



## Northwest Territories Tourism

## 2017 AGM Meeting Minutes

Inuvik, NT  
November 1, 2017



## **2017 Annual General Meeting Minutes**

Midnight Sun Complex – Inuvik, Northwest Territories  
November 1, 2017 3:50 p.m.

### **1.0 CALL TO ORDER**

Susan Wright, Vice- Chairperson called the meeting to order at 3:50 p.m. She noted the meeting was late getting started due to a number of flight delays into Inuvik and thanked delegates for coming to Inuvik and for their patience with the delayed flights. It was noted that the Chairperson had planned to attend, but due to a family emergency, he had had to cancel his attendance and thus Susan would be chairing on his behalf.

The list of AGM Attendees is attached as Appendix A.

### **2.0 OPENING PRAYER**

Board member Heather Moses provided the Opening Prayer.

### **3.0 INTRODUCTION OF BOARD MEMBERS**

The Vice Chairperson introduced the Board Members in attendance, namely:

Susan Wright, Vice Chairperson  
Greg Robertson – Treasurer  
Mr. Harold Grinde, Director  
Ms. Heather Moses, Director  
Ms. Edie Dul, Director  
Mr. Mike Olson, Director  
Mr. Paul Harrington, Director  
Mr. Jonah Mitchell, Director

It was noted that the following members of the Board sent regrets in advance:

Mr. Don Morin, Chairperson  
Ms. Kelly Kaylo, GNWT Ex-Officio  
Mr. Bobby Drygeese – Director  
Ms. Giselle Marion – Director  
Ms. Judith Wright-Bird – Director

It was also noted that NWT Tourism was anticipating that both the Inuvialuit Regional Corporation and the Dehcho First Nations would be making their director appointments in the near future, as these positions had become vacant recently.

#### **4.0 APPROVAL OF AGENDA**

**[Motion 11-01-2017-AGM-01]**

*To approve the Agenda as presented.*

**Moved by:** Rosanna Strong

**Seconded by:** James Heidema

**MOTION CARRIED**

#### **5.0 APPROVAL OF THE MINUTES OF THE 2016 ANNUAL GENERAL MEETING**

**[Motion 11-01-2017-AGM-02]**

*To approve the Minutes of the November 1, 2016 Annual General Meeting as presented.*

**Moved by:** Allyson Skinner

**Seconded By:** Paul Harrington

**MOTION CARRIED**

#### **6.0 BUSINESS ARISING FROM MINUTES OF 2016 AGM**

The Vice Chairperson noted the key item arising from the previous AGM were regarding resolutions and that an update on the work done for previous resolutions had been provided on the AGM website in advance of the meeting and was in the member packages.

Members were advised that if they planned to bring forward proposed resolutions for debate that NWT Tourism staff were available to assist in getting resolutions drafted and on the computer for presentation to members for discussion. They were asked to have these over to NWT Tourism staff before the election results commenced in the agenda, in order to give adequate time to prepare them for presentation to members on the screen.

#### **7.0 CHAIRPERSON AND EXECUTIVE DIRECTOR REPORTS**

Susan Wright addressed the membership on behalf of the Chairperson, thanking Mr. Greg Robertson, Treasurer for his dedication over the past 4 years as Treasurer. Thanks, were also provided to GNWT and Cannor for funding partnerships and Outcrop Communications and the staff for excellent work in 2017.

The Executive Director referenced the annual update, audited financial statements and the resolution update in the delegate packages, noting that all of these provided the membership with a detailed review of the work done by the organization in 2016/17. She highlighted the visitor information statistics released in September by the GNWT noting visitor numbers, visitor spending and number of licensed tourism operators is growing. It was noted that the 2017 Discover Our Secrets Campaign had been named a finalist for the national tourism marketing awards. An update on the value of conferences generated in the NWT by the NWT Conference Bureau was growing and that the first pilot training of the Business, Market, Trade Ready standards was scheduled for November 2017 in partnership with Yukon and Nunavut. The Executive Director noted that the Secrets social media campaign had also been selected by the International Council on Hotel, Restaurant and Institutional Education (ICHRIE) as a case study for tourism marketing students internationally. She expressed thanks to the staff of NWT Tourism, noting that while the staff was a very small team, they were doing very big things that were putting the NWT as a destination on the map, and she encouraged all members to take time to thank staff for the work they do to promote the destination which benefits all operators.

