



## AGENDA

**TOURISM INDUSTRY ASSOCIATION OF THE YUKON  
2010 ANNUAL GENERAL MEETING  
Friday April 30, 2010 at 10:45 AM  
High Country Inn, Whitehorse, Yukon**

**Present:**

TIA Yukon Board Members: Rod Talyor, Dee Enright, Teena Dickson, Tammie Hennigar, Mary Ann Ferguson, Gary Parker, Neil Hartling, Tammy Beese, Wendy Morrison, and Tracy Anderson.

Regrets: Meta Williams, Spence Hill, vacant MC&IT Seat

**Meeting Chair – Chair Rod Taylor**

**1. Call Meeting to Order**

- Rod welcomed everyone to the AGM and called the meeting to order at 11:35AM

**2. Agenda Approval – Motion #1**

M: Neil Hartling      2<sup>nd</sup>: Heather McIntyre      Carried

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

M: Wendy Morrison      2<sup>nd</sup>: Tammie Hennigar      Carried

**4. Annual Reports**

- Chair's Report
  - In 2009, tourism was down in the Yukon by 5.6%, but Alaska was down 8% - Yukon beat the national average as well as the average of our partners in the North (AK).
  - Destination Yukon secured a level fund.
  - There have been many funds reinvested to overseas markets. Overall we need to take a fresh look at marketing and work with SMC.
  - Airport expansion is on-going and almost completed.
  - TCMF will see an increase of \$200K for 2010
  - First Nation's tourism is something that needs to be looked into further as this is a recurring demand from tourists. Work this in with future product development.
  - Rob Moore – NB – New Minister of Tourism for the Federal Government. The CTC money will be dropping from \$120 million to \$70 million.
- Executive Director's Report
  - Projects:*
    - Yukon Day Media FAM – partnered with Tourism and Culture and Industry DO's to organize FAM – highly successful.



- Mining/Tourism MOU – continued discussions/briefings, etc with Mining Industry reps; development of web-based tool to encourage dialogue among the memberships.
- ATIA Conference – hosted ATIA reps on FAM; leading planning – coming October 2010.
- Retail Point of Sale – met with Minister on this; expect file to move forward over the summer/fall.
- Business Plan projects – 3 projects from last year completed and uploaded to TIAY site; KVA has moved forward with exploration of the recommendations
- Rock the River – participating in meetings – white water park with possibility of expansion to include services.

*Programs:*

- YTTF – approx. \$35k left in fund of which \$25k committed. Negotiated additional \$50k for next fiscal year.
- TCMF – continue to administer the trade and consumer show side of the fund.
- Giovanni Castellarin Scholarship – awarded 2 scholarships this year in partnership with KVA – Mollie Lang and Jessie Stephen.
- SMC – continuing to work with SMC; pursuing product development as one of the 4 strategic priorities identified in the TIA Yukon business plan.

*Advocacy:*

- Economic Summit – participated in pre meetings and Summit hosted by Whitehorse Chamber of Commerce.
- Pan North Tourism Meeting – proposal submitted to CAN NOR to move initiative forward.
- House of Commons Standing Committee – testified in front of Aboriginal Affairs and Northern Development.
- TIAC – attended national conference
- ATIA – attending conference
- Open Skies Summit – attended with Chair
- Peel River Watershed – produced radio and print campaign (Your Yukon and My Yukon); managed lobby efforts with letter writing campaign, meetings with Minister, press releases, etc. and partnered on public opinion survey.
- Tourism Week – worked with Tourism and Culture to produce tourism times, run radio contest and participated in selection committee for Tourism Champion Award.
- PTTIA – on going bi-monthly conference calls.
- Various member support letters – on going; 11 different projects including YESAB submissions.

*Administration:*

- Budget planning and reporting.
- Staffing – have lost 2 employees; hired various contractors and 2 additional staff; working on additional recruitment in coming month.
- Computer project – working to secure new computer system.
- Tourism Times – produced 4 issues.
- Fall Round Up – hosted October 29, 2009.
- Spring Conference – hosted April 29-30, 2010.



- Holiday Open House – hosted December 17, 2009.
- Membership workshops – hosted in partnership with Toursim and Culture – 9 workshops.

