



Northeastern British Columbia

## Northern Rockies Alaska Highway Tourism Association

*travel the alaska highway ... experience the northern rockies*

January 26, 2010

Chair Karen Goodings and Directors  
Chair and Directors  
Peace River Regional District  
1981 Alaska Avenue  
Dawson Creek, BC V1G 4H8

Dear Chair Goodings and Directors:

On behalf of the Northern Rockies Alaska Highway Tourism Association (NRAHTA), I would like to report that as a result of the two strategic planning sessions held over the past year our membership supported changes to the bylaws that will enable the organization to evolve to a “distinct community” that will focus on the development of the Alaska Highway. Community tourism activities that relate to the Alaska Highway will be met through this collective. Other activities that do not relate to the highway will be met through other channels. Northern BC Tourism Association has agreed to work with communities through NRAHTA’s Alaska Highway Community as well as individually.

According to the revised bylaws, the Board will be comprised of individuals who have been appointed by local government to serve as a Director for a two year term. Board members will include one representative from each community in Northeastern BC. With the ongoing strategic tourism planning being undertaken by our communities and creation of community tourism boards, it is hoped that each community representative will have a strong understanding of the tourism industry and be affiliated with tourism development and associated marketing programs.

In addition, we respectfully request that two representatives from the Peace River District Rural Area Directors be appointed to the Board for a two year term. This will ensure the development of tourism assets and interests within the rural areas will be duly represented on the Board of the Alaska Highway Community. Other appointments will also include one representative from each organization with whom the Association holds a Memorandum of Understanding.

As indicated in the bylaws, the purpose of the society shall be:

- a. To establish, maintain and operate an association to strive towards providing the highest level of visitor and tourist satisfaction within Alaska Highway Community;
- b. To promote and create awareness for the wise use of the natural, historical, recreational and cultural resource attractions along the Alaska Highway Community
- c. To-involve and to encourage the public and private sectors in promoting a cooperative approach to Tourism throughout the region and along the Alaska Highway Community;

**Northern Rockies Alaska Highway Tourism Association**  
**PO Box 6850, Fort St. John, BC V1J 4J3**  
**Toll Free: 1-888-785-2544 Phone: 250-785-2544 Fax: 250-785-4424**

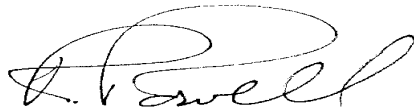
**February 11, 2010**

- d. To work in close cooperation with regional districts, municipalities, incorporated and unincorporated towns and villages within the region with a view to furthering the purposes of Society,
- e. To work in close cooperation with all recognized senior governments and agencies, boards of trade, chambers of commerce, tourist bureaus or tour organizations with a view to furthering the purposes of the Society.
- f. To encourage the Alaska Highway Community to assume their share of responsibility and to participate in the support of the Association;

At this point, rather than a membership fee, it is proposed that each community and organization cover the expenses required for the representative/s to attend the quarterly Board meetings. During January and February 2010 I have traveled to each community to attend the Council meetings and explain the changes in greater detail and to date the response has been most favourable.

In the interim, NRAHTA's affairs continue to be managed by Northern BC Tourism Association's staff in Fort St John. Please do not hesitate to contact me either through the NRAHTA office (250-785-2544) or home 250-843-7354. In closing, I would like to express sincere appreciation to the Peace River Regional District for your ongoing interest in the future of the Alaska Highway and to Mayor Bruce Lantz for serving as Director-at-Large on the NRAHTA Board.

Sincerely



Bud Powell  
President, NRAHTA – Alaska Highway Community