



MINUTES

**TOURISM INDUSTRY ASSOCIATION OF THE YUKON
2009 ANNUAL GENERAL MEETING
Saturday May 2nd, 2009 at 9:30 AM
Palace Grand Theatre, Dawson City, Yukon**

Present:

TIA Yukon Board Members: Rod Talyor, Dee Enright, Garry Umbrich, Teena Dickson, Maureen Bundgaard, Mary Ann Ferguson, Gary Parker, Neil Hartling, Tammy Beese, Wendy Morrison, Erin Wall, and Meta Williams

Meeting Chair – Chair Rod Taylor

1. Call Meeting to Order

- Rod welcomed everyone to the AGM and called the meeting to order at 9:50AM

2. Agenda Approval – Motion #1

M: Neil Hartling 2nd: Mark Beese Carried

3. Approval of Minutes of 2008 AGM – Motion #2

M: Dee Enright 2nd: Mark Beese Carried

4. Annual Reports

- Chair's Report

In two short years, we have become a recognized player at the “table of industries”, participating in cross-industry collaborative efforts; establishing stronger connections with our Premier, Minister, other strategic industries, and media to communicate our needs and position as an industry.

Consultations with Industry/Stakeholders:

- In May 2008, TIA Yukon, Yukon Chamber of Mines and the Klondike Placer Miners Association entered into a Memorandum of Understanding (MOU) to foster a better relationship between the two industries.
- This past year TIA Yukon has been consulted by the Lands Branch on the Commercial Wilderness Lands Policy. Operators have been recognized as significant stakeholders in the land tenure debate and our input/perspective is valued.
- In 2008-09, YESAB undertook a 5-year review of their governing legislation and process. Stakeholders in the tourism industry were considered to have valuable input to the process and TIA Yukon participated in the review process by attending an industry specific discussion and submitting written comments.
- Industry is truly making a significant contribution to determining the investment spend in various marketplaces overseas and domestically through participation on the Senior Marketing Committee. This is an important development that we have lobbied for over the past few years.

Development:

The Board of Directors and staff of TIA Yukon dedicated an entire year to realize the development of three major projects identified in the 2007 Business Plan. We developed a Tourism Business Services website which is a “one-stop-shop” for business looking for investment, development or business



enhancement information. A land asset mapping project was undertaken to develop a GIS mapping tool, allowing us to identify potential desirable tourism land assets. And, we developed a business plan template to identify gaps in any given community (be it tourism product, infrastructure, etc.) and a process to determine what is required to fill the gaps. A detailed plan was created for Dawson City with a committee of prominent Dawson tourism persons working collaboratively with the consultants to create the aforementioned plan.

Lobby efforts:

- In November 2007, we met with the Premier to discuss federal stimulus programs and Yukon's response to the global economic crisis. We requested an additional capital investment of \$500,000 for overseas marketing to offset the decline in US visitation and \$100,000 to assist the Yukon Convention Bureau with a direct in-market sales program. These funds were approved and currently being utilized.
- TIA Yukon supported Holland America Line and the *mv* Yukon Queen II by submitting a response to YESAB during their initial review. We recognize the critical importance of lobbying to keep HAL in the territory and encouraged our membership and stakeholders to support this initiative.
- TIA Yukon has participated in the Peel Land Use Planning process by submitting our comments to the Commission. Our membership's position is to continue to support the mining industry while recommending a compromise that would see protecting the Three Rivers area of the Peel Watershed (specifically the Snake, Wind and Bonnet Plume Rivers) which represents 40% of the watershed or 4 – 6% of the Yukon.

A year of growth for our industry is how we can remember 2008. TIA Yukon's reputation for consultation, consideration and collaboration has brought us to the forefront of the business arena, allowed us to initiate trans-industry agreements and finalize major projects.

In closing, I'd like to thank the outgoing CEO, Patti Balsillie, for all her hard work, dedication and commitment to the industry and welcome our new Executive Director, Sandy Hachey. Sandy's contributions are already having a significant, positive impact on TIA's reputation. I would also like to acknowledge the great staff of TIA s and my volunteer colleagues on the TIA Yukon Board of Directors for all their contributions and hard work. On behalf of our staff and Directors alike I would like to recognize the tremendous encouragement and support from the TIA Yukon membership in general. I look forward to 2009/10 and believe that the tourism industry of the Yukon is ready to capitalize on the coming conclusion of the global recession. Thanks again to our membership for all their support.

- Executive Director's Report
 - Thanked the Board and Staff for all their hard work and support.

Administrative Work:

- Attended TIAC in November before beginning with TIA Yukon
- Started work with TIA Yukon on November 24
- Finalized Administrative/Management Policy
- Working with Team to understand and finalize reporting, produce Tourism Times and send out a survey to the membership
- Preparing for Leah's departure
- Looking forward to our summer student starting work on May 11
- Attended various Stakeholder meetings

Project Work:

Business Plan Projects:

- Began work on the Business Plan projects which you all heard about yesterday
- Wrote and sent out the terms of reference, evaluated the RFP's and had kick off meetings with the successful proponents on January 19th.
- Worked with the contractors and Dee to manage the projects through, attended various meetings here in Dawson City, surveys with the membership, stakeholders, etc – great projects, great results and looking forward to being able to help members use the tools.



