

Tourism Golden 15th ANNUAL GENERAL MEETING

August 11th , 2021



Welcome by Toby Barrett
President of the Board

Introductions



Agenda

Formal Proceedings:

1. Approval of the Agenda
2. Approval of the minutes from 2020 AGM
3. Presentation of the Financial Statements
4. Approval of the financial statements
5. Highlights of 2020 Annual Report
6. Election of Directors & Announcements
7. Motion to Adjourn

-----Break-----

Informal Proceedings:

- Presentation of the draft 5-year Strategic Plan 2022-2026 -*Suzanne Denbak – Cadence Strategies*
- RMI Projects Update from Jon Wilsgard – CAO Town of Golden
- STR Update from Phil Armstrong – Manager of Development Services, Town of Golden

MOTIONS

1. To approve the Agenda
2. To approve the minutes of 2020 AGM

Presentation of
Financial Statements:
2020 FY Tourism Golden Marketing
2020 FY Visitor Services

By Toby Barrett, President



TOURISM GOLDEN ASSOCIATION
Statement of Revenues and Expenditures

Year Ended December 31, 2020

(Unaudited)

	2020	2019
REVENUES		
Cooperative marketing	\$ 11,911	\$ 14,640
Website memberships	13,976	14,147
Partner funding	30,524	69,000
MRDT revenues <i>(Note 9)</i>	466,778	788,046
Travel planner	-	45,907
Grants	152,567	19,852
Event Grants & Sponsorship	500	2,500
	<u>676,256</u>	<u>954,092</u>
EXPENSES		
Marketing and promotion <i>(Note 12)</i>	402,621	598,551
Amortization	1,435	811
Business taxes, licenses and memberships	7,376	2,594
Employee Salaries	178,169	175,267
Insurance	2,168	2,494
Interest and bank charges	386	1,174
MRDT Administration fees	11,300	26,300
Office	995	4,656
Education & training	-	633
Board and governance	130	2,921
WCB Expense	435	918
Professional fees	2,291	2,381
Rental	3,128	4,944
Seasonal wages	-	13,534
Telephone	2,479	2,789
Travel	2,717	3,208
Utilities	2,286	1,994
	<u>617,916</u>	<u>845,169</u>
EXCESS OF REVENUES OVER EXPENSES FROM OPERATIONS	<u>58,340</u>	<u>108,923</u>
OTHER INCOME		
Interest income	502	634
Covid Related Grants/Funding	82,692	-
	<u>83,194</u>	<u>634</u>
EXCESS OF REVENUES OVER EXPENSES	<u>\$ 141,534</u>	<u>\$ 109,557</u>

TOURISM GOLDEN ASSOCIATION

Statement of Cash Flow

Year Ended December 31, 2020

(Unaudited)

	2020	2019
OPERATING ACTIVITIES		
Excess of revenues over expenses	\$ 141,534	\$ 109,557
Item not affecting cash:		
Amortization of capital assets	1,435	811
	<u>142,969</u>	<u>110,368</u>
Changes in non-cash working capital:		
Accounts receivable	41,875	(41,123)
Accounts payable	669	(4,723)
Prepaid expenses	3,051	(2,959)
Goods and services tax payable	6,971	(2,133)
Refundable security deposit	-	3,500
Deposits received	1,438	210
	<u>54,004</u>	<u>(47,228)</u>
Cash flow from operating activities	<u>196,973</u>	<u>63,140</u>
INVESTING ACTIVITY		
Purchase of capital assets	<u>(1,927)</u>	<u>(1,355)</u>
FINANCING ACTIVITIES		
Interfund transfers, net	-	(1,870)
Proceeds received from CEBA Loan <i>(Note 11)</i>	30,000	-
Cash flow from (used by) financing activities	<u>30,000</u>	<u>(1,870)</u>
INCREASE IN CASH FLOW	225,046	59,915
Cash - beginning of year	<u>193,881</u>	<u>133,966</u>
CASH - END OF YEAR	<u>\$ 418,927</u>	<u>\$ 193,881</u>

TOURISM GOLDEN ASSOCIATION**Statement of Financial Position****December 31, 2020***(Unaudited)*

	2020	2019
ASSETS		
CURRENT		
Cash and deposits	\$ 418,927	\$ 193,881
Accounts receivable <i>(Note 9)</i>	85,949	127,824
Goods and services tax recoverable	14,734	21,705
Prepaid expenses	1,366	4,417
	<u>520,976</u>	347,827
CAPITAL ASSETS <i>(Note 7)</i>	<u>2,309</u>	1,817
	<u>\$ 523,285</u>	<u>\$ 349,644</u>
LIABILITIES AND NET ASSETS		
CURRENT		
Accounts payable	\$ 16,032	\$ 15,363
Deposits received	7,696	6,258
	<u>23,728</u>	21,621
LONG TERM DEBT <i>(Note 11)</i>	<u>30,000</u>	-
	<u>53,728</u>	21,621
NET ASSETS		
Operating fund	467,248	326,206
Capital asset fund	2,309	1,817
	<u>469,557</u>	328,023
TOTAL LIABILITIES AND NET ASSETS	<u>\$ 523,285</u>	<u>\$ 349,644</u>

TOURISM GOLDEN - VISITOR SERVICES

Statement of Operations

Year Ended December 31, 2020

(Unaudited)

	2020	2019
REVENUES		
Advertising revenue	\$ 1,000	\$ 11,153
Partner funding <i>(Note 8)</i>	50,000	104,520
Grants	4,397	8,256
Other revenue	1,477	7,707
Retail	21,463	67,097
	<u>78,337</u>	<u>198,733</u>
EXPENSES		
Marketing and promotion <i>(Note 9)</i>	23,961	29,857
Amortization	3,231	4,349
Employee Salaries	33,285	86,932
Insurance	1,060	943
Interest and bank charges	834	2,677
Office	779	793
Education & training	25	3,381
Cost of Park Passes sold	18,696	55,705
Cost of KHMR Passes sold	(8)	2,007
Cost of Retail sales	1,022	5,727
Sani Dump Operations	2,611	701
Professional fees	1,354	1,485
Operational Maintenance & Supplies	6,269	8,739
Telephone	1,498	1,623
Travel	348	275
Uniforms	-	486
Utilities	158	1,092
	<u>95,123</u>	<u>206,772</u>
DEFICIENCY OF REVENUES OVER EXPENSES FROM OPERATIONS	(16,786)	(8,039)
Covid Related Grants/Funding	2,643	-
DEFICIENCY OF REVENUES OVER EXPENSES	\$ (14,143)	\$ (8,039)

TOURISM GOLDEN - VISITOR SERVICES

Statement of Cash Flow

Year Ended December 31, 2020

(Unaudited)

	2020	2019
OPERATING ACTIVITIES		
Deficiency of revenues over expenses	\$ (14,143)	\$ (8,039)
Item not affecting cash:		
Amortization of capital assets	3,231	4,349
	<u>(10,912)</u>	<u>(3,690)</u>
Changes in non-cash working capital:		
Deferred Income/Revenue	-	(500)
Prepaid expenses	(38)	(72)
Goods and services tax payable	139	(1,849)
	<u>101</u>	<u>(2,421)</u>
Cash flow used by operating activities	<u>(10,811)</u>	<u>(6,111)</u>
INVESTING ACTIVITY		
Purchase of capital assets	-	(676)
FINANCING ACTIVITY		
Advances from related parties	-	1,870
DECREASE IN CASH FLOW	(10,811)	(4,917)
Cash - beginning of year	<u>202,979</u>	<u>207,896</u>
CASH - END OF YEAR	\$ 192,168	\$ 202,979

TOURISM GOLDEN - VISITOR SERVICES

Statement of Financial Position

December 31, 2020

(Unaudited)

	2020	2019
ASSETS		
CURRENT		
Cash	\$ 192,168	\$ 202,979
Goods and services tax recoverable	1,710	1,849
Prepaid expenses	516	478
	<u>194,394</u>	<u>205,306</u>
CAPITAL ASSETS <i>(Note 7)</i>	<u>9,706</u>	<u>12,937</u>
TOTAL ASSETS	<u>\$ 204,100</u>	<u>\$ 218,243</u>
LIABILITIES AND NET ASSETS		
CURRENT		
NET ASSETS		
Operating fund	\$ 194,394	\$ 205,306
Capital asset fund	9,706	12,937
	<u>204,100</u>	<u>218,243</u>
	<u>\$ 204,100</u>	<u>\$ 218,243</u>

