
Annual General Meeting Minutes 2022

Present

Executive and Staff

Bryan Pilbeam
David McQuinn
John Kearns
David McQuinn

Chair
Vice Chair
Past Chair/Governance Chair
Acting Treasurer

Ingrid Jarrett
Mike Macleod
Karissa Bourgeault

President & CEO
Director, Member & Business Development
Project Manager, Executive Assistant &
Board Liaison

Samantha Glennie
Kelsey Millman
Vanda Fragoso
Alison Langford

Member Services Manager
Communications Manager
Member Services Coordinator
Workforce Specialist

Hotel Members & Proxy Votes Present

Best Western Plus Fort St. John
Pemberton Valley Lodge, Pemberton
Crest Hotel, Prince Rupert
Long Beach Lodge, Tofino
Granville Island Hotel
Oak Bay Beach Hotel, Victoria
Fairmont Waterfront, Vancouver
Huntingdon Manor, Victoria
Prestige Hotels & Resorts
Delta by Marriot Kamloops
Coast Bastion Hotel Nanaimo
Sheraton Guildford Hotel Surrey
Pinnacle Harbourfront Hotel
GreenStep Solutions
Listel Hotel Whistler
Pacific Reach Properties
Inn at Laurel Point Victoria
Abigails Hotel, Victoria
Chateau Victoria



Annual General Meeting

Tuesday, November 15th, 2022

9:15am-10:00am

Waterfront Theatre, Granville Island,
Vancouver

Strathcona Hotel, Victoria
Hotel Grand Pacific, Victoria
Quality Inn Downtown Inner Harbour, Victoria
Accent Inn, Victoria
Victoria Regent Hotel
Embassy Inn, Victoria
Fairmont Empress, Victoria
Days Inn on the Harbour, Victoria
Days Inn Victoria Uptown
Four Points by Sheraton, Surrey
Holiday Inn Express and Suites, Surrey
Black Rock Resort, Ucluelet
Blackcomb Springs Suites, Whistler
Pacific Sands Beach Resort, Tofino
Coast Hilcrest Hotel. Revelstoke
Hilton Whistler Resort and Spa
Four Seasons Resort Whistler
The Listel Hotel Vancouver
Prestige Beach House Kelowna
Prestige Oceanfront Resort
Prestige Treasure Cove Resort
Prestige Hotel Rossland
Prestige Hotel Vernon
Prestige Harbourfront Salmon Arm
Prestige Kamloops
Prestige Inn Golden
Prestige Inn Radium Hot Springs
Prestige Vernon Lodge
Prestige Rocky Mountain Resort
Prestige Hudson Bay Lodge Smithers
Prestige Lakeside Nelson
Prestige Prince Rupert
Coast Chilliwack
Georgian Court Hotel Vancouver
Royal Kelowna Hotel
Atlific Properties
Nanaimo Hospitality Association
Western Community College
ReThink2Gether

1. Meeting called to order – 9:26am – Chair, Bryan Pilbeam

2. Notice of Meeting

The notice of the Annual General meeting was read aloud, confirming that it had been communicated to the members.

3. Moment of Silence

To remember those hoteliers and members of their families that have passed away.

4. Approval of minutes: November 17th, 2021

Moved: David MacKenzie

Second: Edan Fay

No discussion, no opposition, or abstentions

Carried

5. Chair's Report – Chair, Bryan Pilbeam

For the Year “November 2021 – November 2022” As I reflected on where we stood a year ago; we were going in to 2022 with anticipation and excitement. What we did not realize then, was the incredible response we would receive from people around the world who were excited to get out and travel again in British Columbia. In many markets around the province, we saw demand that not only exceeded 2019 levels, but many records (some in multiple consecutive months) were achieved for ADR and RevPAR. While this was welcomed by all, it certainly was both a) a drop in the bucket to the losses incurred by each business over the past 2 years and b) heightened and frustrated many operators, owners, and guests with the employee shortage crisis our industry (and most others) face daily.

One of the many learnings the pandemic has taught us is to challenge how we do things, and to find new ways in which to deliver an amazing experience to both our guests and our employees. This challenge will certainly grow as we move into the new year. The fortunate part of the economic forecasts by most pundits, is that the hotel and travel industry in Canada will be one of the least affected (demand wise) due to the pent-up demand by the public and business to continue to travel. This is great news in a very uncertain time. With that said, our industry will need to continue to find ways to offer both an exceptional experience and value to all travelers in this era of super-inflation, soaring interest rates and ongoing employee shortages. No small task! However, I dare say we are very grateful to have had the year we did; the collaboration and communication within our industry is the strongest it has been in decades. Every day I am reminded by the resiliency of the hotel community; employees, leaders and owners who have worked to support each other during this difficult time. I am very appreciative for all that has been done and I am inspired by the amazing people of this industry.

