



## TACT BOARD MEETING

Monday, April 12, 2021

(via Zoom)

**Call to order:** 1:35 pm

**Present:** Bob Timms, Debra Gill, Doby Dobrostanski, Maggie Timms, Gerry Childress, Alfred Muma, Tim Atwood

**Regrets:** Maureen Northrop

**Guests:** Janice Wills, Dawn Meyers, Laurance Playford-Beaudet

**Approval of the Agenda:** Moved Debra G. / Seconded Gerry C. Carried.

**Changes to the Agenda:** Add "Zoom" to New Business

**Waive the reading of the Minutes of March 15, 2021 Board Meeting:** Moved Bob T. / Seconded Maggie T. Carried. (Have no idea what Word is doing here....)

**Approve the Minutes of March 15, 2021 Board Meeting:** Moved Tim A. / Seconded Bob T. Carried.

**President's Report** (Tim): Everything is moving ahead wonderfully, considering covid. Thank you everyone for your support for me personally.

**Treasurer's Report** (Maggie): All financial statements have been posted in Dropbox. Bank balances as of March 31, 2021 were presented. For the year-to-date, our overall balance is a deficit of \$200. Moved Maggie T. / Seconded Doby D. Carried.

### Event & Facility Reports:

- **Texada Art Studio Tour** (Tim A.): The September TAST has been cancelled, as only 2 artists voted for it to go ahead. It will be held in 2022.  
**(No other event reports).**
- **Texada Ceramic and Sculpture Studio** (Alfred M): There is a slab roller on order (approx. \$1000). Glazing will be done individually outside, in order to follow covid rules. Gillies Bay bottle recycling is proving to be lucrative.
- **Aerospace Hangar** (Doby D.): Gerry Johnson has made sliding drawer cabinets and other display cases for the Museum, which will be filled with several new displays.

**Tourism Powell River Report** (Gerry C.): Gerry missed the last meeting. Tourism Powell River is going to be giving out a "gift card" to visitors, with free perks at various Powell River and Texada Island businesses.

**Action:** Gerry will email the Tourism Powell River meeting minutes to all TACT directors.

**Action:** Bob will continue to forward pertinent Tourism Powell River, Sunshine Coast Tourism and Destination BC newsletters to all directors and/or TACT members.

## OLD BUSINESS:

- **Membership update** (Tim A. and Maggie T.): Tim just recently mailed out the membership update letter and membership renewal form to 2020 members. There have been only a few 2021 membership renewals to date. Maggie has posted the current membership list to Dropbox.
- **Marketing and Media** (Janice W. and Laurance P-D.): Janice and Laurance want the directors to know what the committee has been doing, and what ideas they've had regarding TACT marketing. (See the page appended to these minutes for a complete list).  
Currently they are not working to attract tourists to the island; instead they will work on generating local awareness of TACT, and gaining TACT followers on social media.  
It was decided that Debra G. will continue to do the regular website changes, while the committee will focus on updating the website look, etc.  
TACT could put up an information booth at the Farmer's Market. The idea of a Facebook photo competition was discussed, with TACT having permission to use the photo's entered in the future. A logo design contest for members only was suggested, but we need to decide on a new logo fairly quickly for advertising purposes, and it was agreed that the time it would take to complete a contest might be too long.  
The committee will start to generate a subscriber list for people who want to receive update emails from TACT, with sign up via the website / Instagram / FaceBook / Farmer's Market list.

**Action:** Gerry C. will talk to the gas station people about joining TACT.

**Action:** All directors should look at Laurance's online spreadsheet (see below for the link). Also please add your Texada photo's to her photo collection as well, at the media folder link.

The link for the TACT media folder: <https://drive.google.com/drive/folders/19M1JIBfIzV-k4FUFs8gegP3TEzqYQubI?usp=sharing>

The spreadsheet link: [https://docs.google.com/spreadsheets/d/1RYLHS1LrjN6LGJT1-p1BdbVFdvq6A\\_uPKmRgdacAJCo/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1RYLHS1LrjN6LGJT1-p1BdbVFdvq6A_uPKmRgdacAJCo/edit?usp=sharing)

**Motion:** *That TACT non-member businesses and artists be included in the website listings.*

Moved Debra G. / no seconder.

This will be discussed further at a future meeting.

- **New logo** (Laurance): The logos that Laurance had sent out earlier were considered. There was a discussion about what the logo should represent: Texada in general, or TACT specifically? It was suggested that we don't necessarily need an image, a catchy phrase might be what's needed.

**Action:** Anyone with additional logo ideas should send them to Laurance before April 19/21. We will discuss and choose a logo over email.

- **Texada Artists rack card** (Dawn Meyers): Dawn is still waiting to hear back from 3 artists. She is using a very basic program to format the rack card, and welcomes input from members with graphics experience. She is anticipating getting the cards completed and distributed soon.

**Action:** Dawn will email Alfred M. regarding including TCSS on the rack card. She will wait until the new logo is finalized, and include it on the rack card prior to printing.

