



TACT BOARD MEETING

Date: Wednesday, July 21, 2021

Meeting called to Order: 10:03 am

Present: Tim Atwood, Maggie Timms, Debra Gill, Bob Timms, Maureen Northrop, Alfred Muma

Regrets: Doby Dobrostanski, Gerry Childress

Guests: Laurance Playford-Beaudet, Janice Wills

Approval of the Agenda: ???

Changes to the Agenda: ???

Waive the Reading of the Minutes of May 10 and June 28, 2021 Board Meetings:

Moved Tim A. / Seconded Bob T. Carried

Approve the Minutes of May 10 and June 28, 2021 Board Meetings:

Moved Tim A. / Seconded Bob T. Carried

President's Report (Tim A.): It's nice to finally meet in person!

Treasurer's Report (Maggie T.): There's still not much happening financially. We received a 2020 bill from Roger Hort (from Gerry C.). As there's very little change, nothing new will be posted on Dropbox.

Old Business:

- **Marketing & Media Committee** (Janice W. and Laurance P-B.):
Janice and Laurance wanted to discuss to what extent Directors' approval is needed for the things they do. It is sometimes difficult to wait for approvals, as there can be short timelines. It was agreed that paid advertising, and decisions such as logo's, etc. affecting the organization, would be sent for Directors' approval, while items such as Instagram and Facebook posts are left to the discretion of the Committee.

New Business:

- **Marketing & Media Committee** (Janice W. and Laurance P-B.):
 - **New videos** – The two new TACT videos will be posted on a new TACT YouTube channel. We still don't want to actively attract visitors from outside our Regional District.

- **Google business account** – Janice will create a Google Business Page for TACT, with a plan for doing pay-per-click advertising in the future.
- **Members’ list** – Janice will email all TACT members to see if they would like their names on a separate members’ page on the TACT website.

Action: Janice will create the TACT YouTube channel and post videos, create the TACT Google business page, and email the TACT members regarding the website members’ list.

- **Farmers’ Market** – We will do a second session on September 5, providing AirBuzz can attend.

Actions: Tim A. will produce a TACT “brochure” (or rack card) to distribute at the Farmers’ Market on September 5th.

Debra G. will make sure there are copies of the registration form available for the Market (and bring the cookies).

Debra G. will contact Doby regarding attending the Farmers’ Market on September 5, and taking Texada map brochures to the Comox Valley Exhibition in late August.

Bob T. will try to find the TACT “roller” poster.

- **Spring recruiting event:** It was agreed we should have an event in the spring, to raise community spirit and recruit event volunteers.
- **Hiking brochure** (Debra G.): The completed brochure was distributed, and Debra asked for any major changes to be done before public distribution to be forwarded to her within a couple of days. She noted that Elayne Boloten had done a good job of laying out the brochure, and that other changes could be made before the second printing, which will happen soon.

Action: Debra will distribute the Hiking brochure, new Texada Map brochure and Van Anda Historical Walk brochures to 10 businesses on the island.

- **AirBuzz to Comox Valley Exhibition** (Debra G.): Debra read an email from Doby which stated “Our problem will be billeting since the hotels are usually booked solid for the Exhibition. Alternatively, we might be able to set something up with friends etc... I will provide financial info once I have some more data...”. It was agreed that if Doby can take some TACT promotional material to the exhibition, TACT could finance some of the trip out of Administration funding.

- **Using Rodger Hort's photos in 2021** (Maggie T.): We originally paid for use of Rodger's pictures in June 2019, and have just paid \$400 for June 2020 to June 2021. We have received another \$400 invoice for June 2021 to June 2022.

Motion: *That TACT replaces Rodger Hort's photos in the mall display case with our own.*

Moved Tim A. / Seconded Bob T. Carried.

Action: Maureen will get the display case key from Gerry, remove the picture USB, and then let Debra know it's been done. Debra will tell Rodger and ask for an amended invoice.

- **Date for 2021 AGM:** Saturday, September 25, at 10 am. Location TBA.
- **TACT Budget, Purchasing and Tendering Policy** (Bob T. & Debra G.)

Action: Debra will rewrite point 3, and make suggested changes to points 2 and 4.

- **TACT Board of Directors' Code of Conduct** (Bob T.)

Action: Debra will make the suggested changes and bring copies to the AGM for signing.

Motion: *To approve the Board of Directors' Code of Conduct as amended.*

Moved Bob T. / Seconded Maureen N. Carried.

- **Adoption of Tourism Powell River Special Events Manual** (Bob T.): The manual will be a guide for event organizers only. Organizers should read the Event Planning Checklist through carefully and fulfill all relevant requirements, especially those related to safety. The Contacts page is also useful.

Action: Tim A. will revise the Tourism Powell River manual so that it is relevant to Texada Island events and send the relevant pages to Debra G. for posting on the TACT website.

Meeting adjourned: 12:10 pm

Next Board meeting: AGM, Saturday, September 25, 10 am.
Location TBA.