

## 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.