

SUNSHINE COAST TOURISM

1st ANNUAL GENERAL MEETING

Monday, May 11, 2009

SEASIDE CENTRE, SECHELT

1. Call to Order: 5:40

2. Adoption of the Agenda

Welcome by President Judy Spears. Introduction of the Board. Introduction of the many organizations who are in partnership with SCT to promote tourism to the Sunshine coast.

Introduction by Chris McNaughton of Guest Speaker Cheryl MacKinnon of the Vancouver Sun & Province and Global TV.

Cheryl addressed the importance of attracting travel media to the Sunshine Coast. Emphasis on the monetary value for tourism in all areas and business through media exposure as well as the importance of remaining an environmentally 'clean & green' coastal community.

3. 2008 Financial Review – Jack Pope

Slide presentation on finances followed by the importance of securing sustainable funding to continue marketing the Sunshine coast. Adequate funding must be secured not only from membership dues but other options must be considered as well.

4. Review of Budget for 2009 presented.

5. Marketing committee Report – Kevin Toth

The marketing initiatives for the past year were presented:

- media tours which resulted in print and on line articles which multiplied exposure of the Sunshine Coast
- Shaw TV video ad
- shared statistics from survey of Sunshine Coast visitors and monetary spin offs.
- importance of the value added Meetings and Retreats for the coast.

Kevin also introduced Patsy Duggan, the new media relations representative for Sunshine Coast Tourism. Patsy brings vast media experience and connections and provided information on media plans for the coast. She invited all business to contact her should they wish to showcase their business.

6. Membership Committee Report – Jean Billingsley

Presentation of ongoing committee initiatives

7. Nomination Committee Report – Chris McNaughton

Presentation of report stating all board members will continue for the coming year.

8. Election of the Board of Directors

Motion by Chris McNaughton to nominate Richard Clark owner of West Coast Cottage, Powell River to the board. Seconded by Janice Gunn. Motion Carried.

Introduction by Dale Schweighardt of the Restaurants participating in the Menu Tasting. The Restaurants are:

- **Chaster's, Gibsons**
- **Haus Uropa, Gibsons**
- **Smitty's Oyster House, Gibsons**
- **Wild Bistro, Gibsons**
- **The Lighthouse Pub, Sechelt**
- **Rockwater Secret Cove Resort, Halfmoon Bay**
- **Painted Boat Resort, Pender Harbour**
- **Manzanita Restaurant, Powell River**

9. Adjournment @ 7pm