## 8.0 NEW BUSINESS

### 8.1 Approval of the 2016/17 Audited Financial Statements

The financial statements were presented to the membership by Mr. Fred Deschenes, of Crowe MacKay. Mr. Greg Robertson, Treasurer then advised membership that the 2016/17 Fiscal Budget which had been approved by the Board of Directors was in fact a deficit budget, and that the deficit had been planned to allow for expenditure on television advertising and the 20<sup>th</sup> Anniversary celebration of NWT Tourism at the 2016 AGM. He confirmed that key in the financial results being positive were the revenue generation in terms of sponsorship of the 2016 AGM, and the leverage of marketing dollars to sell cooperative advertising on the website and in printed campaigns. He noted the end financial results was the NWTT was able to invest more in marketing than planned, while still achieving a small surplus (\$3,434.00). The auditor provided members with an opportunity to ask questions. One question regarding the value of membership fees was asked. The Executive Director noted the number of memberships, the number typically not paid that get written off, and noted that numbers were stable. She also explained that while newly licensed tourism operators are pursued annually for membership, membership numbers have remained relatively stable over the past three years because new members join and other members close operations and discontinue membership. There were no other questions.

**[Motion 11-01-2017-AGM-03]**

**To approve the 2016/17 Audited Financial Statements**

**Moved by:** Greg Robertson

**Seconded by:** Gordon Gin

**MOTION CARRIED**

### 8.2 APPOINTMENT OF THE AUDITOR FOR 2017/18 FISCAL YEAR

**[Motion 11-01-2017-AGM-04]**

To appoint Crowe MacKay as the auditor for NWT Tourism for the 2017/18 Fiscal year.

**Moved by:** Greg Robertson

**Seconded by:** James Heidema

**MOTION CARRIED**

### 8.3 REPORT FROM THE NOMINATING COMMITTEE

Mr. Rich McIntosh presented on behalf of the Nominating Committee. He confirmed the Nominating Committee was chaired by Giselle Marion, and that he and Yvonne Quick had served on the nominating committee. He noted that there were five seats open for this election and eight candidates. He also noted that the Board of Directors had approved that of the five candidates to be elected, the candidate with the lowest votes would take the position vacated by Vicky Gregoire-Tremblay – which was a one-year position, the term expiring in November 2018.

He provided an overview of the work of the Committee, confirming that the nomination process had been overseen by the Committee to ensure it met the requirements of the

Constitution and By-Laws and of the Board Policy regarding Members in Good Standing. He commended the staff for clear communications to members regarding the nomination process, and for administration of the process in the Big Pulse System. He explained that the Nominating Committee had also updated the Terms of Reference for the Nominating Committee following the closing of nominations, and that the updated Terms of Reference had been approved by the Board of Directors at their October 2017 meeting so that they are in place for future years.

He confirmed that the following candidates had let their names stand for board election.

Verda Law – Yellowknife Tours  
James Heidema – Northwestern Air Lease  
Mike Olson – Touch the Arctic Tours  
Susan Wright – North Wright Airways  
Kylík Kisoun Taylor – Tundra North Tours  
Newton Grey – Capital Suites  
Gail Quinn – Canadian North  
Maureen Pokiak – Pokiak Outfitting

Susan Wright thanked Richard and the members of the Nominating Committee for their service and thanked all of the candidates that had put their name forward for election.

#### **8.4 BOARD OF DIRECTOR ELECTION RESULTS**

Mr. Jonah Mitchell presented on behalf of the Election Committee. He noted that the election committee was made up of himself, Mr. Fred Duschenes (Auditor) and Mr. Evan Walz, Director of Tourism and Parks for GNWT. He confirmed there were 130 eligible voters for this year's election and that the Committee had reviewed election communications from NWT Tourism to members and eligible voters and that the voting process had been carried out in accordance with Constitution and By-Laws and the voters had been given three weeks in which to make their voting choices. He noted that of the 130 members eligible to vote, 64 voters had participated in the election and that this was a participation rate of 49%. He noted this was up 8% over the previous year. He commended the staff for the extensive communications to members to ensure they knew who was running and how to vote and when voting closed.

He confirmed the following candidates had been elected to a two-year term:

Mr. Michael Olson, Touch the Arctic Tours (Re-elected)

Ms. Susan Wright, North Wright Airways (Re-elected)

Ms. Gail Quinn, Canadian North (Newly Elected)

Mr. Kylík Kisoun Taylor, Tundra North Tours (Newly Elected)

He confirmed that Ms. Verda Law, Yellowknife Tours had been elected to the one-year position.

He thanked all of the candidates that had agreed to let their name stand for election and he thanked Mr. Walz and Mr. Duschenes for serving with him on the Election Committee.