Motion to approve the
Financial Statements as presented

Summary of the Tourism Golden Annual Report 2020 FY

by Joanne Sweeting



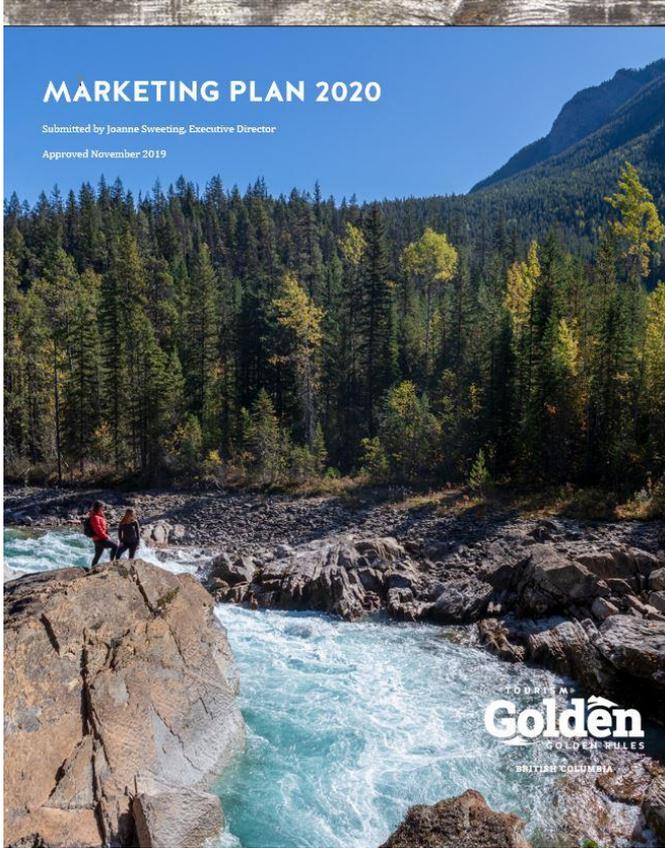
TOURISM GOLDEN STRATEGIC PLAN 2017 – 2021

BUILD | CREATE | COMMUNICATE | COLLABORATE

Submitted by Joanne Sweeting, Executive Director

August 2016

= TOURISM =
Golden
GOLDEN RULES



MARKETING PLAN 2020

Submitted by Joanne Sweeting, Executive Director

Approved November 2019

TOURISM
Golden
GOLDEN RULES
BRITISH COLUMBIA

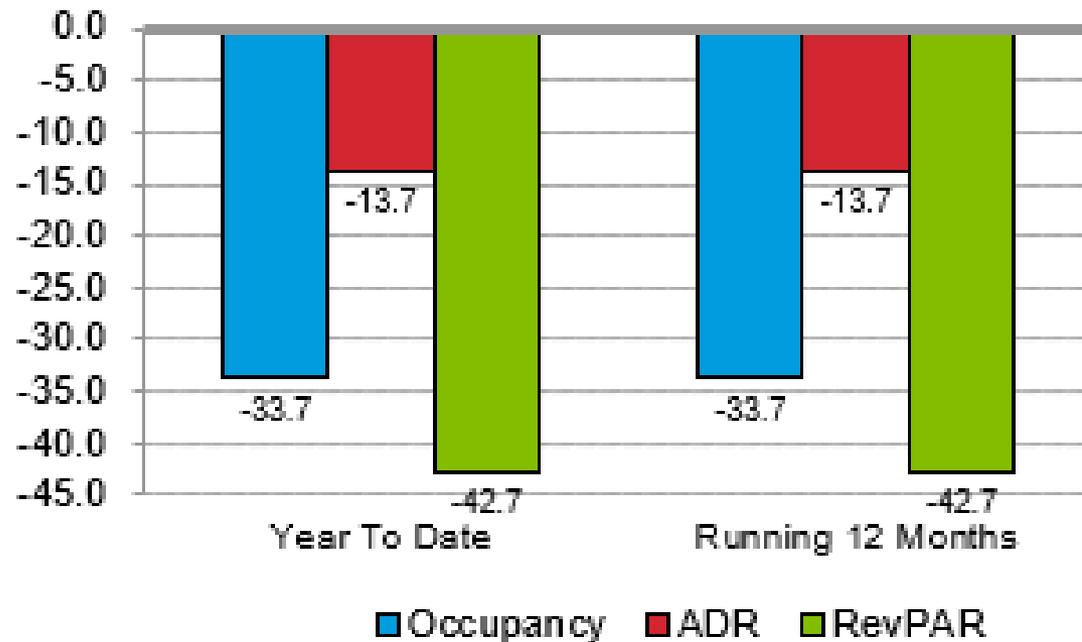
- Build on a strong brand
- Identify & own unique selling propositions
- Create, curate and communicate
- Educate & collaborate
- Inform & evaluate

SITUATIONAL ANALYSIS

The global COVID-19 pandemic devastated the tourism industry from March 2020. Overall, tourism revenues in Golden reduced by 40%

