



Cariboo Chilcotin Coast Tourism Marketing Association
Annual General Meeting Minutes
October 17, 2024, 10:45 to 11:45

Voting Stakeholders

Marshall Fremlin – Siwash Lake Wilderness Resort
Gerald Kirby – Tatla Lake Manor
Stewart Cawood – Barkerville Historic Town & Park
Shannon Lansdowne – Bella Coola Mountain Lodge
Garrett Newkirk – Tallheo Cannery
Lea Dahlke – Wilderness Stewardship Foundation
Cheryl Waugh – Suntree Guest House
Gillian Merrick – The Wells Hotel
Kathryn Nair – Nemiah Valley Lodge
Shannon Gregg – Barney's Lakeside Resort
Francine Bolton – Bella Coola Motel
Jason Chouinard – Bailey Bridge Campground

Staff

Amy Thacker
Idelette Badenhorst
Isabelle Call (minutes)
Victor Li (Intern)
Maryclaire Snowball
Alexandra Shuba
Judith Call

Guests

Patti Gerhardi – PMG Communication
Steven Waugh – Bella Coola Vehicle Rentals
Johanna Kirby – Tatla Lake Manor
Chris Elder – The Web Advisors
Jen Sherlock – Firvale Wilderness Resort
Rocky Nenka – Indigenous Tourism BC
Johannes Bodendorfer – Lillooet Chamber of Commerce
Ember Harper-Fedirko – Cariboo Adventure Media
Maya Lange – Destination BC
Kayleigh O'Dowd – Wilderness Stewardship Foundation

Quorum is Achieved.

1. Call to Order – 10:24 am

2. Appointment of Recording Secretary

MOTION: To appoint Isabelle Call as recording secretary.

Lansdowne/Kirby/CRD

3. Adoption of Agenda

Cariboo Chilcotin Coast Tourism
204-350 Barnard Street, Williams Lake, BC V2G4T9
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MOTION: To accept the agenda as presented.

Lansdowne/Cawood/CRD

4. Adoption of previous meeting minutes

MOTION: To adopt the meeting minutes from November 16, 2023, as presented.

Waugh/Cawood/CRD

5. Annual Financial Report

Auditor, Ketan Vohora, of Vohora, LLP, presented a review of the financial statements, management letter and risk letter through a live virtual TEAMS link (copies of the printed Annual Service Report & Audited Financial Statements were on hand for attendees and posted to the CCCT website in advance of the meeting for review). Vohora took questions from the floor.

MOTION: To accept the annual financial report as presented.

Fremlin/Lansdowne/CRD

Unanimous

6. Special Resolution to Amend the Bylaw

MOTION: To accept the special resolution and amend the CCCTMA bylaws as recommended.

Merrick/Cawood/CRD

7. Questions from the Floor

- i) Jillian Merrick (The Wells Hotel) asked how we can better market to our regional visitors through Destination BC and provincial programs to drive longer stays that support operators year-around, like through partnerships such as Troll Ski Resort & the Wells Hotel to drive winter visitors.

A good discussion was held with members on the importance of grassroots marketing and marketing including regional and domestic visitors as part of the marketing mix.

8. Adjournment – 11:19 am

MOTION: To adjourn.

Fremlin/Lansdowne/CRD

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