2022 was also a year in which the BCHA Board of Directors continued on the 3rd year of our strategic plan to be a more inclusive and diverse board; reflective of the teams we represent and our society.

With the focus of our goal of 50/30 by 2023, the Board sought new industry leaders for representation and current board members volunteered to step off at different times through the year in order for this goal to be met. I am pleased to say that this goal has been achieved and, in some instances, exceeded ahead of schedule. A remarkable accomplishment by a truly caring group of leaders. It is officially “The old boys club” ... no longer.

2022 also saw new ventures pursued and with that, the formation of Aquila Hospitality. The formation of this new “for profit” entity will see the BCHA team continue to grow, offer, and coordinate new services, training, and close gaps in our industry that many of our members are missing, and where the mandate of BCHA prevented us from doing so.

Finally, the continual changing landscape of our local, provincial, and federal political scene continues to change. Some for the good, and some – not so much. However, with each step, the BCHA is consistently at the table and in the inner circle of discussion and influence. Of course, very little of this would have been possible without the vision, dedication, and expertise of our CEO – Ingrid Jarrett. In the past 2 AGM addresses I shared that the hiring of Ingrid Jarrett as the CEO of BCHA was a great example of the “right person” at the “right time”. Well, that’s coming up on 3 years now and that statement is getting a bit old. So, I have a new one. Thank you, Ingrid. Thank you for all you do. Your service to our industry over the past two decades has been unparalleled. Thank you for the ridiculously busy schedule that you keep and the amazing impact you continue to have on our industry, our businesses, and our communities. I am grateful and proud of the work you and your team have done; and it has been awesome. Well done.

Financial Update As a member driven organization reliant on association dues, our financial challenges have mirrored those of the members we serve in the past. With that, our Accounts Receivable remained a challenge through the year. Through some additional efforts I am pleased to see much of this collected and some unfortunately written off. The BCHA team has done a wonderful job of sourcing new partners, finding grants and other ways of support to keep our associations contributions to our industry continuing. My thanks to Ingrid and team as well as Finance Chair Rav Dhaliwal and Vice Chair David McQuinn as well as the finance committee for their efforts and guidance.

Government Relations and Advocacy The tireless efforts of the team and our board of directors to affect positive change through leadership and innovation continues to yield positive results. Our challenge to find employees to work in our industry remains our biggest hurdle and this was absolutely magnified this year. We need to continue to advocate and lobby federal government policy to support this work file through opening up and expediting immigration and foreign work laws. With that, it was exciting to see this influence through a collection of efforts yield positive results as the limitation on foreign student workers limited to 20 hours per week was relaxed effective; today. But this is just a start. As operators, we will need to continue to be creative, to engage our communities, our education system, our youth, and our senior’s population to creatively fill roles in this exciting industry. We have a lot of work to do here in bringing new Canadians to our industry.

Our strong partnership with the Hotel Association of Canada has saw much needed relief measures continue to help the small business owners who have been devastated in the past 2 years. Make no

mistake, these small business owners make up the large majority of our properties around the province. Slowly through advocacy and education, our provincial government is realizing our industry is rarely big corporate; but rather independents and franchise operators who pay a lot of tax dollars in BC, to support the citizens of this province through employment and government programs. Without these businesses, there are no jobs and no government dollars to spend. The time remains for all in the province to realize that business is and can be good for society and our community challenges. It does not and should be one or the other. We must work together, and this can not be on the backs of the businesses that have been absolutely devastated through the pandemic. This challenge remains and BCHA will work tirelessly to get the reality check to Victoria and in front of our MLAs and local governments so that we will be able to work together to reduce these challenges. Another lesson that the pandemic taught us is that if businesses don't survive there are ZERO jobs and the social hardships that result only compound.

Member Engagement and Public Relations the BCHA has done a commendable job engaging long standing members with support as they work through their liquidity, safety, insurance, and now extreme staffing shortage and rise inflation and wage costs – all major industry issues. We will continue to get out and speak to our members, taxpayers, and community leaders wherever possible. My thanks to the BCHA team for the continual road shows and engagement around the province. The feedback received has been amazing. It remains the intent of the Chair and CEO to bring our board meetings to the various regions of the province. With that, it was such a pleasure to be in Cranbrook for our June Board Meeting and Prince Rupert for our September Board Meeting. Thanks to the Board members who traveled, leaving their work and family obligations behind for this important service to industry work. This year, we look forward to going to the joint conference with TIABC in Prince George in March and our Summit in Kelowna in May. Another commitment in this will be to deliver on our promise to have regular meetings with the Owners and Asset Managers of the largest hotel companies in the province. We received tremendous support and interest in this during the pandemic and we look forward to doing this at least twice in-person in 2023 and ongoing for the future to further engage owners, hear their concerns and advice and work together for a more successful industry.