2020 DESTINATION PERFORMANCE

Overall Percent Change 2020

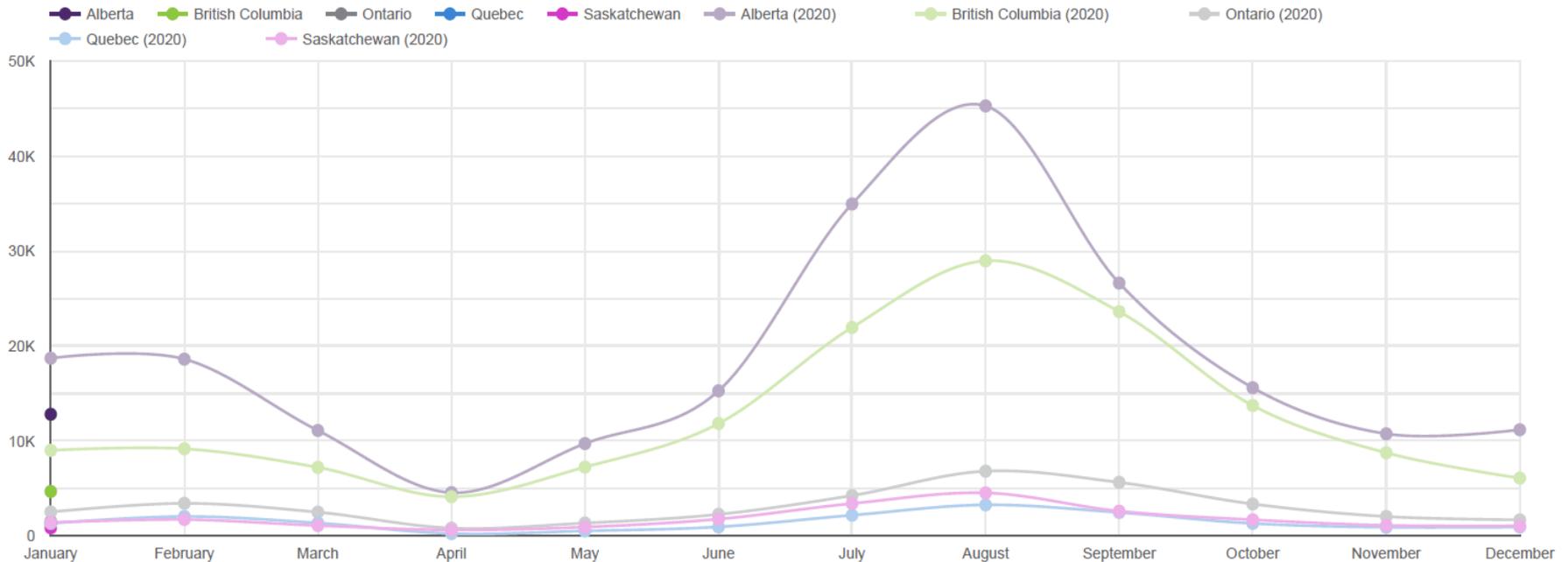


Source: STR Destination Report - Golden

2020 DESTINATION PERFORMANCE

Monthly Unique Overnight Count Province Breakdown

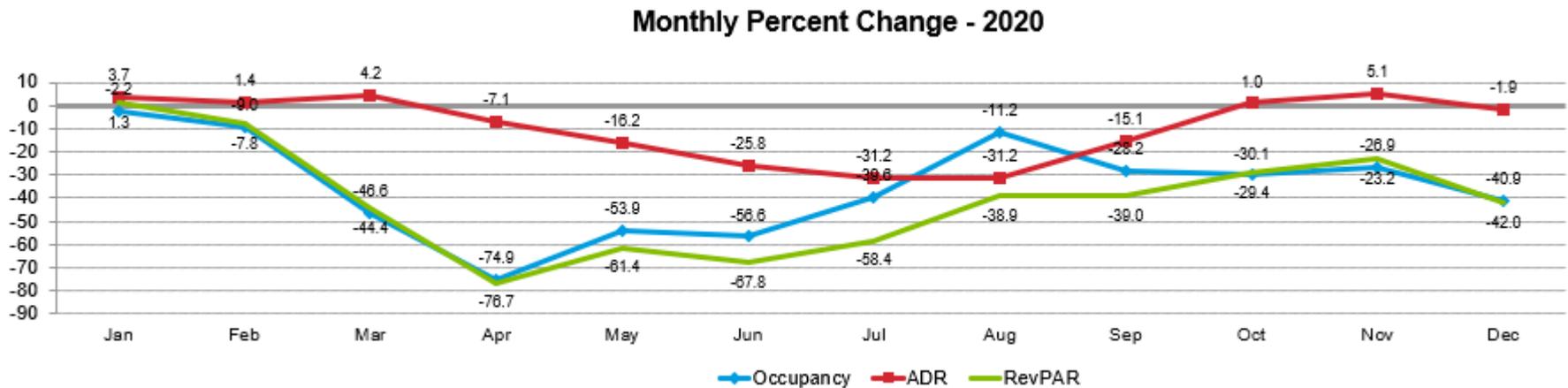
Golden-Columbia Area Unique Overnight Visitors



Source: Telus Insights Jan 2021- Golden-Columbia

2020 DESTINATION PERFORMANCE

- ❑ Q1 & Q2 devastated by COVID
- ❑ Some improvement Q3 & Q4



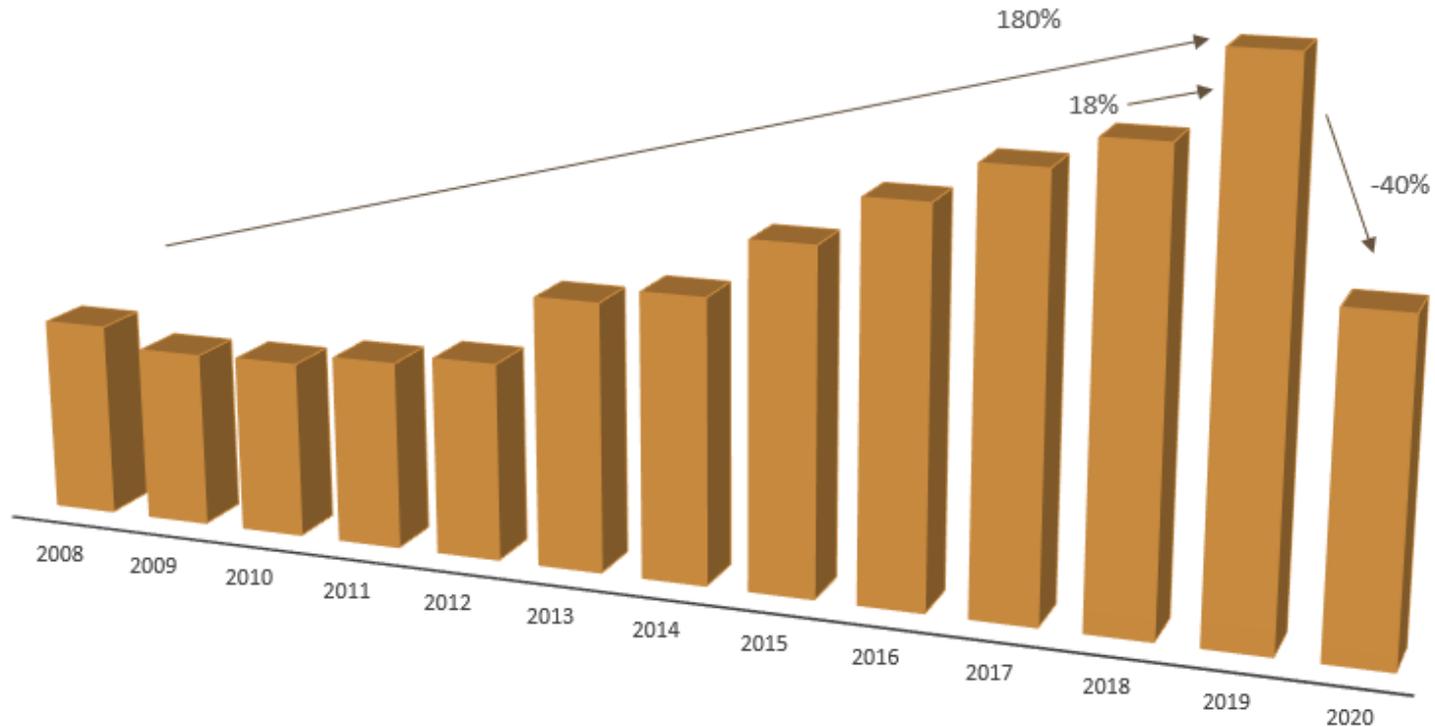
Source: STR Destination Report - Golden

DESTINATION PERFORMANCE - TSI

CATEGORIES	VOLUME COMPARISON	GOLDEN			REVELSTOKE		
		Volume	Emotion	Sentiment	Volume	Emotion	Sentiment
▲ Outdoor Activities		70% ▲ 70%	Joy	17 Average	46% ▲ 46%	Sadness	22 Average
▲ Food + Culinary		11% ▲ 11%	Anger	27 Average	2% ▲ 2%	Joy	12 Average
▲ Safety		4% ▲ 4%	Joy	-10 Average	7% ▲ 7%	Fear	0 Average
▲ Access + Transportation		4% ▲ 4%	Joy	12 Average	28% ▲ 28%	Anger	-6 Average
▲ Destination Services		5% ▲ 5%	Joy	33 Average	8% ▲ 8%	Joy	27 Average
▲ Culture + History		3% ▲ 3%	Joy	23 Average	1% ▲ 1%	N/A	10 Average
▲ Relaxation + Wellness		3% ▲ 3%	Joy	3 Average	3% ▲ 3%	Joy	22 Average
▲ Amenities + Entertainment		1% ▲ 1%	Joy	55 High	5% ▲ 5%	Fear	17 Average

2020 DESTINATION PERFORMANCE

Nett MRDT Revenues 2008 - 2020



	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
■ YEAR	\$271,790	\$244,632	\$246,621	\$262,247	\$275,700	\$373,994	\$394,722	\$476,925	\$544,210	\$599,102	\$641,893	\$761,746	\$455,478

