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**2015 Annual General Meeting Minutes for Tourism Camrose (TC)  
Held on February 18, 2016 at Camrose & District Centennial Museum  
boardroom, 4522-53 St, Camrose**

Present:

Judy Bergstrom (Chairperson), Rob Ford (1<sup>ST</sup> Vice Chair), Christine Dietz (2<sup>nd</sup> Vice Chair), Debbie Thompson (Treasurer), Doug Lyseng, Ray Telford, Dawn Mercereau, Janine Carroll, Glenys Smith, Jenni Routhier, and Hazel Cail (Secretary)

**Call to Order:** After determining that quorum had been met, Chairperson Judy Bergstrom called the meeting to order at 12:18 p.m.

**Welcome and Introductions:**

**Approval of Agenda:** MOTION to approve agenda – Rob Ford/Janine Carroll  
CARRIED

**Review and Approval of Past Minutes:** MOTION: to approve minutes from the 2014 AGM dated February 19, 2015 Motion: Debbie Thompson/Christine Dietz -  
CARRIED

**Budget / Financial Report:**

- i) Final Budget 2015: Treasurer Debbie Thompson reported that the 2015 Profit & Loss statement reflects a net loss due to costs associated with the re-location of the TCC office to a permanent location in the Camrose & District Centennial Museum. Items: construction of office walls and the purchase of a sea container for storage.
- ii) The 2016 budget will be status quo other than one additional expense for Wages for a part time staff person to assist with office work and succession planning. This results in the projected net income at the end of the year to be \$623.12.
- iii) The internal-member-auditors Rob Ford and Debbie Thompson, reviewed the financial records for 2015, and are confident that all things are in order.

MOTION: Debbie Thompson moved that we accept her report, and also approve the Final budget 2015 as presented. Seconded by Christine Dietz CARRIED

- iv) 2016 proposed Budget:

MOTION: Rob Ford/Glenys Smith - that the 2016 Budget be approved as presented.  
CARRIED

- v) File Society Annual Returns:

MOTION to file the Society Annual Return for 2015 with Corporate Services, including the financial Balance Sheet and Profit and Loss Statement, plus the minutes of today's AGM. Debbie Thompson /Christine Dietz. CARRIED.

## Change of Bylaws:

i) Several changes were proposed to TC's Bylaws to allow for the creation of committees; to permit the Board to appoint a person to a vacant position to ensure quorum is met; and, to include the structure and conduct for meetings as in *Robert's Rules of Order*.

i. Bylaw Recommendations: Add Definitions to the Bylaws

1. Society - all members in good standing of Tourism Camrose
2. Board - Board of Directors of Tourism Camrose

ii. Bylaw X, Article 6 change to read

"If an individual resigns from one of these positions before the expiration of his/her term, the position may be filled by appointment of the Board of Directors. The individual so appointed shall hold office until the next Annual General Meeting of the Society."

iii. Add Bylaw - Committees

Article 1.

The Board of Directors may from time to time appoint any committee or other advisory body it deems necessary or appropriate for such purpose, timeframe, and with such powers as the Board shall see fit.

Article 2.

Any such committee may formulate its own rules of procedure subject to such regulations or directions as the board may from time to time make.

Article 3.

Any committee member may be removed by resolution of the Board of Directors.

Article 4.

An officer of the Board of Directors shall serve as Chair of any committee.

Article 5.

Membership of a committee may be selected from individuals representing members of the Society, or, from the general public as deemed necessary by the Board of Directors.

iv. Bylaw - Meetings

Roberts Rules of Order shall inform the procedures at all meetings of the Society and Board of Directors as long as they are not inconsistent with Tourism Camrose Policies, Procedures and Bylaws.

ii) Please refer to the attached document *Tourism Camrose Board of Directors are proposing the following changes to our Bylaws*, for detailed wording.

MOTION: That the Bylaw changes be accepted in the totality that they have been presented. Rob Ford/ Debbie Thompson CARRIED

**Chairperson's Annual Report:**

- Judy Bergstrom reported that a significant amount of work had been accomplished in the 2015 year.
- Securing a permanent location for Tourism Camrose's office in the Camrose & District Centennial Museum, based on an affordable and renewable five-year lease with the City of Camrose.
- Storage container for Tourism Camrose obtained and now located behind the City's curling rink building. This was needed to store TC's pallets of Travel Guides, trade show display booths, past years files, etc which were previously stored in the Executive Director's garage.
- Thanks to assistance from the City of Camrose Economic Development, TC now has a new brand for Tourism Camrose - tagline - Welcome to the Experience. Please see attached Chairperson's Annual Report 2015 report for a more detailed description.
- TC purchased a new exhibit for doing trade shows, including extra panels that can be swapped out depending upon the demographics of each trade show it participates in.
- In July, the Board of Directors revised the Vision and Mission for Tourism Camrose to be the following:
  - Vision: To be the primary resource for marketing and promoting tourism in the Camrose Region.
  - Mission: To foster awareness and create a sustainable tourism organization.
  - Value Statement: Foster touristic opportunities through events promotion to generate revenue opportunities for businesses.
  - Also identified was a list of Key Priority Indicators for Staff; Allocation of Resources; Stakeholder Engagement; Best Practices in Organizational Development; and Tourism Advocacy.
- Over the years, the website [www.tourismcamrose.com](http://www.tourismcamrose.com) has been in various stages of renewal; and it was delayed again until the new branding was completed in October. Of importance to note is: Our current website is still up and active, and accurate. We currently list over 100 events that are tourism related and occurring in the Camrose region.
- Judy Bergstrom moved her report be accepted as presented. Seconded by Janine Carroll - CARRIED At more detailed copy of the Chairperson's report is attached to these minutes.

### **Nominations for Board of Directors positions up for election for 2016:**

- A slate of nominees was put forward by the Nominating Chairperson Judy Bergstrom, and nominations were also called from the floor to fill the following positions:
  - Chair - Rob Ford - elected for a two year term.
  - First Vice-Chair - Christine Dietz elected for a two year term.
  - Second Vice-Chair - Jenni Routhier elected for one year to complete the two year term caused by Christine Dietz moving forward to First Vice-Chair.
  - Member at Large: Janine Carroll elected for a one year term.
  - Auditors for 2016 year end – Debbie Thompson and Christine Dietz elected.
  
- Directors were thanked for letting their names stand and congratulated on their elections/re-elections.

### **Recognition of Retiring Directors:**

- Rob Ford recognized retiring Chairperson Judy Bergstrom for her past four-years of leadership and total dedication to Tourism Camrose. He stated that Judy has volunteered numerous hours and worked tirelessly to take Tourism Camrose up another notch and ensure that the Camrose Region is more front-of-mind for tourists and visitors traveling throughout Alberta. Rob also welcomed Judy to continue sharing her expertise of tourism by becoming involved in the various committee projects being planned.
- Rob also thanked retiring Member at Large, Allan Walkey, for his service over the year - specifically with the Branding, the Vision and Mission, and the proposed Committee Terms of Reference.

### **Members Roundtable:**

Members provided updates on the activities of their respective businesses and organizations. This section is not recorded.

**Meeting adjourned:** 1:30 p.m.

Minutes respectfully submitted: Hazel Cail, Secretary Tourism Camrose