



---

**Steering Committee**

1 message

**Michael Anderson** <manderson@truekey.ca>

Mon, Jan 4, 2016 at 4:50 PM

To: katie@wellsbusinesssolutions.ca

Cc: Doug McIntosh &lt;doug@chattan.com&gt;

Hi Katie,

The Radium DMO Board of Directors supports the Steering Committee's proposal in principle provided the following questions and comments are considered as the process moves forward:

- We need to confirm that the development of a sub-regional DMO requires both; 51% of the accommodation rooms and 51% of the accommodators.
- At the January 27<sup>th</sup> presentations we need to provide a strong value proposition for:
  - Accommodators of all sizes to participate in the development of sub-regional DMO.
  - Non-accommodation businesses in all communities.
- We would like to see operational alignment between Valley Visitor Services and the Sub-Regional DMO.
- Once the final proposal has been drafted the Radium DMO will need to take the proposal forward to its' membership for approval prior to moving forward with changing the existing MRDT program.
- As details come available provide clarity on:
  - Budgeting process
  - Developments with RMI program
  - By-laws
  - Governance
- Confirmation that there will be consideration from the Sub-Regional DMO for community specific initiatives (events funding & coordination)
- We would like to have some assurance that the Radium Hot Springs brand have appropriate prominence in marketing/branding.
- Stakeholders should have an opportunity to review a realistic revenue and administration analysis of where we are now with the two DMOs and where we will be at with a single sub-regional DMO.

Please let me know if you have any questions or concerns.

Best regards,

**Michael Anderson** *President*

phone: (250) 347-2980 fax: (250) 347-2311 cell: (403) 689-3781

email: manderson@truekey.ca

Unlocking luxury for less



Box 571, Radium Hot Springs, BC, V0A 1M0

