

Sunshine Coast Tourism Annual General Meeting

DRAFT Meeting Minutes

Beach Gardens Resort & Marina, Powell River, BC & Via Zoom (Hybrid Meeting)

Thursday, November 13, 2024

ATTENDEES:

Voting Stakeholders: Christine Hollmann, Gary Bearchell, Heather Newman, Jack Barr, John Hermesen, Chris Tait, Linda Williams, Theresa Logan, Shangxuan Ma, Gina Ray, Ryan Formosa, Brandon Frey, Kyle Gray, Victor Jasso, Gary Shilling, Karen Skadsheim, Brian Stasiewicz, Christie Mitchell, Qaid Jivan, Cheryl MacKinnon, Janice Wills, Stephen Forgacs, John Walls (23)

Non-Voting Stakeholders, Elected Officials and Guests: Earl Almeida, Lisa Bartello, Leanne Bennie, Melissa Fraser, Kathryn Fullerton, Valerie Hodgson, Trina Isakson, Sonia Kelshaw, Victoria Leader, Alison McKay, Kristine Morrow, Nina Mussellam, Bob Newman, Susan Rybar, Conor Sketchley, Darnell Stager, Rick Thaddeus, Chad Wetsch, Matthew Wilson, Stephanie Greene (20)

Staff Members: Annie Wise, Andrea Wickham-Foxwell, Crystal Solberg, Wendy Wright, Izabella Drogosciewicz (5)

1) CALL TO ORDER: 5:37

2) APPROVAL OF THE AGENDA:

It was:	moved by Gary Bearchell seconded by John Hermesen THAT the Annual General Meeting Agenda of November 13, 2024 be adopted. <u>CARRIED</u>
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3) ADOPTION OF THE MINUTES FROM THE 2023 ANNUAL GENERAL MEETING:

It was:	moved by Heather Newman seconded by Ryan Formosa THAT the Annual General Meeting Minutes, dated
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	December 7, 2023, be adopted as presented <u>CARRIED</u>
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4) EXECUTIVE DIRECTOR'S REPORT - Annie Wise, Executive Director

- a) **Presentation Overview:** Annie Wise, Executive Director of Sunshine Coast Tourism, delivered a detailed update on the organization's achievements, challenges, and strategic priorities for 2024 and beyond, emphasizing the importance of collaboration among stakeholders to achieve collective success.
- b) **Key Achievements Highlighted:** Annie reviewed the success of the "It's Time to Shine" campaign, reporting over 660,000 unique website visitors, 280,000 direct business referrals, and significant media exposure, including features in major outlets like *The New York Times* and *Outside Magazine*.
- c) **Research and New Initiatives:** Annie announced the completion of the Sunshine Coast Visitor Study, which provides updated insights into visitor behaviour and volume, and introduced the new "Spark" Mentorships & Grants Program to foster innovative tourism ideas in the region.
- d) **Call to Action:** Annie concluded with a call for unified action among businesses, residents, and visitors to collaboratively steward the environment, enhance residents' quality of life, and strengthen the Sunshine Coast's position as a sustainable and thriving tourism destination.

5) BYLAW AMENDMENTS

a) Special Resolution 2024-01

To provide clarity to the wording in 'Article 4- Board of Directors'

WHEREAS the Board of SCT reviewed the wording in Bylaw 4.7 regarding additional representation at the Board of Directors, AND WHEREAS the Board has agreed that there is a need to add clarity for the creation of non-voting ex-officio positions for local government representatives; therefore, BE IT RESOLVED to change Bylaw 4.7

From: 4.7 The Board may also include:

(a) the immediate Past President as a voting member of the Board for the ensuing term.

To: 4.7 The Board may also include:

(a) the immediate Past President as a voting member of the Board for the ensuing term.

(b) local government funding partners may appoint a representative to serve as a non-voting ex-officio participant at meetings of the Board, unless otherwise determined by a majority vote of the Board

It was:	<p>moved by Christine Hollmann</p> <p>THAT the Special Resolution 2024-01 be adopted as presented. By electronic ballot vote: 55 in favour / 0 opposed.</p> <p><u>CARRIED</u></p>
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b) Special Resolution 2024-02

To change the fiscal year end as determined in 'Article 8- Finances'

WHEREAS the Board of SCT reviewed the wording in Bylaw 8.2 regarding the Fiscal Year End, AND WHEREAS the Board has agreed that there is a need to change the fiscal year end date to better align with annual funding cycles; therefore BE IT RESOLVED to change Bylaw 8.2

From: 8.2 The fiscal year of Sunshine Coast Tourism shall commence on the 1st day of May in each year.

