



MINUTES OF PUBLIC BOARD MEETING #88

Greater Victoria Harbour Authority
Held at 5:30 p.m. on February 20, 2014
Hotel Grand Pacific – 463 Belleville Street, Victoria BC

Directors & Resources in Attendance:

Directors:

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|-------------------------------|-----------------|
| Bill Wellburn, Chair | Paul Ridout |
| Chief Andy Thomas, Vice Chair | Shellie Gudgeon |
| Barbara Desjardins, Secretary | Pete Hartman |
| Doug Crowder, Treasurer | Graham Hill |
| Dave Cowen, | David Marshall |
| Christina Clarke | |

Resources:

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| Curtis Grad, President & CEO | Rebecca Penz, Manager, Stakeholder Engagement & First Nations Initiatives |
| Mike Graham, Chief Technical Officer | |
| Philomena Zegger, Recording Secretary | |

1. Call to Order

The Chair called the meeting to order at 5:32 p.m.

2. Introduction of Guests

The Chair introduced Keith Henry of Aboriginal Tourism BC and Paul Nursey of Tourism Victoria

3. Approval of Agenda

PB/M-2013-02-20 #001 MOVED and SECONDED THAT the agenda is approved.

CARRIED

4. Declarations of Conflicts of Interest

- Barbara Desjardins, potential conflict in her capacity of director of the Victoria Regional Transit Commission, should any discussion around contracts arise. Potential conflict as an elected official and appointee to CRD. Potential conflict on discussions related to sewage
- Dave Cowen, an indirect conflict with ground transportation, the Regent Hotel strata and Hyack Terminal through his affiliation with The Butchart Gardens
- Doug Crowder, potential conflict as his employer (Ralmax) is a shareholder in Salish Sea Industrial Services Ltd
- Christina Clarke, potential conflict as her employer (Songhees Nation) is a shareholder in Salish Sea Industrial Services Ltd and PCC Member
- Chief Andy Thomas, potential conflict as his Nation is a shareholder in Salish Sea Industrial Services Ltd.
- Shellie Gudgeon – potential conflict as a Director on the PCC
- Graham Hill – potential conflict as an elected official and appointee to CRD and Island Corridor Foundation (ICF). Potential conflict on discussions related to CRD sewage project

5. Presentations

5.1 Aboriginal Tourism BC (AtBC), Keith Henry, CEO and George Taylor, Director

George Taylor gave a blessing to the meeting. Keith Henry's presentation key points included:

- AtBC's focus is on education, training, product development, incubation and marketing for BC's Aboriginal tourism businesses
- Key strategies to push for market readiness; build and strengthen partnerships; focus on online marketing; focus on key and emerging markets; authenticity and quality assurance; and regional approach
- Direct engagement with customers
- Examples of high quality delivery include: Haida Heritage Centre in Queen Charlotte Islands, and Stanley Park's Klahowaya Village experience received over 70,000 visitors
- Supporting cultural revitalization is about heart and soul, and is more than \$ bottom line

Board discussion included:

- The Board requested that AtBC come back and present its findings on their review of the cruise industry
- BC is looking to achieve worldwide recognition as a top aboriginal destination
- GVHA's guiding principles and priorities include First Nations partnership
- Enquiry if there is a role for non-government organizations, private business and GVHA to partner to assist in improving market readiness of businesses and training of front line staff
- Songhees Nation extended an invitation to work together and also visit the new Songhees Wellness Centre

George Taylor acknowledged Esquimalt & Songhees Nations in welcoming his people to Victoria, and will continue to work in partnership

5.2 Tourism Victoria - Paul Nurse, CEO & President

Paul Nurse's presentation key points included:

- Tourism Victoria's vision to be an internationally recognized as a leader in sustainable tourism development ensuring Greater Victoria remains one of the top destinations in the world
- Aim of Greater Victoria Tourism is sustainable growth – environmental, cultural and economic
- Provided a global and local context for Victoria's tourism opportunities – research indicates that 70% of first time visitors will return if they have a favourable first visit
- Emerging trends: experiential tourism; new Asian markets; youth and boomer travel; and global growth in aviation
- Tourists seeking a deeper connection with place and people, with high expectations, not commodity travel
- Impact of the US exchange rate is generally nominal
- Encouraging private businesses to reinvest in Victoria to grow revenues – need for cohesion and investment strategy
- Need to leverage social media which is content driven

Discussion included:

- How can GVHA play a role to improve the important first visit to Victoria?
- Tourism Victoria is working with GVHA to improve the quality and strength of the welcome experience
- Clever use of social media – engaging in the community
- Belleville and Inner Harbour are the international gateway to Canada - unique opportunity, place and culture
 - Plug into opportunities from Asia – not just via airlines
 - Sustainable transportation of thousands of visitors in efficient, modern and meaningful way
 - Innovation and new ideas are critical attracting visitors

6. Approval of Minutes of Previous Public Meeting

6.1 Approve minutes of Public Meeting #87 on November 7, 2013

PB/M-2014-02-20 #002 - MOVED and SECONDED THAT the minutes of Public Meeting #87, November 7, 2013 be approved.