- **Mall Display** (Gerry C.): Gerry has purchased a used, 32" Smart TV for \$100 for the display case. He discussed it with Tim before purchasing. The TV display is now up and running. We are currently still using Roger Hort's pictures, but haven't yet received permission to use them in 2021. Gerry will put a selection of TACT's pictures together to **ADD TO OR REPLACE?? (anybody know which?)** Roger's pictures, and will have them displayed by mid-May/21.

**Action:** Gerry will talk to Roger about using his photos again this year.

**Action:** Doby D. will give the TACT photostick to Gerry.

- **Texada COC Visitor's Guide update** (Debra G.): Debra informed the Chamber of Commerce that we had designated \$200 for production of a new Visitor's Guide, providing the Chamber does the updating. They haven't yet responded to the offer.
- **Another accommodations survey** (Debra G.): Debra asked if the Directors were agreeable to her doing another very short survey of accommodation owners, asking them how many people they can accommodate. From that, we will have an indication of the total number of visitors the paid accommodation on the island can handle.
- **Hiking brochure revisited** (Debra G.): Debra said she and Janice W. had met and discussed the liabilities associated with promoting non-authorized trails on Crown Land, and they had decided that it would be acceptable to include them in a brochure, and to put up simple trailhead signs. Debra suggested asking for a donation from people taking the brochures, but it was decided that a donation wouldn't be requested.

**Motion:** *That TACT produce a hiking brochure in 2021.*

Moved Bob T. / Seconded Doby D. Carried.

**Motion:** *That TACT spend up to \$300 for production of hiking brochures.*

Moved Debra G. / Seconded Tim A. Carried.

- **Hiking sign quotes** (Debra): Debra presented a quote from Van Anda Custom Works for signs and installation, a quote from Clay Brander for signs, and a quote from Aaron Horon-Shultz for installation. Alfred volunteered to make the signs for free if TACT can supply the materials. Gerry offered to install the signs using Van Anda Cablevision's truck. We are going to try to have the signs installed by the end of June.

**Motion:** *That Alfred Muma make the trailhead signs for TACT.*

Moved Debra G. / Seconded Maggie T. Carried.

- **Event admin fees for 2021** (Maggie): Maggie has concluded that we shouldn't charge TACT administration event or facility fees in 2021, and that we can revisit this if money is short later in the year.
- **Zoom cost** (Bob): The enhanced Zoom costs \$224 per year. Bob paid this himself for the past year, and he would like to be reimbursed for some of the cost for this year. He anticipates it will only be used for TACT meetings, while Covid persists.

**Motion:** *That Bob Timms be reimbursed \$175 for the Zoom subscription for 2021/22.*

Moved Debra / Seconded Tim. Carried (Maggie T. abstained).

- **Texada Blues and Roots Festival; 2020 AGM (and earlier) action item** (Debra): Debra has still not received the 2019 Annual Event Report from the Texada Blues and Roots Festival, for posting on Dropbox. This report is a TACT requirement for ALL events. This has been an almost-monthly request since September, 2019.

**Action:** Gerry to complete the report and forward to Debra ASAP.

#### **NEW BUSINESS:**

- **(In camera; directors only) Request for compensation from Laurance** (Debra)

**Meeting adjourned:** 4:05 pm

**Next meeting:** Monday, May 10<sup>th</sup>, 2021  
1:30 pm (on Zoom!)

#### **REVISED 2020 QRD GRANT BUDGET, BASED ON CHANGES NOTED IN ABOVE MINUTES:**

**Amount available:**                      **\$12,000**

#### **Expenses:**

Photo competition	\$ 250
Website changes	1,000
Video production	2,000
TAAC rack cards	300
Hiking signs	100
Hiking brochures	300
Historical walk brochures	100
New tents	2,000

Texada Visitors Guide	200
Powell River Living ads	2,500
Mall Display	600
TACT Admin	<u>1,000</u>
<b>Total expenses:</b>	<b>\$10,350</b>

**Contingency:**                      **\$ 1,650**

## **MARKETING & MEDIA COMMITTEE SUMMARY (April 12, 2021)**

Focus on starting a Social media presence for the locals, branding TACT - Texada.org

Start an Instagram account - Laurance will be working on this (STARTED) - collect followers

Give the Facebook account a new look - page not a group

Who is TACT story - Doby will write up a cool short story that helps paint a picture of who and what TACT is. We will post the story on Social Media hopefully by mid-April.

New logo?

Submit a TACT story to Express lines (for May).

### **Ideas:**

TACT member monthly "shout out". This idea is to feature a TACT member each month and tell an interesting story or information piece. We would do this through Facebook and Instagram.

Photo contest - facebook, insta - prize is a night accommodation or 200 gift cards at the store.

Bring it back Texada Timewarp beer - start creating some hashtags for #texada #texadatimewarp

Hiking trail promotion - **people send pics!**

Geocaching - a personal fav of Laurance, there's quite a few on Texada

Love the museum, it's right by Laurance's house, wish it could be open more again.

Would love to see the Texada Tapestry book

Branding.... Need colours, TACT logo jazzed up? Retro colours maybe...(people love that market as a very naturally beautiful rugged place.

Create an email sign up on the website so we can email info out when we do have events

Laurance's logos (very open to suggestions, or just keeping the current one)(see next 2 pgs....)