DMO PERFORMANCE - DISRUPTERS

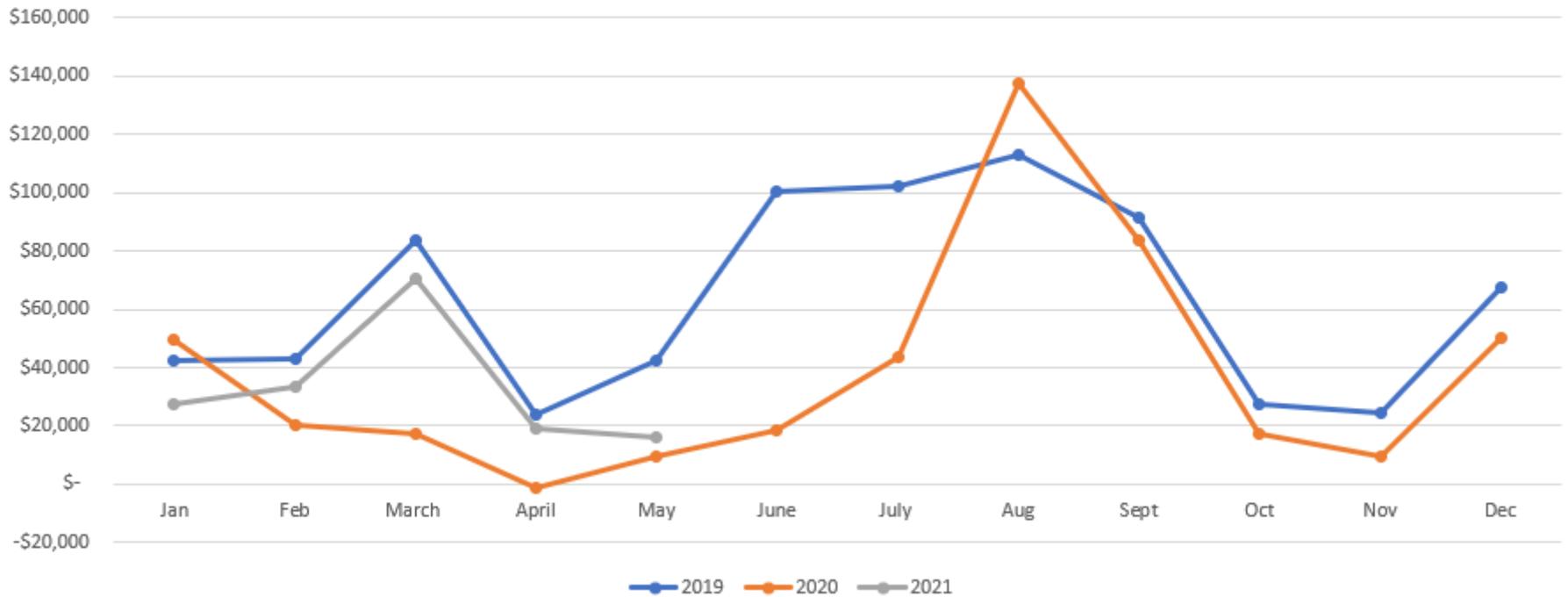
- ❑ MRDT remitting deferred March – Sept
 - ❑ No indication of annual revenue until Q4 2020
 - Reduced expenses
 - Paused some programs