Strategic Plan and a way forward Our new board, and new Chair Dave McQuinn will continue our commitment to diversity and inclusion in 2023. I am very thankful to the entire Board of Directors and staff of BCHA for completing our prescribed Diversity and inclusions training on their own time through the great program delivered by Go2HR. Several hours were spent by each director and I believe it is outstanding leadership by all to put your personal time where your proverbial mouth is and “walk the walk”. While we continue this journey, we parallel with our new journey to indigenize BCHA and our properties around the province. Our Board and organization are committed to working with our First Nations around the province. To listen, to learn and to grow together in this shared path of reconciliation. Again, we will “walk the walk” and be leaders in indigenous training and collaboration. This has already begun and more exciting information on this to come soon.

I would like to thank the entire BCHA Board of Directors for their time, energy, spirit, and leadership for our industry and in our communities. We do want to thank the outgoing Board members that are

leaving us. Rav Dhaliwal, Chris Watson, Doug Andrews, and Stephen Roughley. Thanks to each of you for your amazing contribution and service. Last but most importantly we need to recognize John Kearns. John has been Past Chair/Governance Chair for the last 3 years following a transformative 2 years as Chair, 2 years as Vice Chair and Executive Committee. In all, more than 12 years of BCHA service. John, I have personally enjoyed getting to know you and learned something from you every time we were together. Your efforts here have been nothing less than remarkable. We literally would not be here without your leadership. And now, we let you go. But I have no doubt that your service will continue in the lives of those around you- as a business leader, educator and teacher and mentor. Thank you, John. You have admirably continued on with and passed on the corpus of knowledge that our association so proudly cherishes. We know you won't ever be far, and I for one will have you on speed dial on phone and zoom as I take on the role of Past Chair and Governance.

Conclusion What an amazing year. I am so pleased to see our industry rebound in the way that it has. Personally, I was honoured to stay on as Chair for a 3rd year and now look forward to passing the proverbial BCHA torch to Mr. Dave McQuinn. Dave, you have been a strong and balanced voice around our board room table for several years. It is such a comfort to know this board and association will continue under your Experience, humble leadership and high level of ethics and doing what is right at all times. And with that note, I would like to again take this opportunity to encourage each of our members to reach out in your community. There are opportunities for servant leadership everywhere. Our employees need us more than ever, our young people and people of all ages are looking for mentorship and inspiration so that we may all pay it forward. Gratitude will be our strength, our passion for this industry will be our fuel. Be safe and keep well everyone!

Respectfully submitted,
Bryan Pilbeam Chair, BCHA

Motion to accept the Chair's report.

Moved: Tanya Stroinig

Seconded: Christine Loudon

No discussion, No opposition, or abstentions

Carried

6. Treasurer Report – Treasurer, David McQuinn

Motion to accept the Treasurer Report

Moved: David McQuinn

Seconded: Jonas Melin

No discussion, No opposition, or abstentions

Carried

**Motion to appoint Belliveau Veinotte Inc for the auditing of the BCHA for the year
September 1, 2022, to August 31, 2023**

Moved: David McQuinn
Second: David MacKenzie
No discussion, No opposition, or abstentions
Carried

7. Governance Report – Past Chair & Governance Chair, John Kearns

Motion to accept the Governance Report

Moved: Tanya Stroinig
Second: Eda Koot
No discussion, No opposition, or abstentions
Carried

8. Director at Large Vote

The Governance Committee of the British Columbia Hotel Association is recommending Ms. Erin Cassels (She/Her/Hers) for a Director At Large.

Bylaw 5.4 requires that a vote be conducted by all the Hotel Members for a Director At Large.

Ms. Cassels, is the General Manager of The Huntingdon Manor Hotel, and Pendray Inn and Tea House, Victoria B.C. In addition to being from a family of hoteliers, her background has specific attributes and qualifications which will enhance and provide advice to the board of directors in the area of diversity and inclusion on behalf of the British Columbia Hotel Association.

Motion to accept Ms. Cassels as Director at Large for the BCHA

Moved: John Kearns
No discussion, No opposition, or abstentions
All in favour, Carried

9. New Business – Chair, Bryan Pilbeam

No new Business

10. Industry Update – President & CEO, Ingrid Jarrett

11. Adjournment – 10:01am - Chair, Bryan Pilbeam

Motion to adjourn moved: Jonas Melin
Carried