To: 8.2 The fiscal year of Sunshine Coast Tourism shall commence on the 1st day of January in each year.

It was:	moved by Christine Hollmann THAT the Special Resolution 2024-02 be adopted as presented. By electronic ballot vote: 56 in favour / 0 opposed. <u>CARRIED</u>
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6) NOMINATION COMMITTEE REPORT & ELECTION OF DIRECTORS

Gary Bearchell, thanked the 5 Board Members who have completed their 2-year terms of service and their positions are up for election this year.

- **John Hermesen**, Footprint Nature Explorations - Member at Large - North Coast
- **Heather Newman**, Treasurer, Pointhouse Suites on Sargeant Bay - Large Accommodation - South Coast
- **Jamie Mani**, Alpha Adventures - Member at Large - South Coast
- **Chris Tait**, Klahoose Wilderness Resort - Large Accommodation - North Coast
- **Gina Ray**, Tapworks Brewing Company - Member at Large - South Coast

The following Directors have served 1-year of their 2-year terms and will therefore continue another year:

- **Christine Hollmann**, Terracentric Coastal Adventures - Member at Large - North Coast
- **Shangxuan Ma**, Gibsons Garden Hotel - Large Accommodation - South Coast
- **Theressa Logan**, Sunshine Coast Air - Recreation
- **Jack Barr**, Town Centre Hotel/Beach Gardens Hotel - Large Accommodation - North Coast
- **Linda Williams**, Coast Cultural Alliance - Arts, Culture, and Heritage

- **Gary Bearchell**, Cabins on the Coast - Small Accommodations & Campgrounds

The following 5 positions are open to nominations and will be elected to 2-year terms, with nominees named as follows:

- 1 x Large Accommodation - North Representative
- 1 x Large Accommodation - South Representative
- 1 x Member at Large - North Representative
- 2 x Member at Large - South Representative

Two of the available positions only had one nominee, and thus were elected by acclamation:

- 1 x Large Accommodation - North acclaimed by **Chris Tait**, Klahoose Wilderness Resort
- 1 x Member at Large - North acclaimed by **Gary Shilling**, qathet Film Society

The nominees were presented for election as follows:

Large Accommodation - South - ONE (1) Seat Available

- Shaez Allidina, Evergreen Hospitality Group (includes the Rockwater Secret Cove Resort, The Oceanside Coast Hotel, The Spot at Porpoise Bay, Sunshine Lodge, and the Marine Inn)
- Qaid Jivan, The Stonewater Motel

Member at Large - South - TWO (2) Seats Available

- Shaez Allidina, Evergreen Hospitality Group
- Qaid Jivan, The Stonewater Motel
- Cheryl MacKinnon, Wellness Travel BC
- Heather Newman, Pointhouse Suites
- Gina Ray, Gibsons Public Market

Ballots were distributed in advance via electronic poll. After a final call for voting, the electronic ballots were closed. The results of the elections are as follows:

The following members were elected to new 2-year terms of service on the Board of Directors:

- **1 x Large Accommodation - North Representative**
 - acclaimed by Chris Tait, Klahoose Wilderness Resort
- **1 x Large Accommodation - South Representative**
 - Qaid Jivan, The Stonewater Motel
- **1 x Member at Large - North Representative**
 - acclaimed by Gary Shilling, qathet Film Society
- **2 x Member at Large - South Representative**
 - Shaez Allidina, Evergreen Hospitality Group
 - Heather Newman, Pointhouse Suites

7) FINANCIAL REPORT – Heather Newman, Treasurer

- a) Heather Newman presented the draft Year-End Financial Statements for the 2023/2024 fiscal year, running May 1, 2023, to April 30, 2024.

It was:	moved by Jack Barr seconded by Linda Williams THAT the 2024 Year-End Financial Statements be adopted as presented. <u>CARRIED</u>
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1) MEETING ADJOURNMENT

It was:	moved by John Hermesen seconded by Gary Bearchell THAT the Annual General Meeting has been adjourned at 6:28 pm. <u>CARRIED</u>
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