BARKERVILLE HERITAGE TRUST
DIRECTORS' MEETING MINUTES
June 15, 2008
Barkerville Visitor Reception Centre

Attending: Neil Vant, Pat Pickering, Sue Morhun, Roy Spooner, Rob Rummel, Tom Turner, Betsy Ives, Judy Campbell (staff)
Regrets: April Moi, Lily Chow, Blanca Schorcht, Rhonda Hunter, Gord Rattray

Call to Order: 9:30

MINUTES

1. ***Moved Tom Turner/Pat Pickering that the Directors' Notes from the April 26/27 Meeting be received as circulated. Carried.***
2. ***Moved Betsy Ives/Sue Morhun that the Minutes of the April 26/27 be adopted as circulated. Carried***

CORRESPONDENCE (circulated by email)

1. 08-05-02 Friends of Barkerville re $10,000 contribution to Cemetery Wall
2. 08-05-29 Canadian Heritage re $47,500 grant from the Museums Assistance Program

Moved Rob Rummel/Pat Pickering that the correspondence be received. Carried.

BUSINESS ARISING
There was no business arising from previous minutes.

NEW BUSINESS
Auditors' Report

Moved Betsy Ives/Roy Spooner that the auditor be requested to add some additional notes to clarify what items are included in the Revenue categories. Carried.

Moved Roy Spooner/Pat Pickering that prior to the reporting at the AGM of the 2009 audit that there be a full face to face review with the CEO and the chair. Carried.

REPORTS
Resource Development Committee – Roy Spooner
Roy reviewed the action plan based on notes from the May 30/31 Meeting of the Resource Development Committee along with a draft strategy prepared by Rhonda (previously circulated by email). There is a need to examine the vision statement for Barkerville to ensure it includes the elements necessary to provide a strong foundation for the fundraising effort. The Board realizes that for the fundraising campaign to be success the 'sell' must be for the broader Wells-Barkerville-Bowron Lake area which encompasses a complete destination product based on Arts, History and Adventure (AHA!).

Actions: There was general agreement that the current vision could accommodate a broader outlook.

Marketing Committee – Tourism Summit – April Moi
To date there are no firm plans for the Tourism Summit, although Tourism BC has agreed to provide the facilitator for the session. Not enough money ($7,000) was raised to completely implement it.

Currently the Cariboo Chilcotin Coast Tourism Association (CCCTA) is in middle of hiring a new CEO. As well there are changes occurring in the relationship between the Destination Marketing Organizations and Tourism BC:

- TBC funding has been increased by $50M
- Changing from Destination Marketing Organizations to Destination Management Organization. There will be more focus on product development

There is concern that Barkerville is not really managing the tourism experience to the fullest extent possible, and there is a need to enhance what is being done. It goes beyond advertising and promotion. Visitor experiences and services are needed. More research is needed and available information needs to be integrated into our marketing plan. However, currently we do not have the resources and expertise to address this. A stronger relationship with the CCCTA, the Northern BC Tourism Association and Tourism BC would assist Barkerville.

Moved April Moi/Pat Pickering to change the name of the Marketing Committee to Tourism Management & Marketing Committee. Carried.

Moved Pat Pickering/Betsy Ives that letters be sent from the Board to CCCTA and to NBCTA indicating that we wish to be more involved in their activities. Carried.

Fuel in Wells
The Wells Service Station has made a business decision to discontinue fuel sales, because the capital costs to update the equipment can not be justified given the small profit margin. The lack of fuel sales in Wells is already having a negative impact of visitation to the area, particularly in people cutting visits short. The Barkerville Merchants, the Wells Chamber of Commerce, Barkerville and the District of Wells have been working towards a solution.

Moved Roy Spooner/Pat Pickering that we finance a short term solution for this season on the basis that there is a recovery of all revenues received. The CEO will negotiate an appropriate agreement with the owner to compensate the owner for land, insurance. Carried.

Moved Sue Morhun/Rob Rummel that the Barkerville Heritage Trust is prepared to work with the Wells Chamber and other community groups to find a long term solution and is prepared to make a financial investment to that solution. Carried.

Sustainability Study
This study on the sustainability of the 'devolved sites' was released on May 27 and on June 4th, Judy Campbell, Sue Morhun and April Moi attended a meeting of all of the devolved sites. The group identified the need for stronger communication between the sites and it is hoped to establish a listserv for that purpose. The group also agreed to work collectively to support the application by the Heritage Branch to Treasury Board for increase funding for the sites.

Replacement of City of Prince George/Fraser Fort George Regional District representative
Murry Krause announced his resignation at the AGM. Murry will assist in finding replacement. He asked the Board to indicate desirable qualities for this Board member. The Board indicated they would be looking for someone with strong connections throughout the northern region. The Board needs the names and a short bio for potential candidates.

CEO Report
MAP III
Bill has secured an additional $47,500 from Museum Assistance Program for stage III of the cataloguing project.
Citizenship Court
Will be held on August 4th (Monday of the long weekend). The Lieutenant Governor will be attending.
Housing Committee
CEO has been working building a relationship with the Real Estate Foundation, particularly one of their staff people Celina Owen and is hoping to engage their assistance in helping us identify some solutions.
Flooding
May 18/19 flooding in basement of Barkerville Hotel, Halverson House (Mining Museum) and the Artefact Storage building in the parking lot. We need dedicated artefact storage space; we are constantly moving things from one area to another.

Wells Visitor Centre
Wells Chamber is having difficulty finding students and VIC is not open yet. Barkerville could jointly partner with Wells Council to take over some of the responsibilities of the VIC to ensure continuity

> ***Moved April Moi/Roy Spooner that we assist with the VIC initially by making a commitment to towards wage subsidies. Carried.***

Next Meeting Dates
October 4/5, 2008 in Barkerville