

MINUTES

Visit The County Board Meeting

June 10, 2025

4:30 p.m. to 6:30 p.m.

(Virtual)

Attendees

Rebecca Mackenzie (Chair)
Sherry Karlo (Interim Board Secretary)
Charlie McKee
Christal Agostino
Rachel Baque
Ogwari Brant (MBQ Councillor)
Sarah Fox (Executive Director)

Absentees

Geoff Burman (Board Treasurer)
Mikki Arends (Vice Chair)
Sam Grosso (Councillor)

1. Call to Order

The meeting was called to order at 4:32 PM by the Chair.

3. Confirmation of Agenda

Motion to approve the June 10, 2025 Agenda.

Moved by: Charlie
Seconded by: Rachel

For: All 4 Against: 0 Abstained: 0 CARRIED

3. Approval of previous Meeting Minutes

Motion to approve the April 22, 2025 Board Meeting Minutes.

Moved by Sherry

Seconded by Ogwari

For: All Against: 0 Abstained: 0 CARRIED

4. Introduction of [Sandra Dorenberg](#) to the board

The board had an opportunity to ask Sandra about the new financial reports she is preparing

Q&A

5. Board Chair Report

- Combo Treasurer Report / Board Chair Report presented by Rebecca with input from Sandra Dorenberg as Jeff not in attendance

5. Treasurer Report - Treasurer Absent

- 2nd installment of 2024 MAT deposit update
- Draft Audit
- Reforecasted Budget

Q&A for Sarah -

Charlie asked:

- Do we have adequate funding for paid Marketing to end of fiscal = Yes
- Product Development budget to be addressed in Treasurer's Report
- Marketing and Operating reserves accounted for in revised budget
- 2025

ACTION ITEM(S):

- Present "where the money went" since the organization was formed at the AGM
- Budget • P&L / Balance Sheet • Audits all have the same language so funds spent within a "campaign" are attributed to the appropriate marketing disciplines so the board can better understand the spend on various marketing activities.

- Add in “Market Conditions” notes in budget history to share with shareholders at AGM. i.e. Weather - Late, Wet, Cold Spring / COVID / Political Environments / Transportation Conditions/Infrastructure / Environmental - Smoke from Fires - etc.
- Bring marketing ideas forward to support our mandate to increase off season overnight stays in the County for consideration for the 60K reserve if in total alignment with VTC strategy.
- Bring Operational reserve up to \$110 Bring Marketing Reserve up to 60K

Move to approve re-forecast Budget as of June 10th: Rebecca

Second: Charlie

For: All Against: 0 Abstained: 0 CARRIED

Answer why we have an increase of \$100K spend on Marketing as highlighted in the Audit - the difference between the first budget and the re-forecast budget. Need relationship agreement with Municipality so budgeting can be more accurate and based on an 18 month plan.

Motion to approve the Audit: Charlie

2nd: Crystal

For: All Against: 0 Abstained: 0 CARRIED

6. Governance Report

- Tabled to the next meeting because Mikki was not able to attend.

ACTION ITEM(S):

- Mayor to ratify the appointment of Geoff Burman at the AGM

7. Nominations Committee Report

- 3 New Board Members being recommended for nomination at AGM
 - Janice Smith - Executive Director of Art's Council - represents important sector
 - Micheline Kuepfer - Broken Stone Winery - PECWA Board -Market Research
 - Karen Orme - Runaway Rooster Bed & Breakfast - StayPEC member

Motion to accept candidates: Rebecca

2nd : Rachel

For: All Against: 0 Abstained: 0 CARRIED

- Executive Elections Date = Election happen at September Board Meeting

Appoint the new executive board

Executive Director Report

100K more in budget than anticipated

VTC Team needs more capacity now that Ali has left

Branding & Buzzing giving double value

Still need inhouse social media position to allow for agility and flexibility of hours

- Content Creation & Partnership Contract - 1 year - Grange Social Person / Event Manager
- “Countylicious 2.0” Consultant - short term, part time contract
- Website & Arts Trail / Taste Trail Development
- Summer Visitor Information
- Community Engagement - “Four Season’s Working Group” - Governance, Council Consultations on how to fund Partnership Fund for grants administrated by VTC
- DMMO mandate in Marketing and Product Development recognized
- AGM - Market Segment Identification “Meet your Match” find your ideal market segment

8. New Business

9. Other Business

9. In Camera Session

The meeting moved to an in camera session at 6:13pm

10. Meeting Adjourned

The meeting adjourned at 6:16pm.