

**TOURISM SUN PEAKS
Annual General Meeting**

Delta Sun Peaks
June 20, 2009
Meeting Minutes

Board of Directors

Present

Darcy Alexander	SPRC Director, Past Chair
Marlie Beets	Non-Hotel Lodging Director, Vice Chair
Petr Duda	Residential Director, Secretary
Joanne Foster-Stoner	SPRC Director, Treasurer
Anne Haight	SPRC Director
Manfred Kasprzik	Hotel Lodging Director
Eda Koot	Single Large Hotel Director
Al Raine	Hotel Lodging Director, Chair

Regrets

Dennis Smith	Commercial, Director
Melissa Duncan	Non-Hotel Lodging Director

TSP Personnel Present

Curtis McMillan	Accounting Manager
Christopher Nicolson	President
Colin Brost	International Sales Manager
Jen Barter	Resort Experience Manager
Marianna Abutapilova	Sales Coordinator
Stephanie Avery	Administrative Assistant
Theresa St. Louis	Central Reservations & Adventure Centre Manager
Christina Antoniak	Destination Marketing Manager
Janice Nankivell	Adventure Centre Supervisor
Ron Betts	Regional Sales Manager

1. Call Meeting to Order

TSP Chair, Al Raine called the meeting to order at 10:10AM

Quorum was present. TSP by-laws require a minimum of 10 members present.

The Chair confirmed that the notice of meeting had been duly circulated to members in accordance with the bylaws.

2. Chairman's Welcome & Report

Al Raine began the meeting by discussing some of the challenges of the past year. He spoke about how tour operator sales were down in the overseas and US markets and the continued challenges with airline fare increases that made it difficult to sell Sun Peaks. On a positive note, he commented that Sun Peaks was ranked 2nd best ski resort in Canada by Conde Nast Traveler polls. He thanked the staff for their commitment to Sun Peaks.

3. 2008 AGM Minutes

Al Raine called for a motion to approve the AGM minutes from June 21, 2008.

Motion: To accept the AGM minutes of June 21, 2008 as circulated.
Moved by Grant Chu
Seconded by Reiner Brecht

Motion Carried

4. President's Report

Christopher Nicolson's report included a breakdown of Sun Peaks Resort's summer market: 70% is made up of tour bus groups and (to a lesser extent) corporate business; and, 30% is from regional travel. He noted that forecasts for the summer indicate that tour bus and corporate business will be significantly softer due to the downturn in the global economy. As a result, this summer, TSP will focus on the regional market. For 2009, the primary summer promotion is a "2 for 1" special offer on lodging and activities when booked together. During the 2009/2010 winter, TSP will capitalise on displaced travellers from Whistler, as it is expected that the Olympics will make it difficult to secure travel and accommodations bookings. In addition, there will be a perception in Vancouver that parking, access, security, etc. will make the Whistler experience a difficult one for most visitors.

Christopher introduced Colin Brost, International Sales Manager.

Colin reviewed the 2008/09 tour operator skier visits statistics and noted that while most operators' numbers were down, a few did show increases for the season. Colin stressed the importance of trade shows and how these shows are very effective in selling the resort to the guests and tour operators. In addition, sales & training missions with travel agents and the agents at our tour operators call centres, assist to better equip and provide knowledge about our resort. This training allows all agents to better sell Sun Peaks Resort to their customers.

This year the Sales Department hosted 32 FAM's (Familiarization Tour) and 108 travel trade professionals at the resort. Colin also stressed that for winter 2010 the drive market (BC, WA, AB) will be a strong market with 2010 aversion from Whistler.

Colin introduced Christina Antoniak, Destination Marketing Manager.

Christina discussed the regional advertising efforts that took place last summer (2008), including print, radio, and television campaigns with key markets being BC, Alberta, and Washington. For last winter (08-09) a new Sun Peaks brand identity (Rediscover Yourself) was developed in partnership with a newly hired graphic designer working for both Tourism Sun Peaks and Sun Peaks Resort Corporation. This brand is now used with all materials produced for advertising and marketing the resort, giving Sun Peaks a recognizable brand easier for consumers to identify. This winter, direct mail was a staple of the campaign with 300,000 unaddressed direct mail pieces and 30,000 addressed direct mail pieces sent to consumers in our target markets.

TSP worked in partnership with WestJet Vacations on co-operative advertising in conjunction with the inaugural flight to the Kamloops Airport in November, and saw 81 room nights booked directly through West Jet Vacations. Other co-operative partnerships included BC Ski Country (Sun Peaks, Big White & Silver Star) with radio and television advertising, including the snow report sponsorship on Global TV.