## **8.5. DESTRUCTION OF ELECTION BALLOTS**

**[Motion 11-01-2017-AGM-05]**

That the election ballots be destroyed.

**Moved by:** Rosanna Strong

**Seconded by:** Mike Olson

**MOTION CARRIED**

## **8.6 APPRECIATION FOR OUTGOING DIRECTORS**

Susan Wright thanked outgoing board members and called upon the Executive Director to present gifts of appreciation on behalf of the membership for their service on the Board in 2016/17.

## **8.7 RESOLUTIONS**

### **8.7.1 Resolutions Progress Report**

Susan Wright referred members to the detailed report regarding advocacy that had been provided on the AGM website and in the delegate packages. She noted some resolutions remained open, but others had been declared closed and the details were in the report. She called for questions regarding the resolution update. There were no questions.

### **8.7.2 New Resolutions**

Susan Wright explained that resolutions are those items that the members establish as advocacy priorities for the organization in the year ahead and noted that resolutions brought forward should be industry wide issues that require advocacy by the organization on the members' behalf. It was noted that resolutions must be passed by a majority of members in good standing that are present as per the Constitution and By-laws.

She explained that a call for resolutions had been issued to the membership earlier in the fall and that a deadline of October 20, 2017 had been given for bringing forward resolutions, but none had been brought forward. She noted this was the last opportunity for members to bring forward those broader industry items that should become industry advocacy issues for 2017/18.

In order to accommodate members in preparing their resolutions, a fifteen-minute break was taken. When the meeting reconvened, the following resolutions were presented to the membership, discussed and then approved.

#### **8.7.2.1 New Resolution Regarding Transport Canada Changes Being Proposed**

**[Motion 11-01-2017-AGM-06]**

**WHEREAS** Transport Canada's proposed changes to flight and duty times for airlines will directly negatively affect northern airlines;

**BE IS RSOLVED** that Northwest Territories Tourism advocate on behalf of its airline members to transport Canada to ensure northern airlines are not negatively impacted by these changes.

**Moved by:** Travis Wright  
**MOTION CARRIED**

**Seconded by:** Jim Heidema

### **8.7.2.2 New Resolution Regarding Regulatory Oversight on Unlicensed Operators**

**[Motion 11-01-2017-AGM-07]**

**WHEREAS** unlicensed tour operators pose a risk to the tourism industry and the lack of insurance coverage, use of private vehicles and private residences and out of territory vehicles without legitimate tour operator licenses is growing;

**BE IT RESOLVED** that NWT Tourism advocate on behalf of its membership to increase oversight from regulatory bodies.

**Moved by:** Verda Law  
**MOTION CARRIED**

**Seconded by:** Jim Heidema

## **15.0 ADJOURNMENT**

Paul Harrington moved the meeting be adjourned. The meeting adjourned at 5:39 p.m.

*(Appendix A: List of 2017 AGM Attendees follows)*

2017 AGM Voting Delegates in Attendance		
Name	Number of Votes	Business Name
Allyson Skinner	2	Simpson Air Nahanni Mountain Lodge
Bill Braden	1	BillBradenPhoto
Diane Seals	1	Town of Fort Smith
Edie Dul	1	Hearne Lake Lodge
Gord Gin	1	Yellow Dog Lodge
Greg Robertson	1	Bluefish Services
Harold Grinde	2	Gana River Outfitters Association of Mackenzie Mountain Outfitters
Heather Moses	1	Gwich'in Tribal Council
Jackie Challis	1	Northern Eventures
James Heidema	1	Northwestern Air Lease
Jen Hayward	1	Outcrop Communications
Jessica Pelt	1	First Air
Judi Falsnes	1	Arctic Chalet
Karl-Heinz Schaefers	1	Explorer Hotel
Kylik Kisoun-Taylor	1	Tundra North Tours
Margaret Peterson	4	My Backyard Tours Peterson's Point Lake Lodge *PROXY FOR NARWAL NORTHERN ADVENTURES *PROXY FOR YVONNE QUICK
Marion LaVigne	1	Up Here Publishing
Mike Lalonde	1	Canadian North
Mike Olson	2	Top of the World Travel Touch the Arctic Tours
Newton Grey	2	Capital Suites Yellowknife Capital Suites Inuvik
Paul Harrington	1	Northwest Territory Métis Nation (NWTT Board)
Richard McIntosh	1	City of Yellowknife
Rosanna Strong	1	Strong Interpretation
Travis Wright	1	North-Wright Airways
Verda Law	1	Yellowknife Tours