- ❑ PHO orders

- ❑ No provincial advertising in Alberta

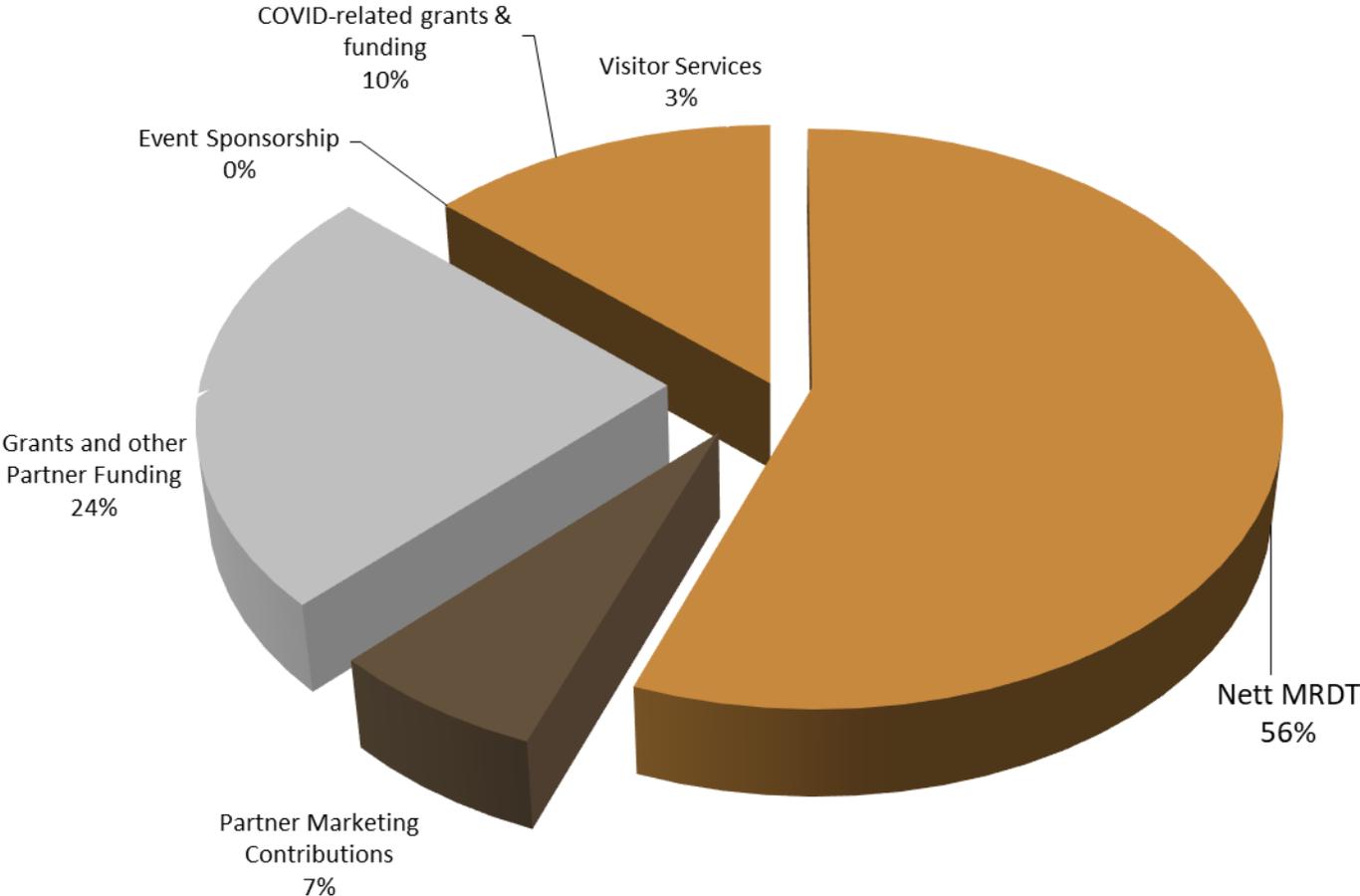
DMO PERFORMANCE - DISRUPTERS

MRDT REVENUES BY MONTH 2019 - 2021



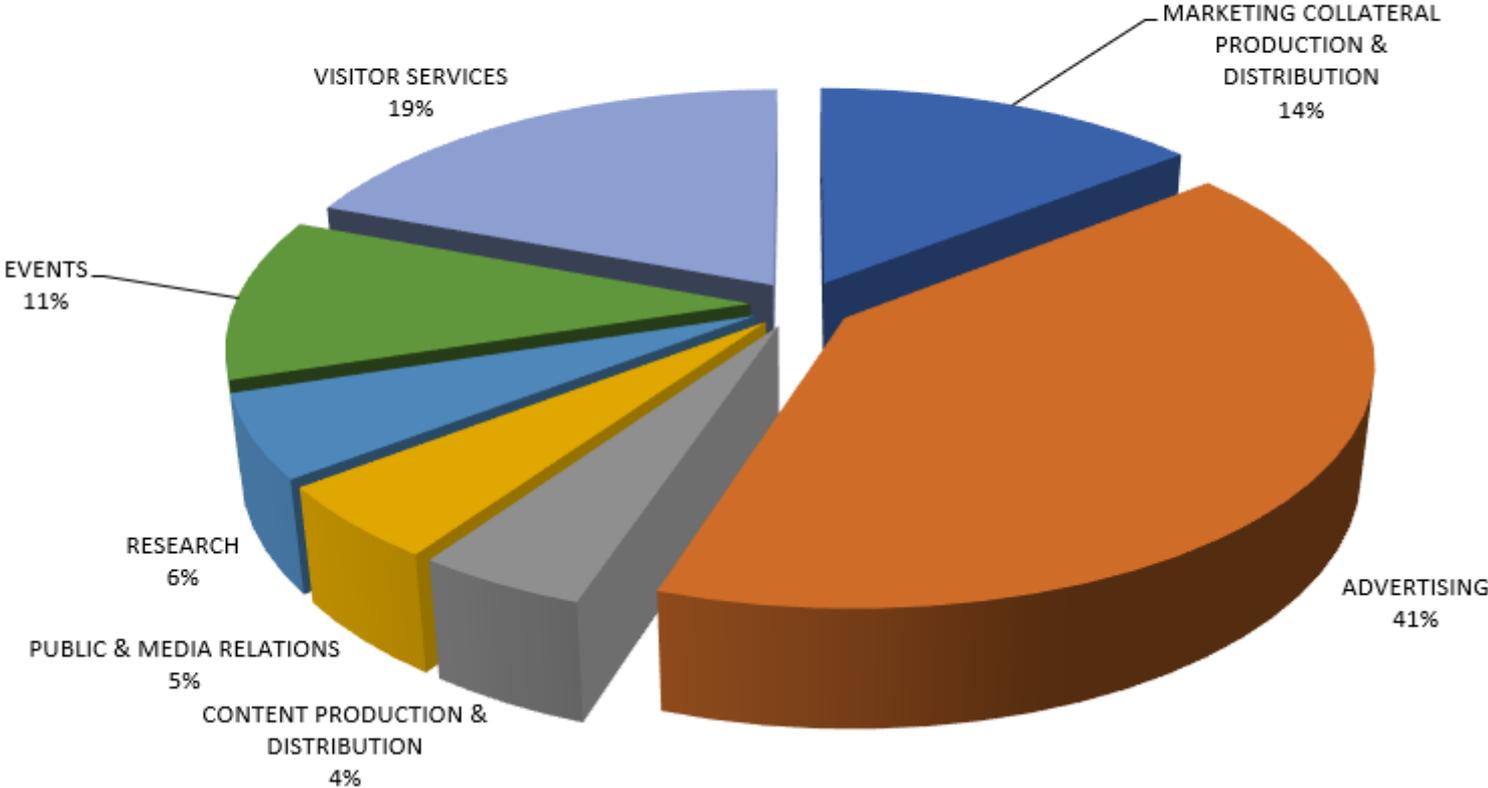
FINANCIAL

2020 FY Revenue Sources



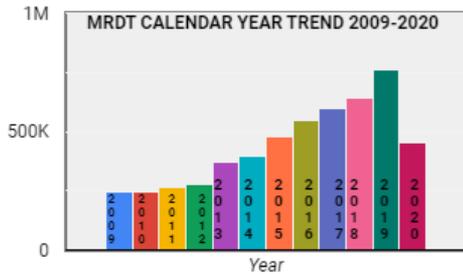
Expenses by strategy

**2020 FY
EXPENSES BY STRATEGY**



DMO PERFORMANCE

MRDT REVENUES



Total MRDT
466,777.73

YTD change %
-40.21%

SOCIAL MEDIA



Average Length of Stay (Nights)

Season	2019
Winter	3.5
Summer	2.5

Destination Awareness

Season	Awareness %
Winter 2018/19	69%
Summer 2019	40%

Overnight Visitors

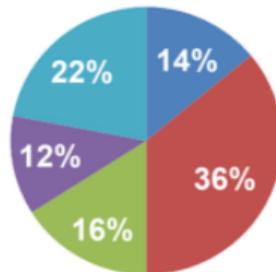
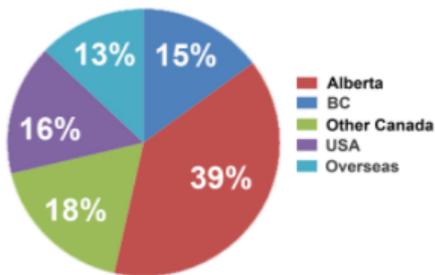
Season	2018/19	2018
Winter	89%	84%

TARGET MARKET PENETRATION

Market Origin

Winter 2018/19

Summer 2019



PUBLIC & MEDIA RELATIONS

Earned Media Features	72	Stakeholder News Open %	52%	Consumer Database	10,288	Consumer News Open %	13.41%
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WEBSITE ANALYTICS

Jan 1, 2020 - Dec 31, 2020



Unique Users
322,362
↓ -30.4%

Organic Searches
117,067
↓ -6.4%

Digital Campaigns
107,969
↓ -56.2%

Web Visits:
322,362
↓ -30.4%



Top 5 Country of Origin by Visit

Country	Sessions	% Δ
Canada	230,509	-10.5% ↓
United States	65,017	-61.2% ↓
United Kingdom	6,442	-26.1% ↓
Australia	2,388	-50.5% ↓
Germany	2,121	-32.7% ↓

Content Drill down/Page views

Activity	Page Views	% Δ
Biking	12,633	-47.6% ↓
Heli & Cat Skiing	3,549	5.1% ↑
Hiking	26,535	-65.5% ↓
Other	43,183	-28.9% ↓
Parks	247	-96.9% ↓
Rafting	11,613	-1.1% ↓
Ski Touring	3,168	1.1% ↑
Skiing	30,701	52.8% ↑

All Activities Page Views
296,206
↓ -24.4%

COVID RESPONSE – DMO OPERATIONS

- Immediate pausing & ongoing assessment of all advertising.
- Budget and marketing plan updated.
- Increased stakeholder communications.
- Created new campaign materials:
 - Dream Golden (ran during non-essential travel)
 - Getting to Golden
 - Off the Beaten Track
- Postponed Golden Travel Planner from Dec 2020 to May 2021.
- Supported KRT Resident Sentiment survey.
- Supported all industry bodies in lobbying for industry support

COVID RESPONSE – INDUSTRY SUPPORT

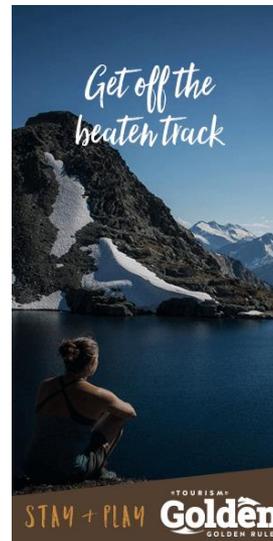
- Created COVID-19 stakeholder information web page.
- Initiated regular COVID-19 special stakeholder e-blasts – 58% open rate
- Hosted stakeholder virtual Town Hall.
- Hosted free digital marketing workshop.
- Created & distributed businesses open/closed summary document.
- Created ‘Travelling to Golden during COVID’ for visitors
- Created stakeholder messaging toolkit. ‘Travelling to Golden during COVID’
- Postponed Golden Travel Planner from Dec 2020 to May 2021.
- Co-op marketing opportunities continued

COVID RESPONSE – CONSUMER FACING

- Advisory banner added to all webpages.
- Created COVID-19 consumer information web page.
- Created and launched ‘Dream Golden’ social campaign.
- Created & distributed businesses open/closed summary document.
- Created ‘Travelling to Golden during COVID’ for visitors.
- Focussed on AB & BC markets only for CTA advertising.

TACTICAL MARKETING

- ❑ Target audiences focussed only on AB & BC
- ❑ Digital & social campaigns ran as dictated by PHO travel guidelines
 - ❑ Dream Golden – dream now, plan for later
 - ❑ Getting to Golden – road trip regional messaging
 - ❑ Get off the Beaten Track – open spaces, fewer faces
 - ❑ Heart of the Parks





MEDIA RELATIONS

72 features directly resulting from TG activity

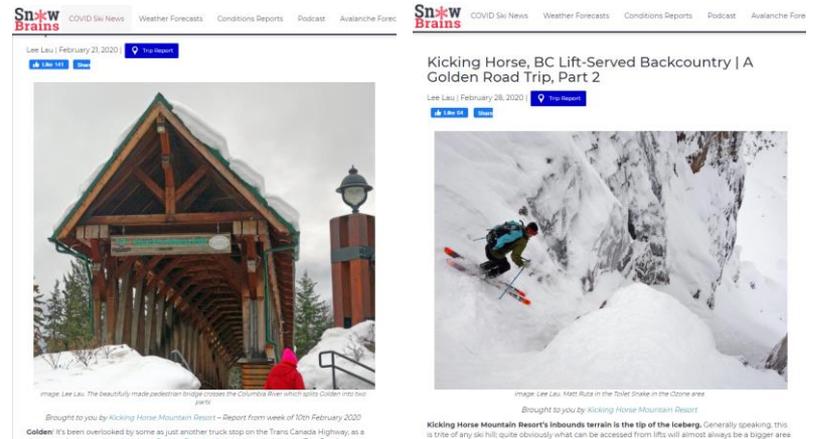


LIVE BIG | TRAVEL | FOOD & DRINK | FASHION & GEAR | ARTS & CULTURE | PLACE | SHOP | VIDEO



Be Here Now: Golden, British Columbia

Margaret Atwood once wrote, "In the spring, at the end of the day, you should smell like dirt." After a spring day in Golden, British Columbia, it's impossible not to.