Christopher then spoke in Melanie Simmons absence on TSP activities from a media point of view. TSP hosted 38 media FAM's that brought 111 people from seven different countries to the resort. Christopher showed examples of media coverage that have been a result of these familiarization tours and also Sun Peaks produced articles. He explained that Melanie writes and distributes articles to media outlets. These are frequently published by newspapers and magazines that would otherwise not cover tourism-related topics.

Christopher introduced Theresa St. Louis, Central Reservations and Adventure Centre Manager

Theresa reviewed last season's Central Reservations sales and noted that 72% of stays are in hotel rooms, and that the percentage of guests booking condominiums is growing. For the summer of 2009, the "2 for 1" promotion along with "Stay and Play" and "Discover our Mountain Bike Park" will be the big pushes for summer sales.

The new 2009/10 winter promotional DVD was played and concluded the staff presentations.

5. Financial Report & Audit Committee

Petr Duda introduced Kevin Sewell, Senior Manager of BDO Dunwoody who completed the 08/09 audit.

Kevin pointed out that there was a deficit for the year of about \$40,000 however not including depreciation, the deficit is closer to \$8,000. He also noted that cash has decreased since last year but that the majority of tenant improvements were paid for with reserve cash. Kevin finished by adding that copies of the audited statements are available electronically from Curtis McMillan, Accounting Manager for TSP.

Petr then asked for a motion to accept the auditor's report.

Motion: To accept the auditor's report.
Moved by Jack Parisotto
Seconded: Ines Popig

Motion Carried

6. Appointment of Auditors

Petr Duda noted that there will not be an appointment of auditors this year as we have entered into a three year contract with BDO Dunwoody to perform our annual financial audit.

7. Board of Directors Elections

Petr Duda conducted the election of directors.

Petr informed the meeting that Grant Chu and Ines Popig would act as scrutineers.

The first director's position to be voted was for the Hotel Director. Manfred Kasprzik withdrew his name. Doug Andrews and John Douglas were both nominated for the position. Doug and John gave their introductions respectively and then Petr Duda asked three times for nominations from the floor. There were no additional nominations from the floor. Petr then asked eligible members to vote for the Hotel Director position..

While the votes were being counted for Hotel Director, Petr announced that the incumbent director, Marlie Beets would let her name stand for the position of Non-Hotel Lodging Director. Petr then asked three times for any additional nominations from the floor. There being none, Marlie Beets was elected by acclamation.

Petr then proceeded to the election of Commercial/Tenant/Independent Director and noted that incumbent director, Dennis Smith would let his name stand for this director position. Petr then asked three times for additional nominations from the floor. Manfred Kasprzik was nominated by John Douglas; Liz Forster seconded the nomination. There being no further nominations, Petr announced that there would be a vote for this director position.

Petr then waited for the scrutineer's to finish counting the votes for Hotel Director.

The scrutineers returned with the results of the Hotel Lodging Director vote:

John Douglas was declared the director elect.

Voting then was conducted for the position of Commercial/Tenant/Independent Director.

The scrutineers returned with the results of the Commercial/Tenant/Independent Director:

Manfred Kasprzik was declared the director elect.

Petr thanked the unsuccessful candidates for letting their name stand. He then asked for a motion to destroy the ballots.

Motion: To destroy the ballots for the election of directors.
Moved by Adam Earle
Seconded: John Coles

Motion Carried

8. New Business

There was no new business brought to the floor.

9. Question and Answer Period

Al Raine then asked if there were any questions from the floor:

1. Q: How can home owners get involved with the "2 for 1" promo?
A: Home owners that would like to be involved can contact Theresa St. Louis for further details and are more than welcome to participate.
2. Q: Noticing flatter growth at Sun Peaks compared to the early days of Sun Peaks, does TSP have any new ideas to increase growth more substantially?
A: Sun Peaks has seen parallel or greater growth than Big White & Silver Star and with a relatively small budget. Sun Peaks is one of very few resorts that has experienced consecutive year over year growth since 1993 (this past year being the one exception). Unfortunately, occupancy has not increased as the growth in number of units has paralleled the increase in skier visits. The road access opportunity to the Shuswap would help to grow visits.

3. Q: Are there focus groups for residential owners to give input?

A: Resort Association meetings are held on the second Wednesday of each month and are open to all members.

4. Q: Is there any further development with Rocky Mountaineer Rail Tours?

A: For competitive reasons, this is a sensitive issue, but TSP is working diligently to obtain a favourable response.

5. Q: How close is the proposed road to the Shuswap to being built?

A: It is a question of funding and trying to get provincial government support.

6. Q: Is the drop in skier visits an indication that baby boomers are not skiing as much?

A: The number of baby boomers skiing is slowing down but they are still an active demographic.

There being no further questions, Al Raine asked for a motion to adjourn the meeting.

Motion: To adjourn the meeting.
Moved by Reiner Brecht
Second: John Douglas

Motion Carried

Meeting adjourned at 12:27pm