



BRITISH COLUMBIA

Ref: 35300

January 16, 2019

Ms. Dawn Black
Chair
Board of Directors
Destination British Columbia
12th Floor – 510 Burrard Street
Vancouver, BC V6C 3A8

Dear Ms. Black:

I would like to extend appreciation on behalf of Premier Horgan and the Executive Council for your dedication, and that of your board members, in serving the public interest. Crown agencies play a key role in delivering important services that benefit British Columbians in every region of our province.

Government's three priorities remain unchanged: make life more affordable, deliver the services people count on, and build a strong and sustainable economy that supports jobs throughout the province. Across government ministries and in strong partnership with Crown agencies, our emphasis is on raising the standard of living for all British Columbians, delivering quality programs and services that are practical and realistic in a B.C. context and in our fiscal environment, and judiciously managing affordability pressures – both for citizens and for our business community.

Destination British Columbia is responsible for marketing British Columbia as a tourist destination and promoting the development and growth of the tourism industry in British Columbia to increase revenue and employment in, and the economic benefits generated by, the tourism industry.

Our government has also made important commitments to reconciliation with Indigenous Peoples, taking action against climate change, and working to ensure that our public service and public sector institutions are representative and inclusive of all our diverse society:

- Government is adopting and implementing the United Nations Declaration of the Rights of Indigenous Peoples (UNDRIP), and the Calls to Action of the Truth and Reconciliation Commission (TRC), demonstrating our support for true and lasting reconciliation with Indigenous Peoples. All public sector organizations are expected to incorporate the UNDRIP and TRC within their specific mandate and context. Additionally, in May 2018, government released 10 Draft Principles to Guide the Province's Relationship with Indigenous Peoples, which serves as a guide for all public sector organizations as we continue to build relationships with Indigenous communities based on respect and recognition of inherent rights.

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- While government has already taken steps towards achieving our legislated carbon reduction targets, much remains to be done. Our new climate strategy will outline significant GHG reduction measures in 2019/20 while supporting our program and service objectives through economic growth powered by clean, renewable energy, supported by technological innovation. Please ensure your organization's operations align with government's new climate plan.
- Over the coming fiscal year, I look forward to working with your leadership team to provide effective, citizen-centred governance, through strong public sector boards that represent the diversity of British Columbia. The Crown Agencies and Board Resourcing Office (CABRO) at the Ministry of Finance provides leadership for the appointment process to fill positions on the boards of Crown agencies. As your board is renewed over time, I encourage you to work with CABRO to actively seek out women, visible minorities, Indigenous Peoples, persons with disabilities, LGBTQ2S+ individuals, and others who may contribute to diversity to add to the CABRO candidate pool to fill open positions. My expectation is that candidates from all regions of our province will be invited to apply to help renew B.C.'s public sector boards, including individuals with a broad range of backgrounds in community, labour and business environments.

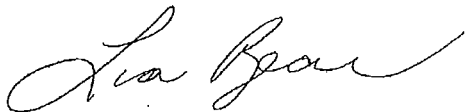
As the Minister Responsible for Destination British Columbia, I expect that you will make substantive progress on the following priorities and incorporate them in the goals, objectives and performance measures included in your Service Plan:

- Ensure Destination BC programs and investments are aligned with provincial tourism priorities including Indigenous tourism, and other emerging government priorities.
- Champion tourism as a job creator by working in partnership with industry and training organizations to deliver innovative marketing and industry development programs.
- Drive strategic alignment of marketing and data technologies across tourism organizations and businesses in all regions of B.C. to advance marketing capabilities and strengthen B.C.'s brand in the global marketplace.
- Continue the delivery of the Destination Development Program and support the implementation of the 20 local-area plans, six regional plans, and provincial plan to guide industry development to maintain B.C.'s competitive advantage as a preferred destination.
- Support the Minister of Jobs, Trade and Technology (JTT) and the Minister of State for Trade to deliver on government's commitment to represent British Columbia's tourism sector on trade missions.

Each board member is required to sign the Mandate Letter to acknowledge government's direction to your organization. The Mandate Letter is to be posted publicly on your organization's website on Budget Day on February 19, 2019 to coincide with the release of your organization's service plan.

I look forward to ongoing collaboration with your Board as we work together to deliver improved service and better outcomes for British Columbians.

Sincerely,



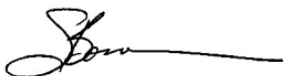
Lisa Beare
Minister of Tourism, Arts and Culture



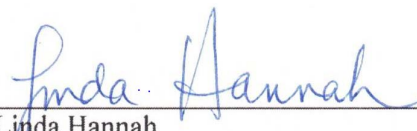
Dawn Black
Chair, Destination British Columbia



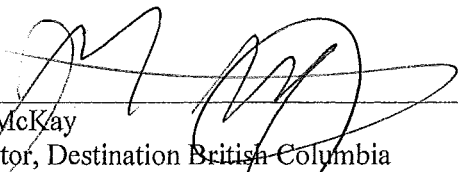
Laird Miller
Vice Chair, Destination British Columbia



Sheila Bouman
Director, Destination British Columbia



Linda Hannah
Director, Destination British Columbia



Joel McKay
Director, Destination British Columbia



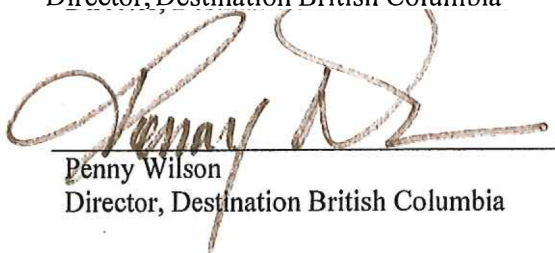
Douglas Neasloss
Director, Destination British Columbia



Alan Raine
Director, Destination British Columbia



Nicole Vaugeois
Director, Destination British Columbia



Penny Wilson
Director, Destination British Columbia

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pc: Honourable John Horgan
Premier

Don Wright
Deputy Minister to the Premier and Cabinet Secretary

Lori Wanamaker
Deputy Minister
Ministry of Finance

Heather Wood
Associate Deputy Minister and Secretary to Treasury Board
Ministry of Finance

Sandra Carroll
Deputy Minister
Ministry of Tourism, Arts and Culture

Laird Miller
Vice Chair
Destination British Columbia

Sheila Bouman
Director
Destination British Columbia

Linda Hannah
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Joel McKay
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Penny Wilson
Director
Destination British Columbia

Marsha Walden
Chief Executive Officer
Destination British Columbia

