

CTA Board Meeting Minutes February 19, 2020

Attending were:

CTA President Lee Ann Bain, Treasurer Robin Hillyer-Miles, Member-At-Large Broderick Christoff, Member-At-Large Jay Walker, Member-At-Large Alexander Levine, Member-At-Large Pat Mellen, Secretary Serge Polyachenko

Previous Business:

1. The NFTGA Conference was discussed. The collaborative efforts of all involved helped make the conference the success it was.
2. The tour guide survey results will be used to focus continuing education efforts with the CVB.

Current Business:

1. The minutes of the previous board meeting were approved unanimously.
2. Lee Ann delivered the Vice President's report concerning the locations for the next CTA meetings for the year. While most have been selected there are a few that are still TBD.
3. Due to issues with the web designer, Broderick Christoff has graciously volunteered to periodically update the CTA website.
4. Erin Mellen & Lee Ann are in the process of setting up a meeting with Tracey Stately from the National Parks Department, to get tour groups back to the National Parks.
5. Topics for the CVB's continuing education curriculum will be selected based on data from the CTA survey that was sent out last year. A follow up meeting with Suzanne Wallace will be arranged.
6. Lee Ann had met with Kristopher King of the Preservation Society to ensure that the policies of both organizations were not in conflict.
7. The issue of the City's head tax on tours was addressed. The city has been inconsistent with enforcement of the tax & further action to communicate with the city on the issue is being considered.
8. The issue of the CTA's tax status was addressed. Broderick has volunteered to look into the issue & is still waiting to hear back from a tax attorney on the topic.
9. A company called Bag Valet is interested in membership with the CTA. Due to the fact it is only indirectly associated with the tourism industry, it was decided by the board to only allow it an associate membership.
10. This discussion has led to the board to consider revising the bylaws to include the statement of "Associate membership shall be subject to Board approval." The issue was voted on with a 8 to 1 vote to keep the bylaws as is.
11. A \$649 payment was unanimously approved to purchase a portable screen projector.
12. A proposal to advertise the CTA on hotel key cards was rejected.

13. A company called GetYourGuide is interested in membership with the CTA. Due to the fact it is directly associated with the tourism industry, it was decided by the board to allow it an associate membership with a vote of 7 to 2.
14. The question of the CTA volunteering to have a booth at a 350 event on Founder's Day was brought up, it was decided by the board to participate in the event with a vote of 7 to 2.
15. Treasurer Robin Hillyer-Miles will work on updating the marketing brochures for the CTA.
16. The Treasurer reported that the CTA has \$11,164.32 in its account. Also, options for online payment through Paypal are being explored.
17. A decision on the tour guide award was delayed due to the need of an eligible candidate. Board members will consider potential candidates in the meantime.