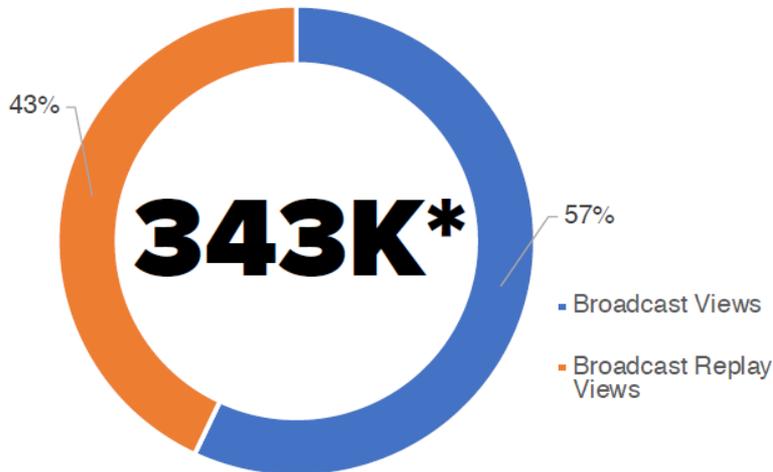


EVENTS

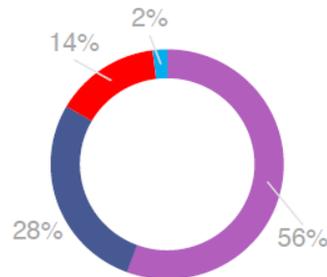


February 6 - 12

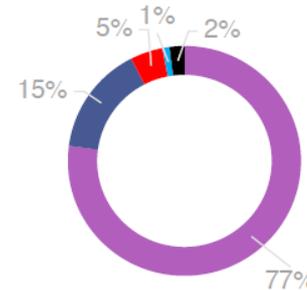
COMPETITION BROADCAST



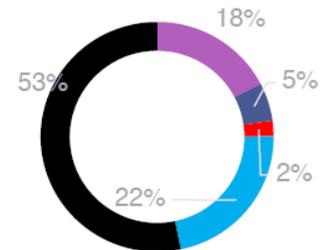
16.6M
IMPRESSIONS
+20% vs 2019



7.4M
VIDEO VIEWS
+46% vs 2019



4%
ENGAGEMENT RATE



Instagram Facebook YouTube Twitter TikTok



57K Page views on event page of FWT website
+14% vs 2019

EVENTS

Forbes

The Under-The-Radar Ski Town
Where Adventure Still Feels Wild

[VIEW ARTICLE](#)



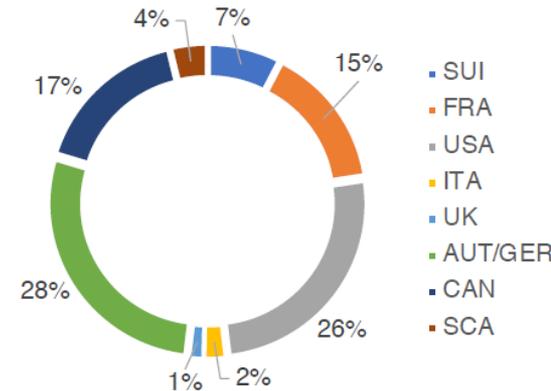
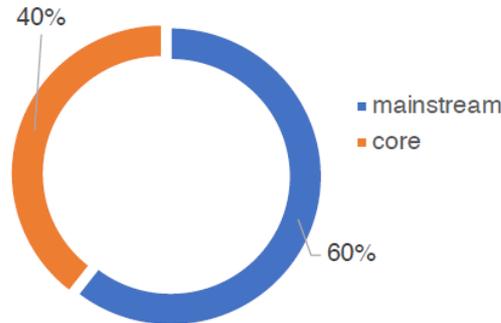
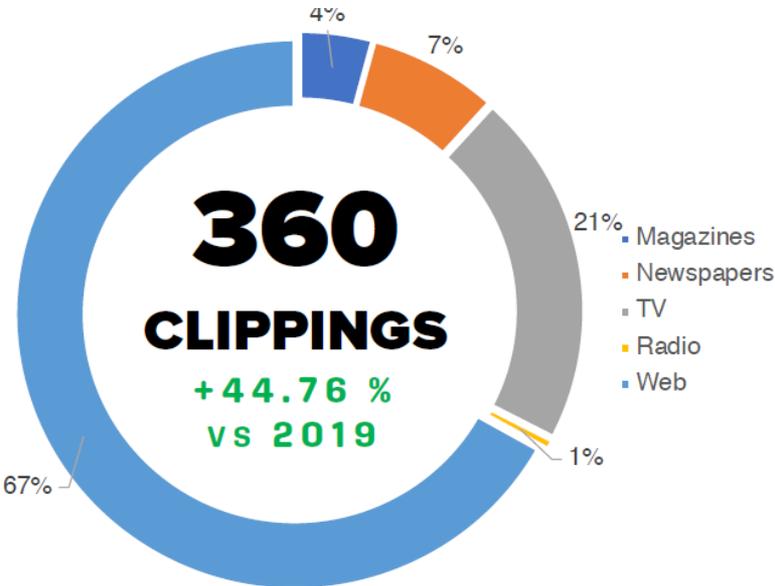
Cassidy Randall Contributor @ Travel

When travelers first pull into Golden, B.C., the most apparent features are the railway tracks bisecting town, the steam from the sawmill billowing over the valley, and the avalanche chutes—often mistaken for Kicking Horse Mountain Resort—on the steep peaks bounding the highway. There's no sizable, central downtown. It's not a "cute" mountain town like Whitefish, or historic on its face like Banff. Its sleepy blue-collar exterior is easy to overlook in the crowded field of cozy North American ski towns.

But that, on its own, is what makes it special.



February 6 - 12



3 PRESS RELEASES

4 NEWS LETTERS



13

MEDIA ONSITE



10'000

ONSITE contacts

EVENTS

6

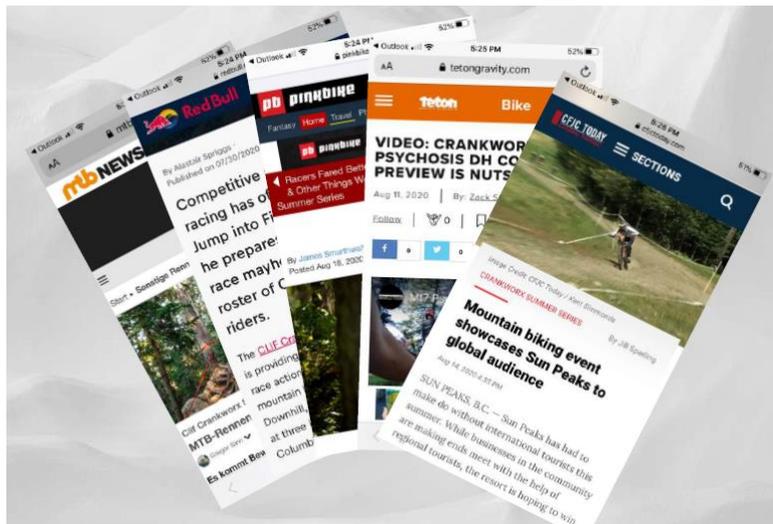
full-length broadcast shows distributed through EDGEsport and webcast on YouTube, Facebook, and Vimeo

313,593

Total broadcast and webcast views



United States	35.3%
Canada	21.1%
United Kingdom	8.7%
Germany	4.5%
Australia	3.6%
Brazil	3.4%
India	3.1%
France	2.0%
Mexico	1.6%
Spain	1.6%
New Zealand	1.4%



LEAD ORGANISATION FOR TOURISM

- ❑ Representing tourism in Golden
 - ❑ KHCP4 Community Liaison Committee
- ❑ Advocacy
 - ❑ STR legislation
 - ❑ Labour shortages
 - ❑ Support for industry bodies in lobbying for industry support

