



ANNUAL GENERAL MEETING MINUTES
Thursday, February 20, 2020
The Beer Farmers

Call to Order – President Mark Mendonca called the meeting to order at 7:20pm

Welcome & Self Introductions – There were 14 present. The president welcomed our guests from Mile One Eating House & McDonalds

Minutes of the 2019 AGM

Don Coggins/Tyler Kraushar

THAT the minutes of the 2019 AGM be accepted as presented. Carried.

Financial Report

Shirley Henry/Tyler Kraushar

THAT the treasurer's report for 2019 be accepted as presented. Carried.

Annual Report

Mark Mendonca presented an Annual report of the activities of Tourism Pemberton in 2019. He thanked the many volunteers involved with Tourism Pemberton and he particularly thank the organizers of the recent Raven Back Country Festival, Andy Meeker, Tyler Kraushar, Gus Cormack and Carlee Cindric who is also our Marketing Co-Ordinator. Carlee just recently sent out a survey to participants of the festival so we can acquire some valuable information from them. Tourism Pemberton completed an economic Impact Study so we could determine the value of Pemberton & area. Our job will be to communicate to our local governments the Value of tourism in our community. This past year there were a number of successful events, Nimby 50 bike race, Motocross events, Aerothon. We are interested in sustainable tourism. There will be a meeting shortly with two of the First Nation Bands to discuss Joffre. Capilano University Tourism Students are doing some work for us on analyzing our website and the Pemberton App. Mark pointed out that the #1 economic driver in our community is Tourism.

Shirley Henry/ Andy Meeker

THAT the President's Annual report be accepted as presented. Carried

Marketing Co-Ordinator Report –

Mark gave an over view of the activities of our Marketing Coordinator. The Year in Review details the work done by our Coordinator. This year's Slow Food Cycle increased to 3000 participants, most attending were from outside of Pemberton. She also assisted with the Raven Back Country Festival, keeping our website up to date, Instagram and Facebook, and coordinating print marketing.

ELECTION OF 2020 Board of Directors

Andy Meeker/Don Coggins

THAT the following be elected as the 2020 Board of Directors

President -Mark Mendonca , Grimm's Deli

Vice-President Andy Meeker – Blackcomb Helicopters

Secretary-Treasurer - Shirley Henry – Individual

DIRECTORS

Don Coggins - Copper Cayuse Outfitter Inc.
Peter Colapinto - Pemberton Bike Co.
Gus Cormack - Sweet Water Lane B & B
Tyler Kraushar - Broken Boundary Adventures

Daniel Schrantz - Daniel Schrantz Contracting
Rob Megeney - Event Rental Works
Will Miller - The Beer Farmers
Russell Mack - SLRD Liaison
Ryan Zant - VOP Liaison
Jill Brooksbank - VOP Staff Liaison

Other Items were discussed – Looking Ahead to 2019

Parks, parking on the highway, new events in the shoulder season, presentation to the Village regarding additional funding, MRDT funding, sustainable tourism, lack of accommodation in Pemberton, lack of facilities at trails i.e. porta potties, Bike event

Adjournment - The meeting adjourned at 8:30pm

Refreshments were provided by the Brooklyn's Pizza