



DESTINATION QUEENSTOWN INC.
37th ANNUAL GENERAL MEETING MINUTES
Wednesday 29 September 2021, 4pm
Digital

In Attendance:

Destination Queenstown Board Members: Richard Thomas, Glyn Lewers, Jim Moore, Matthew Day, Trish May, Ann Lockhart, Mike Theelen.

Destination Queenstown staff: Paul Abbot, Kiran Nambiar, Sarah O'Donnell, Sherri Gibb, Ruby Soole, Sophie Koehler, Eilidh Blanchard, Lu Morris, Daniella Jones, Linda McIntosh, Alex Holmes, Sarah Frost, Katie Obermoser, Marg Taylor, Tonia Farquharson.

Destination Queenstown Members: 60 members.

Meeting opened at 4:02pm.

1. Chairman's Welcome

Destination Queenstown Chairman Richard Thomas welcomed the members to the 37th AGM of Destination Queenstown Inc. and officially opened the meeting. He advised an in-person DQ event will be held once Alert Levels allow.

2. Apologies

The Chairman recorded the official apologies and asked for any additional apologies from the floor. Apologies: Carlyn Topp, Erna Spijkerbosch, Paul Anderson, Penny Bolton.

3. Housekeeping

Richard Thomas ran through the agenda and the process for the AGM including moving, seconding, and voting for the four motions as well as how the Q&A would work.

4. Minutes of the 36th AGM held on Wednesday 23rd September 2020 (Motion)

Richard Thomas proposed the motion that the 2020 AGM minutes reflect an accurate record of the 36th AGM and that they be accepted and passed into record.

Moved: Fiona Woodham, Southern PR.

Seconded: Matt Wong, iFly.

Carried.

5. Chairman's Overview

Within the AGM, the Chair:

- stated it has been extremely tough conditions for the industry and the only certainty has been change. He commended operators for pivoting and reshaping business models and sustaining challenging staffing conditions and various lockdowns/alert level changes.
- thanked DQ staff for adapting quickly to the conditions to support operators and commended Ann Lockhart and Paul Abbot for leading Destination Queenstown during this time.
- reiterated the Queenstown brand is strong but that there is a fine balance between driving demand and keeping an eye on the future (he discussed the workstreams such as Biking and Food & Drink

market development plans and the Destination Management work which will help Queenstown to transition).

6. Confirmation of auditors (Motion)

Richard Thomas proposed that Crowe is as the auditor of Destination Queenstown's financial accounts for FY2021/2022

Moved: Jeremy Samuels, Sofitel Queenstown Hotel and Spa.

Seconded: Jo Finnegan, Hotel St Moritz.

Carried.

7. Proposed DQ Rule Change (Motion)

Richard Thomas proposed the motion to adopt the amendments to Destination Queenstown Rules, as circulated. He discussed each proposed amendment then opened to the floor for questions before the vote was cast (no questions were asked). The proposed changes were:

- Increasing the Board by one member in Clause 5(a).
- Including 90 Day Forward Outlook to the listed benefits for members in Clause 9.10
- Adding a provision for the power to determine the appropriate membership fee (Clause 9.11)
- Adding a provision for the types of business to be conducted in an AGM (Clause 13)
- Adding a provision for third party funding (Clause 17).

Moved: Jenni Powell, Both Brains.

Seconded: Sarah Dunan-Hale, QT Event Collective and Style Depot.

Refer to point 13.

8. Election of Directors

Richard Thomas confirmed the uncontested re-standing of Matthew Day and Glyn Lewers to the General Sector positions. He thanked them both for their work to date and welcomed them back to the Board.

9. Acceptance of 2020-21 financials (Motion)

Richard Thomas proposed the motion to approve Destination Queenstown's 2020/2021 financials. He also explained the surplus carried over from FY19-20 was due to a pause in proactive marketing activity and helped offset reduced funding. He stated the FY20-21 surplus is due three factors: the pause in activity due to lockdowns and border restrictions; STAPP funding coming in over an 18-month period; and Welcome to Winter costs going into the new financial year.

Moved: Fiona Woodham, Southern PR.

Seconded: Matt Wong, iFly.

Carried.

10. Chair commends the FY19-20 Annual Report to the membership

11. Organisation Activity Overview – Paul Abbot, DQ Chief Executive

Within the AGM, the CE:

- gave a short summary of his background prior to DQ and reiterated the challenging year that operators have faced and thanked everyone for their work – operators, the Board, Ann Lockhart, and DQ staff.

- provided an overview of the work over the last year including stats for high-impact campaigns, leads, website visits and referrals, media coverage, and famils for media, QCB and Trade. Outlined that DQ shifted to demand generation mode to grow preference and attract the domestic market.
- ran through visitation over the last year, outlining trends such as when Auckland went into Level 3 in August and when the QFT-travel arrangement was announced. Also discussed total expenditure, highlighting that domestic expenditure increased and recovered some of the drop in international spend.

12. Destination Management

Within the AGM, the CE:

- discussed Regenerative Tourism by 2030 (the Destination Management Plan – DMP – for our district) and how it will be a roadmap for the local tourism system – taking a long-term view with small steps. He defined ‘regenerative’ as more than sustainable; harnessing what is already here; ensuring our grandchildren and future generations can still enjoy what we enjoy.
- commended those who are already working in this space and also thanked everyone who has taken part in the development of the draft DMP (attending design forums, events, etc).
- advised the Destination Management Plan is a chance for Queenstown to lead the rest of the industry but to enable the DMP to come into fruition, DQ will become a Destination Management Organisation. This will enable DQ to do more to encourage managed growth, preservation and regeneration, and help Queenstown gain a competitive edge when international travel returns.

13. Results – DR Rules

The Chair confirmed the vast majority voted in favour to adopt the amendments to Destination Queenstown Rules, as circulated. The DQ Rules will now be updated to reflect these changes.

14. General Business (Q&A)

Richard Thomas and Paul Abbot opened to the floor for questions but no questions were asked.

15. Close

Attendees were thanked for their time and the Chair reiterated that DQ and the Board hope to see everyone in person soon.

Meeting closed: 4:38pm.