Mining MOU:

- Been working with a facilitator and the two Industries to develop best practices and will be proceeding with those meetings next week post AGM.

ATIA Conference – October 2010

Spring Conference

YCB \$100K Project:

- In February, the Minister announced an additional \$100k injection to the YCB for direct in-market sales related activities. TIA has been working with YCB as part of the advisory committee to develop a terms of reference and go out to RFP to hire a complimentary sales team. The RFP closed on Monday this week, the committee evaluated and has awarded the contract.

Program Work:

Work with the staff to manage the following programs:

- Yukon Tourism Training Fund – Amanda
- Canada Select – Amanda with contractor Rob Dunbar-Edge
- TCMF - Tiffany

5. Draft Financial Report Year-end 2008-2009

- Treasurer's Report by Garry Umbrich
 - Financials are still one of the constants of TIA and overall the financials look healthy.
 - There are no reviewed financials as at March 31, 2009 as this is TIA's year end. The Board will not see the year end financials until the end of May.
 - The board will review and approve the financials at this time.
 - Though the financials have not completed the review process, there will likely be a surplus for Administration & Marketing due to in-house project management for some projects and programs.
 - The Board will meet and discuss how to handle the surplus.
 - The advertising efforts made for the Training Fund have been successful, as course funding has nearly doubled. This trend is expected to continue as more advertising will be done and the May intake is already at record levels of applications. The fund will be in existence until it runs out, at which time TIA will approach Advanced Education for next steps.

Motion #3 – To approve the un-audited financials

M: Heather McIntyre 2nd: Steve Carried

Motion #4 - To waive audit for 2008/09

M: Maxine Mattinson 2nd: Teena Dickson Carried

Motion #5 - To appoint Ordish and Ordish as the Association's Accountant for the 2009-2010 year.

M: Mary Ann Ferguson 2nd: Heather McIntyre Carried



6. Resolutions

- Proposed changes to TIA Yukon Bylaws – Motion to approve changes as presented.

Motion #6 - Motion to approve changes as presented.

M: Teena Dickson 2nd: Maxine Mattinson Carried

Elections Chair – Mal Malloch

7. Mal Malloch read the Bylaw for Elections.
8. **Designated Organization Appointments and Introductions**
 - Maureen Bundgaard – Yukon Convention Bureau
 - Meta Williams – Yukon First Nations Tourism Association
 - Teena Dickson – Yukon Outfillters Association
 - Wendy Morrison – Yukon Quest International Association
 - Gary Parker – Klondike Visitors Association
 - Neil Hartling – Wilderness Tourism Association on Yukon

9. Election of Industry Seats

Industry Seats:

Adventure

Rod Taylor lets his name stand for another two year term.

Mal called for nominations 3 times.

No other nominations from the floor.

Rod accepted.

Meetings/Conventions

Garry Umbrich let his name stand for another two year term

Mal called for nominations 3 times.

No other nominations from the floor.

Garry accepted.

Food & Beverage/ Accommodations

Mary Ann Ferguson let her name stand for another two year term

Mal called for nominations 3 times.

No other nominations from the floor.

Mary Ann accepted.

10. Election of Officers

Mal read the Bylaw for the four officer positions and explained that they are filled only from the 6 sector seats.

Chair Position

Rod Taylor was nominated for the Chair position.

Mal called for nominations 3 times.

No other nominations from the floor.

Rod accepted.

First Vice-Chair

Dee Enright was nominated for the First Vice-Chair position.

Mal called for nominations 3 times.

No other nominations from the floor.

Dee accepted.



Second Vice-Chair

Mary Ann Ferguson was nominated for the Second Vice-Chair position.
Mal called for nominations 3 times.
No other nominations from the floor.
Mary Ann accepted.

Treasurer/Secretary

Garry Umbrich was nominated for the Treasurer/Secretary position.
Mal called for nominations 3 times.
No other nominations from the floor.
Garry accepted.

Mal invited the new Board to be introduced:

- Rod Taylor, Adventure, is on his first year of another 2 year term.
- Dee Enright, Travel Trade/Services seat representative, is in her second year of a two year term.
- Mary Ann Ferguson, Food, Beverage & Accommodations seat representative, is in her first year of another 2 year term.
- Garry Umbrich, Meetings & Conventions seat representative, is in his first year of another 2 year term.
- Spence Hill, the Transportation seat representative, is in her second year of a 2 year term.
- Tammy Beese, Attractions/Culture seat representative, is in her second year of a 2 year term.
- With Designated Organization reps present, Mal welcomed Maureen Bundgaard, Meta Williams, Teen Dickson, Wendy Morrison, Gary Parker, and Neil Hartling.

11. Other Business

- Neil Hartling began discussions around exploring a point of sale storefront idea for selling product in VIC's. A motion was presented as a result of the discussions:
- **Motion #7** - Motion to authorize the TIA Yukon Board to approach the Department of Tourism & Culture to explore point-of-sale storefront functions for selling product in VIC's.

M: Neil Hartling 2nd: Gary Parker Carried

12. Adjournment - Meeting adjourned at 10:48am