



## TACT BOARD MEETING

**Date:** Wednesday, March 3, 2021

**Meeting called to Order:** 1 :35 pm

**Present:** Bob Timms, Tim Atwood, Debra Gill

**Regrets:** Gerry Childress, Maureen Northrop, Maggie Timms, Alfred Muma, Doby Dobrostanski

**Guests:** Janice Wills

**Approval of the Agenda:** N/A

**Changes to the Agenda:** N/A

**Waive the Reading of the Minutes of \_\_\_\_\_ Board Meeting:** N/A

**Approve the Minutes of \_\_\_\_\_ Board Meeting:** N/A

### Old Business:

- **September Texada Artists Studio Tour** (Tim A.) – Tim has not yet followed up on talking to TAST members regarding a possible September Tour. It was suggested that we operate on the assumption that the tour will happen, and reserve \$2,000 of the Economic Development grant for it (the same amount allotted last time).
- **Texada Artist, Artisan and Craftsperson (TAAC!!) rack card** – Dawn Meyers has thus far had about half of TACT's member artists (etc) saying yes to a rack card, so it looks like it will happen. She is also going to contact artist (etc) non-members of TACT to promote joining TACT and being on the card. As an aside, it was mentioned that artists (etc) are currently negotiating to be allowed to rejoin the Farmer's Market when it reopens.
- **Trailhead signs and hiking brochures** (Debra G.) – Debra didn't get an email response from Eagle Walz regarding the liability question. Tim A. has several digital maps of Texada that might be useful for the brochure, and there's a good mapping system on the qRD website as well. Also, John Dove published a map brochure many years ago. Bob T. talked to John Wood about trail names, and to Steve Croasdale (Van Anda Custom Works) about trail signs. Steve said he could make our signs, but couldn't give us a cost without knowing details.  
**Action:** Janice Wills will investigate liabilities regarding producing a hiking brochure and putting up trailhead signs.

- **Social media volunteer and promotional videos** – Meghan Clarke has said she might be interested in helping out with social media promotion (Tic Toc, Instagram, Twitter, ??), and Janice W. said she could help out as a backup person for this role.

**Action:** Tim A. will talk to Meghan Clarke about her offer.

**Action:** Janice W. will try and contact the Bottle Caps videos creators about possibly making an approx. 2 min video for the TACT website, plus some shorter videos for social media.

- **Advertising in Powell River Living** (Bob T.) – PR Living puts out 12 issues per year, and the rates are \$577 for 1/3<sup>rd</sup> page and \$836 for ½ page. It was decided to reserve 3 – ½ page ads for the July, August and Sept issues, for a total cost of \$2,508.

**Action:** Bob T. will follow up with PR Living and reserve the ad space, and find out about ad copy requirements.

#### **New Business:**

- **Texada Visitors Guide** (Debra G.) – Debra had emailed the Texada Chamber of Commerce, to confirm they were not producing a hiking brochure. They said they are not, but offered to help TACT if needed. Debra suggested to Audrey Atkins that it would be valuable to update the Texada Visitors Guide, and if the Chamber could do the work of updating, TACT may have some funds available to help with the printing, as we have before.
- **Resulting Spending Budget for 2021-**

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

**Expenses (all approx.):**

|                           |                 |
|---------------------------|-----------------|
| TAST                      | \$ 2,000        |
| Video production          | 500             |
| TAAC rack cards           | 100             |
| Hiking signs              | 600             |
| Hiking brochures          | 400             |
| Historical walk brochures | 100             |
| New tents                 | 2,000           |
| Texada Visitors Guide     | 500             |
| Powell River Living ads   | 2,500           |
| Mall Display              | 600             |
| TACT Admin                | <u>1,000</u>    |
| <b>Total expenses:</b>    | <b>\$10,300</b> |

**Contingency:**                              **\$ 1,700**

- **qRD Economic Development Grant application** – Is due March 31, 2021.

**Action:** Debra G. will complete the grant application.

**Action:** Tim A. will write the cover letter, once the application is completed.

**Meeting Adjourned:** 3:15 pm

**Next Board Meeting: TBA** (Bob T. will send out Doodle poll)

(To vote on everything necessary from the above).