

MINUTES

Visit The County Board Meeting

February 11, 2025

4:00 p.m. to 6:00 p.m.

(Virtual)

Attendees

Rebecca Mackenzie (Chair)

Mikki Arends (Vice Chair | Interim Board Secretary)

Christal Agostino

Rachel Baque

Sherry Karlo

Sam Grosso (Councillor) – joined at 5:05pm and left at 5:42pm.

Sarah Fox (Executive Director)

Absentees

Geoff Burman (Board Treasurer)

Charles McKee

Ogwari Brant

1. Call to Order

The meeting was called to order at 4:07 p.m. by the Chair.

2. Confirmation of Agenda

Motion to approve the February 11, 2025 Agenda.

Moved by Christal Agostino.

Seconded by Sherry Karlo.

For: All Against: 0 Abstained: 0 CARRIED

3. Approval of previous Meeting Minutes

Motion to approve the December 9, 2024 Board Meeting Minutes.

Moved by Rachel Baque.
Seconded by Christal Agostino.

For: All Against: 0 Abstained: 0 CARRIED

ACTION ITEM(S):

- ED** to separate marketing matrix from Scorecard and provide year over year data to report to Council in April.
- ED** to implement Copper CRM.
- Board** to sign new Relationship Agreement with the Municipality later this year (current Relationship Agreement will be extended in order to facilitate MAT payment at end of Feb).

4. Board Chair Report

- Relationship Agreement with The County
- Update: MAT discrepancies vs. AirDNA data
- Ex-Officio members of board
- Nominations Committee - Confirm roles after AGM TIAO survey findings re: Tariffs, VTC response

ACTION ITEM(S):

- ED** "ED to draft a plan following the 2025 AGM to consider implementing ex-officio positions to the Board.
- ED** to review past Minutes for terms of current Board members (Baque will not be renewing Board term).
- Nomination Committee** to fill Board member positions prior to AGM [i.e. new Board Secretary, Vice Chair and general member position] and to put out a public nomination call in March.
- Treasurer** to allocate funds for governance training in the future [once full Board in place].
- ED** and **Staff** to continue to promote support local and encourage operators and residents to be kind to visitors in response to tariffs.
- ED** to review TIAO best practices kit once distributed in response to tariffs.

5. Treasurer Report

- 2024 Comparative Income Statement and Balance Sheet
- 2025 Draft Budget
- Presentation of 2025 Activity Plan

ACTION ITEM(S):

- ED** and **Treasurer** to update the actuals in revenue tab of Budget.

- ED** to follow up with The New Business re: Arts Trail & Taste Trail website development (ideally landing page on our website, designed by VTC staff).
- Treasurer** to be setting up an improved reporting processes for both finance and marketing.

Motion to approve the Motion to approve 2025 Budget & Activity Plan as presented.

Moved by Sherry Karlo.
Seconded by Rachel Baque.

For: All Against: 0 Abstained: 0 CARRIED

6. Governance Report

- Elect new Board Secretary

ACTION ITEM(S):

- Karlo** has accepted position of interim Board Secretary from **Arends** until Board AGM in June.
- Arends** to send template by way of these draft Minutes to Karlo and review prior to next meeting the role of the Board Secretary.
- ED** to set up a template for Board Minutes for Karlo in Google Drive.

7. Executive Director Report

[no motions or action items]

8. Other Business

[no motions or action items]

9. In Camera Session

Meeting moved to in camera session at 5:43pm.

10. Meeting Adjourned

Meeting adjourned at 5:58pm.