

## **MINUTES**

### **Visit The County Board Meeting**

**February 11, 2025**

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

**(Virtual)**

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#### **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-offio 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.