there has recently been a change with the relationship with RCR, following extensive discussions the membership arrangement with RCR has been updated to reflect market trends and opportunities. Higher % of marketing budget will be focused on spring, summer and fall than in past, closer to 50-55%. Jikke confirmed that there are no marketing requirements attached to the new RCR membership. New revenues will be coming in from DBC but still waiting to see how that will all work out in the future as there are a lot of new programs in place.</li> </ul> <p>Simon Howse asked for more information on the shuttle programs.</p> <ul style="list-style-type: none"> <li>• Jikke noted that a final shuttle contract is not yet in place, but will be moving forward with the YYC and local shuttles. Working on final contracts and scheduling. Current budget will be updated to reflect the new shuttle contracts.</li> </ul>	
7.	<p><b>Election of new directors for 2016-2017</b></p> <p>Graeme Nunn, Rockies Law, was the Electoral Officer and conducted the election process for the directors. Graeme received the ballots that had been submitted in advance to the Tourism Fernie</p>	

office, and announced that the elections would be conducted in two parts. The election for the Director for the **Accommodation, more than 30 rooms solely owned**, would be held first, and the winner of that category would be declared ineligible for the Accommodation at Large Category. Graeme then invited the two candidates in the Accommodation, over 30 rooms, to introduce themselves:

- Shelley L'Estrange
- Jeremiah Pauw

After a brief period to ensure that any outstanding ballots had been received, announced the winner as:

- Shelley L'Estrange, Best Western PLUS Fernie Mountain Lodge

Graeme then invited the nominees in the remaining categories to introduce themselves:

Accommodation at Large nominees:

- Scott Gilmet, Park Place Lodge
- Jeremiah Pauw, Super 8 Fernie
- Corien Sieders, Stanford Resorts & Hotels (sent regrets, introduced by Jikke Gyorki)
- Shelley L'Estrange was removed from this category following her election in the previous category.

Food & Beverage, Retail nominees:

- Jay Carter, The Guide's Hut
- Kurt Saari, Nevados (sent regrets, introduced by Jikke Gyorki)

Professional Services nominees:

- Kyle Hamilton, Kyle Hamilton Photography
- Laura Oleksow, Spa 901

After collecting and counting the remaining ballots, Graeme announced the winners in the Accommodation at Large, and Food & Beverage, Retail categories as:

- Scott Gilmet, Park Place Lodge, and Kurt Saari, Nevados, respectively.

Graeme went on to announce that there was a tie for the director for Professional Services, as pursuant to bylaw 4.18, this position would be decided by a toss of the coin. Graeme declared the winner of the coin toss to be:

- Laura Oleksow, Spa 901

Shelley thanked Graeme for conducting the elections, and noted the shorter term for directors due to the change in fiscal period. Shelley then invited Graeme to introduce the Tourism Fernie Board of Directors for 2016 & 2017:

**Accommodation, less than 30 rooms:** Mike McPhee, Island Lake Resort Group

**Accommodation, more than 30 rooms with rental management:** Mike Delich, Fernie Lodging Company

**Accommodation, more than 30 rooms:** Shelley L'Estrange, Best Western PLUS Fernie Mountain Lodge

**Accommodation at Large:** Scott Gilmet, Park Place Lodge

**Professional Services:** Laura Oleksow, Spa 901

**Retail, Food & Beverage:** Kurt Saari, Nevados

**Attractions, Activities, Transportation:** VACANT

**The City of Fernie:** Jon Levesque

**Resorts of the Canadian Rockies:** Tom Rosner

**Resorts of the Canadian Rockies:** Andy Cohen

**Director at Large:** Lance Edwards, Elevation Industries

Designated Representative to the Board, non voting: Patty Vadnais, Chamber of Commerce

	Kyle Hamilton made a motion for the ballots to be destroyed, seconded by Mike Delich.	CARRIED
8.	<p><b>Announcements</b></p> <p>Shelley invited Erin Summers and Jikke Gyorki to the floor for a staff presentation.</p> <p>Erin made a presentation to departing staff member Rebecca Hall, thanking her for her extensive contributions to Tourism Fernie and to the community through her volunteer roles.</p> <p>Jikke then thanked the outgoing board members for their contributions, and made a small presentation to each:</p> <ul style="list-style-type: none"> <li>• Jeremiah Pauw</li> <li>• Kyle Hamilton</li> <li>• Erin Summers</li> <li>• Christy Sutherland</li> </ul> <p>Jikke also presented a small gift to Shelley L'Estrange, who thanked all of the board for their hard work and dedication to the ongoing success of Tourism Fernie.</p>	
9.	<p><b>Motion to adjourn</b></p> <p><b>Kyle Hamilton made a motion to adjourn the formal AGM meeting at 10.15am.</b> Seconded by Erin Summers. All in favour.</p> <p>Guest Speaker and networking event followed</p>	ADJOURNED