## 5. Members Open Floor

- Judy Nadon – Where is the Peel discussion at?
  - It is sitting with Government and we are still awaiting a decision. The 3 First Nations involved have made it clear that they want protection. Tourism also has a footprint in the area and at some point, studies will need to be done to determine the effect on the area.
- David Miller – With respect to product development. Have been in business for over 15 years and when going through the TCMF process, found out from Tourism that the business is not market ready. When speaking with Tourism & Culture, they didn't know what products are available. Someone needs to go out and inventory product so that they know what is offered and where.
  - The Government and private sector need to get out and site visit; start a survey to find out what exists and what businesses would like to see from Government. Robert Clark is working on something that will be discussed later that addresses this concern, but it does require businesses to provide feedback and participate.
- Carla Pitzel – TIA needs to find a way to get more members involved. Look at the relevancy between TIA and Operators. How do we get more people involved and care about the issues?
  - Rod Taylor – Membership is increasing, participation is decreasing, maybe we need to hire someone to help come up with a strategy
  - Tammie Beese – It is labour intensive and it needs person-to-person talking.
  - Dee Enright – This issues is 2-sided; it is both TIAY and the membership.
  - Patti Balsillie – Personally, I would participate if I knew information would get sent back to me.
    - Recommends doing an annual membership survey on perceived value and reporting needs to happen.
    - Last two questions on the survey should be something like 'what can TIA do for you?' and 'What can government do for you?'
- Saralee Snider – The preference to hire locally is a challenge. Staff should also be seen as a product. There are no high school programs to make people excited to work in the Industry. Perhaps this is an area that can be worked on.
- Dustin Davis – We need to take this more seriously re: lifestyle vs.business.



- Denny Kobayashi – Members who take ownership were the most successful.
- Robin Anderson – Work by the current board is as relevant as any other time. Peel example – Stronger today than ever. Thank you.
- Teena Dickson – Members and attendance, the timing is poor so they send a representative.

## 6. Draft Financial Report Year-end 2008-2009

- Treasurer's Report presented by Sandy Hachey
  - 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.
  - Though the financials have not completed the review process, there will likely be a surplus for Administration & Marketing due to a decrease in salary dollars.
  - At the beginning of the fiscal year, the TIA Board agreed to allocate some Members Equity to cover expenses related to the Peel River Watershed Campaign and new computers and a server for the TIA Office. \$50,000 was budgeted for the Peel, but only \$28,526 was spent. Though we did have a surplus in the overall budget, we did draw down on the Members Equity in the amount of \$17,450.
  - The advertising efforts made for the Training Fund have been successful as the fund as almost been completely expended. We are currently in negotiations with Advanced Education and it appears that we are going to be granted an additional \$50,000 of funding.

**Motion #3** – To approve the un-audited financials and Members Equity

M: Wendy Morrison    2<sup>nd</sup>: Heather McIntyre                      Carried

**Motion #4** - To waive audit

M: Calra Pitzel                      2<sup>nd</sup>: Patti Balsillie                      Carried

\*\*Recommend doing an audit within 3 years

**Motion #5** - To appoint Ordish and Ordish as Association's Accountant for the 2010-2011 year.

M: Dee Enright    2<sup>nd</sup>: Teena Dickson                      Carried

## 7. Resolutions

- Proposed changes to TIA Yukon Bylaws



\*\*Sectors are not well balanced (even number), need to look into.  
Discussion: MC&IT/Travel Trade – does it make sense to have these two together? Rod Taylor – it is a large board and agreed that we need to keep numbers down. YCB is represented on board by YCB DO seat.

**Motion #6** - Motion to approve changes as presented.

M: Heather McIntyre 2<sup>nd</sup>: Anne Kennedy Carried

## **Elections Chair – Mal Malloch**

**8. Introduction of process** – briefly reviewed the By-laws for Elections.

### **9. Designated Organization Appointments and Introductions**

- Neil Hartling – Wilderness Tourism Associations of Yukon
- Tammie Hennigar – Yukon Convention Bureau
- Meta Williams – Yukon First Nations Tourism Association
- Gary Parker – Klondike Visitors Association
- Teena Dickson – Yukon Outfitters Association
- Tracy Anderson – Yukon Heritage and Museums Association

### **10. Election of Industry Seats**

#### **Transportation**

Bill Fletcher was nominated for a two-year term  
Mal called for nominations three times.  
No nominations from the floor.  
Bill acclaimed.

#### **Tourism Services**

Dee Enright and Amjad Al Bochi were nominated for a one-year term  
Mal called for nominations three times.  
No nominations from the floor.  
Ballots were filled out on the floor.  
Dee Enright received the most votes and accepted.

#### **MC&IT/Travel Trade**

Joost Van der Putten and Braden Bennet were nominated for a two-year term  
Mal called for nominations three times.  
No nominations from the floor.  
Ballots were filled out on the floor.  
Joost received the most votes and accepted.

#### **Festivals, Events & Attractions**

Krista Prochazka was nominated for a two-year term  
Mal called for nominations three times.  
No nominations from the floor.  
Krista acclaimed.

### **11. Election of Officers**



**First Vice Chair**

Dee Enright and Joost Van der Putten were nominated for the position.

Mal called for nominations three times.

No nominations from the floor.

Ballots were filled out on the floor.

Dee received the most votes and accepted.

**Treasurer**

Krista Prochazka was nominated for this position.

Mal called for nominations three times.

No nominations from the floor.

Krista accepted.

**12. Other Business**

**13. Adjournment** – Meeting adjourned at 1:24pm