RESEARCH

- ❑ Telus Insights 2-year project 2020-2021
- ❑ Tourism Sentiment Index & COVID Index
- ❑ KRT Resident Sentiment Survey
- ❑ Economic Impact of Labour Shortages

ECONOMIC IMPACT OF LABOUR SHORTAGES 2019

- ❑ Mostly SMEs < 5 employees
- ❑ 46% experienced labour challenges
- ❑ Impact on visitor experience:
 - ❑ Reduced customer service 48%
 - ❑ Turned clients away
- ❑ Economic Impact:
 - ❑ \$6.6 million in lost direct revenue
 - ❑ \$4.6 million in GDP
 - ❑ \$3.5 million labour income
 - ❑ \$1.5 million in federal, provincial & municipal taxes
 - ❑ 90 jobs
- ❑ Identified opportunities/gaps:
 - ❑ Lack of employee housing
 - ❑ Increase resident base
 - ❑ Reduced seasonality of tourism industry
 - ❑ Federal & provincial support programs for labour & skills shortages
 - ❑ Initiatives to promote tourism careers



2019 Tourism Economic Benefits and the Economic Impacts of Labour Market Challenges in Golden BC

May 2020

Submitted to:
Joanne Sweeting
Tourism Golden
Golden, BC
joanne@tourismgolden.com

Submitted by:
Krista Morten and
Align Consulting Group
Kamloops, BC
Krista.Morten@alignconsultinggroup.ca

Jim Johnson
Pacific Analytics
Victoria, BC
jimj_pa@shaw.ca



Funding provided by:



Supported by:



ECONOMIC IMPACT OF LABOUR SHORTAGES 2019

Suggestions to Address Labour Market Challenges	Golden Businesses (%)
More Affordable and Accessible Housing	65%
Marketing - Promote Golden and the Tourism Industry	16%
Recruit Foreign Workers	14%
Target Students and Younger People	11%
Provide Affordable Transportation Options	8%
Other	5%
Offer Competitive Wages	5%
Reduce the Overall Cost of Living	3%



2019 VALUE OF TOURISM IN GOLDEN BRITISH COLUMBIA

Golden's tourism industry contributes significant economic benefits to the Golden area and the rest of BC.

<p>285 Tourism-Related Businesses²</p>	<p>\$124.5 million direct tourism revenues collected by tourism-related businesses in 2019.¹</p>	<p>On average, 75% of gross business revenues⁷ are generated from tourism</p>
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In 2019, the Golden tourism industry generated:^{3,4}
\$87.8 million in GDP **\$174** million in domestic output **\$34.5** million in tax revenue

<p>2019 Tourism Revenues (\$124.5 million)</p> <table border="1"> <tr><td>Paid Accommodation</td><td>35%</td></tr> <tr><td>Food & Beverage</td><td>29%</td></tr> <tr><td>Outdoor Recreation</td><td>26%</td></tr> <tr><td>Transportation</td><td>5%</td></tr> <tr><td>Retail/Shopping</td><td>3%</td></tr> <tr><td>Attractions</td><td>1%</td></tr> <tr><td>Other Services</td><td>1%</td></tr> </table>	Paid Accommodation	35%	Food & Beverage	29%	Outdoor Recreation	26%	Transportation	5%	Retail/Shopping	3%	Attractions	1%	Other Services	1%	<p>Employment</p> <p>1,866 Jobs</p> <p>1,392 Full-Time Equivalents</p>	<p>2019 Tax Revenue Paid (\$34.5 million)</p> <table border="1"> <tr><td>Federal</td><td>50%</td></tr> <tr><td>Provincial</td><td>39%</td></tr> <tr><td>Municipal</td><td>11%</td></tr> </table>	Federal	50%	Provincial	39%	Municipal	11%
Paid Accommodation	35%																					
Food & Beverage	29%																					
Outdoor Recreation	26%																					
Transportation	5%																					
Retail/Shopping	3%																					
Attractions	1%																					
Other Services	1%																					
Federal	50%																					
Provincial	39%																					
Municipal	11%																					

Average summer visitor party expenditures in Golden:⁵ \$606
 BC Visitor = **\$415** Alberta Visitor = **\$576** US Visitor = **\$670** Overseas Visitor = **\$720**

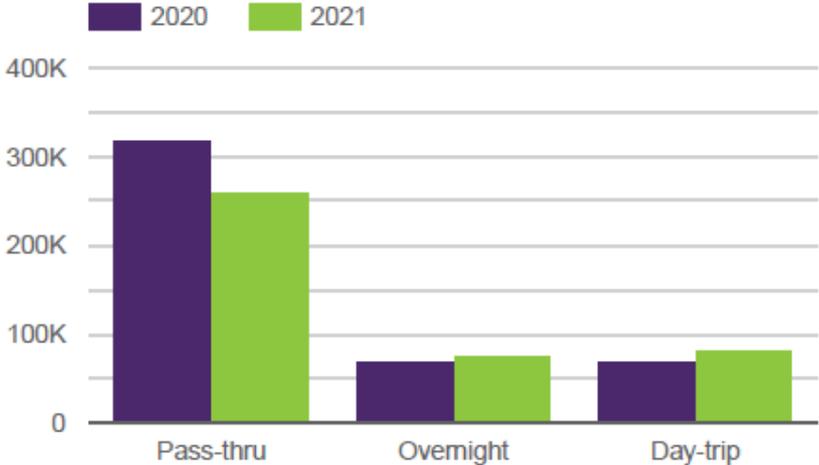
<p>2019 Labour Income⁶ (\$61.7 million)</p> <table border="1"> <tr><td>Wages and Salaries</td><td>72%</td></tr> <tr><td>Mixed Income</td><td>19%</td></tr> <tr><td>Employers' Social Contributions</td><td>9%</td></tr> </table>	Wages and Salaries	72%	Mixed Income	19%	Employers' Social Contributions	9%	<p>\$350 in average client expenditure at tourism-related business.</p> <p>\$496,130 average tourism revenues in 2019 for Golden tourism-related businesses.</p>	<p>\$44.5 million in revenues generated from paid accommodation.</p> <p>88% from hotel/motels 8% from short-term rentals. 4% from campgrounds.</p>
Wages and Salaries	72%							
Mixed Income	19%							
Employers' Social Contributions	9%							