CARRIED

The Chair recognized two prior GVHA Chairs in the gallery – Don Prittie and Stewart Johnston

7. Report to Public from In-Camera Meeting of November 8, 2013

- The Chair reported that since the last public Board meeting the following has taken place:
 - Member's Special General Meeting (SGM) held 17 Jan 2014, with a majority voting to continue with the nomination process for director selection
 - Overview of the GVHA governance model was presented showing 9 member agencies responsible for establishing and amending GVHA's constitution and bylaws
 - Member Agencies appoint Representatives who are responsible to their respective Agency when voting at GVHA Membership meetings
 - The Board of Directors include Nominees from the Member Agencies, each of whom has both a duty of care and a fiduciary responsibility to act in the best interest of GVHA
 - The Board operates under the Bylaws that have been approved by the Member Agencies
 - GVHA will endeavor to improve how it communicates the differentiation between the roles of Member Representatives and Directors
 - A new Strategic Risk Oversight Committee (SROC) has been established
 - The Annual General Meeting (AGM) will be held in late September 2014 to allow for receipt by Member Agencies of GVHA's annual report, Management Discussion and Analysis, and audited financial statements
 - A governance review recommended that Director terms be for 3 years to allow for an orderly turnover of Board positions
 - The Board will report out to Member Agencies following each In Camera Board meeting

8. Board Correspondence

PB/M-2014-02-20 #003 - MOVED and SECONDED THAT the Board receives the correspondence as circulated.

CARRIED

9. Management Reporting

- The P/CEO gave an overview of the strategic projects and initiatives, including:
 - Fisherman's Wharf rezoning application – first reading goes to City of Victoria Council in spring and public hearing will follow
 - Steamship Terminal revitalization – Steamship Grill & Taphouse and Starbucks opened in mid-December 2013, and deck construction is underway with an anticipated completion of late April 2014
 - Terminal Optimization – damaged Hyack floats have been replaced and renovations completed, and facility/space will be available soon
 - Harbour Divestiture – Federal budget released in February 2014 includes commitment to \$33 million to support the divestiture of regional ports, however program details not yet available
 - First Nations Partnership
 - GVHA, Songhees and Esquimalt Nations created special purpose economic development not-for-profit – Skwin'ang'eth Se'las Development Company to focus on fostering/incubating new business, skills/capacity building and local Nations history and culture
 - Hunt Pole rededication celebration and rededication ceremony
 - Long-term Sustainability
 - Customs Float at Reymur Point is fully operational and ready for peak season
 - Cruise Passenger – shuttle bus contracts include improved operational efficiencies to and completion of the Ogden Point multi-purpose float
 - Cruise Economic Impact – new BREA 2012/13 study has been released, incorporating certain methodology changes to address concerns raised with previous study
 - Stakeholder Engagement – media highlights for 2013 and festivals and events
 - Downtown GVHA properties host to festivals and events which often requires GVHA to relocate its regular marina customers to serve the greater good of the community

Board feedback included:

- Steamship Terminal tenant feedback, synergies, opportunities and encouraging results
- Water airport divestiture stats? Enquiries made with Transport Canada (Ottawa and Vancouver) on details of the \$33M federal budget allocation, and whether program will be tied to divestiture in general or is it specific eg environmental assessment or remediation
- Hyack Terminal and water lot potential marketing opportunities

10. Public Input

- *Janis Ringuette* – expressed concern over the decision made at the January 2014 Special General Meeting to uphold its by-law to nominate representatives, rather than directly appoint
 - Board Chair responded that the Member Agencies made a decision in April 2013 to postpone voting on the proposed Bylaw change for 9 months in order to conduct a governance review, the results of which were circulated to all Member Agencies. Member Agencies voted in majority to uphold the Bylaw. GVHA values its relationships with the Member Agencies
- *Brian Scarfe* – expressed comments over cruise economic impact study and GVHA's understanding; commented that GVHA properties exist within the City of Victoria; GVHA acts like a private corporation and public support was lacking;
 - Board Chair responded that the economic activity on GVHA properties has a broad regional impact. GVHA is incorporated under the Societies Act and is a social enterprise. Member Agencies are represented on the GVHA Board of Directors, who are responsible for the stewardship of GVHA's assets.
- *Marg Gardiner – representing herself* – enquired on GVHA's position regarding SeaTerra and the sewage treatment
 - Board Chair commented that this falls under "land" and negotiations for access to GVHA properties are required to be confidential
- *Marg Gardiner – representing the James Bay Neighbourhood Association (JBNA)*
 - The Board Chair gave permission for the JBNA to display several powerpoint slides
 - Ms. Gardiner noted the breakwater handrails were very well received, enhance the mural, are family friendly and that the breakwater is used by lots of people. Gate latch was broken and replaced with heavier duty latch. Suggested that the gates require two simultaneous acts to open gate and that gate could open/swing the other way
 - Board Chair responded that the Chief Technical Officer will be the GVHA contact and confirmed that GVHA has regular maintenance programs
- *Chris Doyle* – suggested a floor microphone for public and a roving microphone for board members. Commented on the SeaTerra/CRD sewage treatment open houses and outfall pipes to Ogden Point. Lighting at North entrance of Ogden Point. Enquiry on Ogden Point rezoning
 - CTO commented that allowance for lighting to north entrance will be put into next year budget fiscal year starting April FY2014/15
 - Currently working through the Fisherman's rezoning process. Ogden Point Master Plan activity and public engagement process should be starting in fall 2014
- *Alastair Bryson* – enquired how to find out about Board remuneration and remuneration policies
 - Board Chair stated that the Board remuneration was publicly available on the GVHA website and the Board is paid relative to organizations of similar size and complexity

11. Motion to Adjourn – Moving In-Camera


PB/M-2014-02-20 #004 – MOVED and SECONDED THAT under section 33 (2) (b) the Board may exclude from the meeting, all persons other than the Directors and officers of the Society, as it is in the opinion of the Board that the public interest requires the exclusion

CARRIED

The meeting was adjourned at 7:26 pm.



Bill Wellburn, Chair



Philomena Zegger, Recording Secretary