2021 update

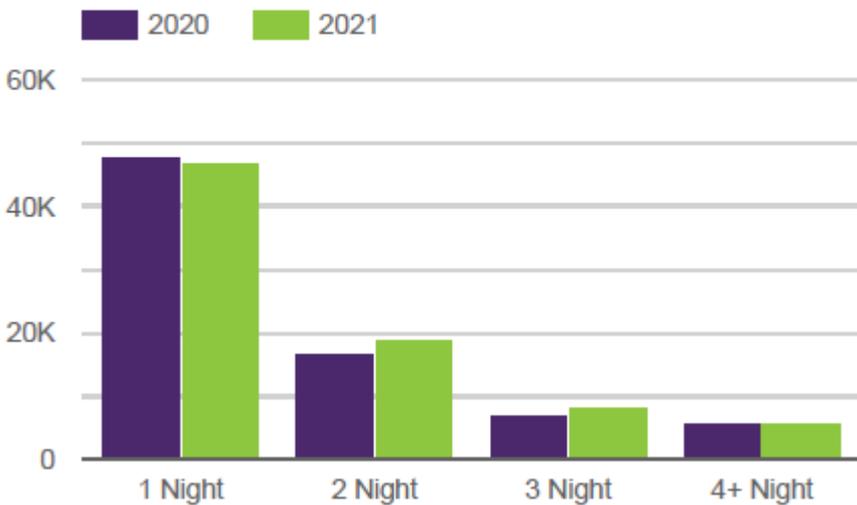


DESTINATION PERFORMANCE

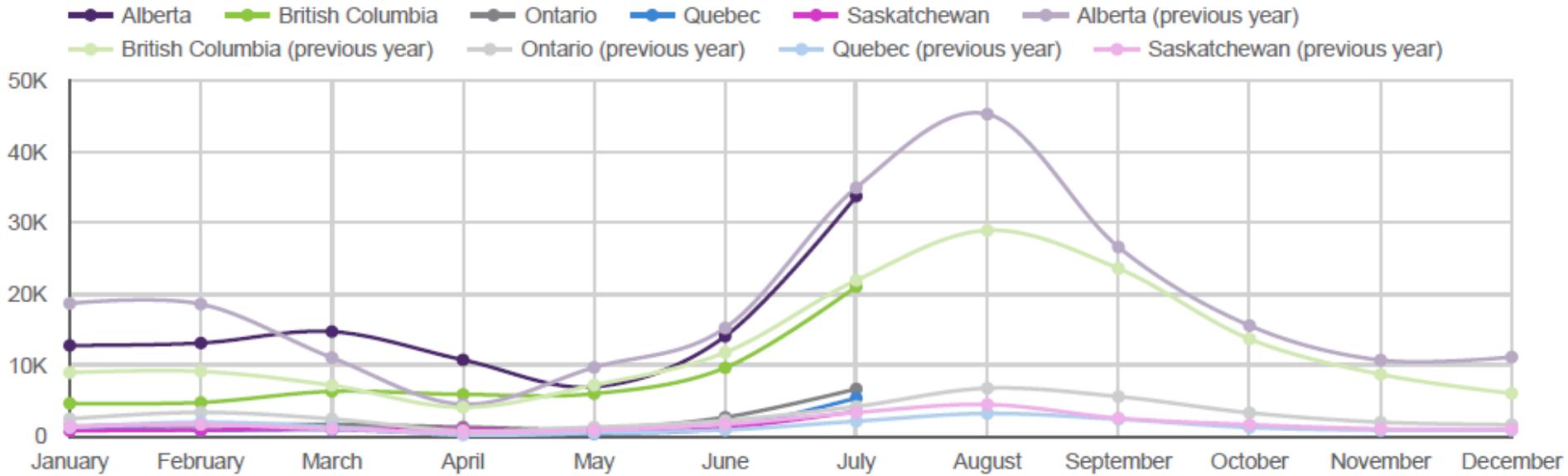
Golden Area Unique Visitors in July



Golden Area Unique Visitors in July



Golden Area Unique Overnight-trip Visitors



Golden Area Unique Visitors in July

Unique Visitors

72K

↑ 6%

Alberta

34K

↓ -3%

British Columbia

21K

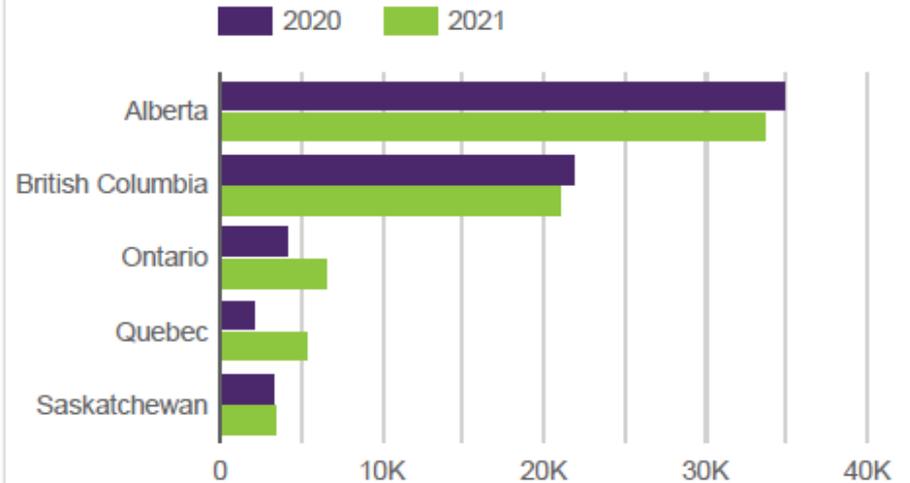
↓ -4%

Ontario

7K

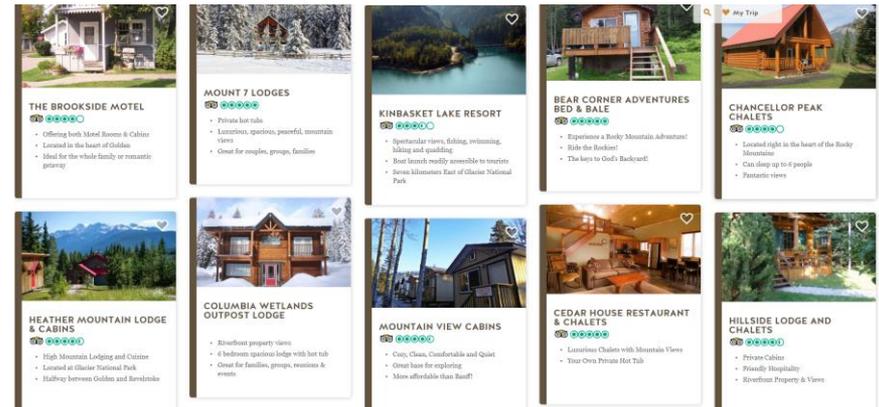
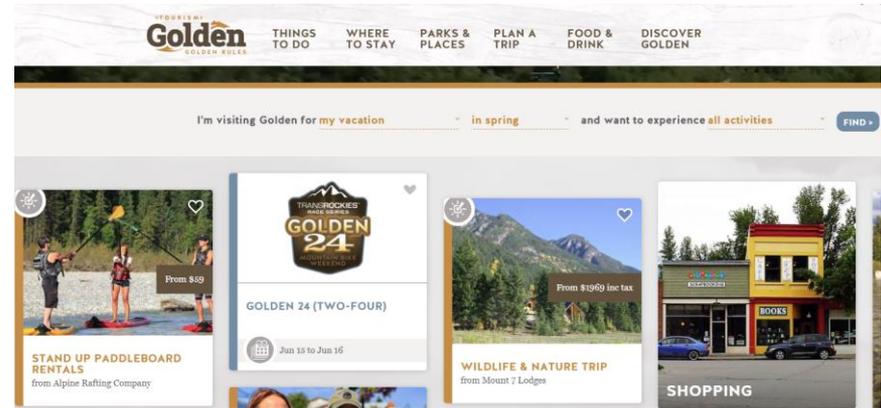
↑ 58%

Golden Area Unique Visitors in July



STAKEHOLDER SUPPORT PROGRAMS

- ❑ Travel Planner & maps
- ❑ Website listings
 - ❑ Feature listing
 - ❑ Experience & offers
 - ❑ Experience Finder feature
- ❑ 3rd party print advertising



STAKEHOLDER SUPPORT PROGRAMS

Member-led Co-op Marketing Program

- 50% matching funding for eligible expenses.
- Up to \$1,000 per sole applicant.
- Up to \$1,500 with two or more partners

Co-op Photo & Video Shoots Winter & Summer

- 50% co-op support for professional seasonal photo & video shoots
- Details to be announced November 2021

Events Hosting Co-op Program

- RMI funding
- 50% matching funding for eligible local hosting expenses.

ELECTION OF DIRECTORS

Voting

Announcements

Nominees

For Seat Representing:	Member Organisation	Nominee
Town Accommodator (re-electing 1 seat)	Prestige Inn	Treena Coney
Area A Accommodators (re-electing 2 seats)	Mount 7 Lodges	Jo Best
	Moberly Lodge	Lucille Hayward
Tourism Operators (re-electing 2 seats)	Kicking Horse Mountain Resort	Toby Barrett
	Glacier Raft Company	Ryan Johannesen
	Golden Skybridge	Tristan MacLaggan

Voting

- Counting of ballots
- Announcement

2021-2022 Board of Directors

Sector	Member Organisation	Representative
Town Accommodators	Best Western Mountain View	Suk Dhasi
	Ponderosa Motor Inn	Atma Sandher
	Prestige Inn	Treena Coney
Area A Accommodators	Lush Mountain Accommodations	John Lush
	Moberly Mountain Lodge	Lucille Hayward
	Mount 7 Lodges	Jo Best
General Accommodator	Kicking Horse Lodging	Brandy Beliveau
Activity Operators	Golden Golf Club	Graeme Kreiner
	Tba	TBA
	TBA	TBA
Community	K.H.C Chamber of Commerce	Representative

Motion to adjourn

5-year Strategic Plan 2022 - 2026

Presented By Suzanne Denbak – Cadence Strategies

RMI Projects Update

Presented By Jon Wilsgard – CAO, Town of Golden

STR Bylaw Implementation Update

Presented By Phil Armstrong – Manager of Planning Services, Town of Golden



Thank You

TOURISM

Golden

GOLDEN RULES