

BY-LAWS OF THE ABORIGINAL TOURISM ASSOCIATION OF BRITISH COLUMBIA

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BY-LAWS OF THE ABORIGINAL TOURISM ASSOCIATION OF BRITISH COLUMBIA

Here set forth, in numbered clauses, are the Bylaws providing for matters related to the Aboriginal Tourism Association of British Columbia.

PART 1 DEFINITIONS, INTERPRETATION AND APPLICATION

1.1 Definitions, Interpretations and Application

In these Bylaws, unless the context otherwise requires:

- a) “Aboriginal Person” means a person of North American Indian (status or non-status), Métis or Inuit ancestry living on or off reserve;
- b) “Aboriginal Organization” means an Aboriginal non-profit society, or a company or business majority-owned by an Aboriginal person or entity, such as an Indian Band;
- c) “Address of the Society” means the registered office address of the Society on record from time to time with the Registrar;
- d) “At Large” means a Board member representing no particular BC Tourism Region but helping to represent all regions as a whole;
- e) “Board” means the Board of Directors of the Society, including the Officers of the Society for the time being;
- f) “Board Resolution” means:
 - 1.) a resolution passed by a simple majority of the votes cast in respect of the resolution by the Directors entitled to vote on such matter:
 - (A) in person at a duly constituted meeting of the Board,
 - (B) by Electronic Means in accordance with these Bylaws, or
 - (C) by combined total of the votes cast in person and by Electronic Means;or
 - 2.) a resolution that has been submitted to all Directors and consented to in writing by two-thirds (2/3) of the Directors who would have been entitled to vote on the resolution at a meeting of the Board,and a Board Resolution approved by any of these methods is effective as though passed at a meeting of the Board;
- g) “Bylaws” means the bylaws of the Society as filed with the Registrar;
- h) “Constitution” means the constitution of the Society as filed with the Registrar;

- i) “Designated Representative” means the Person appointed as a designated representative in accordance with Bylaw 3.5;
- j) “Director” means a Director of the Society for the time being;
- k) “Electronic Means” means any system or combination of systems, including but not limited to mail, telephonic, electronic, radio, computer or web-based technology or communication facility, that:
 - 1.) in relation to a meeting or proceeding, permits all participants to communicate with each other or otherwise participate in the proceeding contemporaneously, in a manner comparable, but not necessarily identical, to a meeting where all were present in the same location, and
 - 2.) in relation to a vote, permits all eligible voters to cast a vote on the matter for determination in a manner that adequately discloses the intentions of the voters;
- l) “Entrepreneur” means an individual who owns his or her own business, assumes the associated financial risks and who undertakes its management;
- m) “Executive Committee” means the officers of the Society for the time being;
- n) “Export Ready: mean a company that AtBC has deemed meets with criteria, attached as Appendix A, to determine if the company is ready to work productively with AtBC, including cultural experiences approved by the Board;
- o) “In Good Standing” means the status of a Stakeholder, whether Voting, Non-Voting or Honorary, who has fulfilled all responsibilities and obligations, including financial (if applicable), towards AtBC;
- p) “Market-Ready” means a company that AtBC has deemed meets the criteria, attached as Appendix A, to determine if a company is ready to work productively with AtBC, including cultural experience approved by the Board;
- q) “Ordinary Resolution” means:
 - (1) a resolution passed by a simple majority of the votes cast in respect of the resolution by those Stakeholders entitled to vote:
 - (A) in person at a duly constituted general meeting, or
 - (B) by Electronic Means in accordance with these Bylaws, or
 - (C) by combined total of the votes cast in person at a general meeting and the votes cast by Electronic Means; or
 - (2) a resolution that has been submitted to the Stakeholders and consented to in writing by at least two-thirds (2/3) of the voting Stakeholders,

and an Ordinary Resolution approved by any one or more of these methods is effective as though passed at a general meeting of the Society;

- r) “Register of Stakeholders” means the list of Stakeholders and their addresses as recorded by the Society in the Register of Stakeholders;
- s) “Society” means the Aboriginal Tourism Association of British Columbia;
- t) “Societies Act” means the *Societies Act*, S.B.C. 2015, c. 18, as amended from time to time, and includes any successor legislation thereto;”
- u) “Special Resolution” means:
 - 1.) a resolution, of which the notice required by the *Societies Act* and these Bylaws has been provided, passed by at least two-thirds (2/3) of the votes cast in respect of the resolution by those Stakeholders entitled to vote:
 - (A) in person at a duly constituted general meeting, or
 - (B) by Electronic Means in accordance with these Bylaws, or
 - (C) by combined total of the votes cast in person at a general meeting and the votes cast by Electronic Means; or
 - 2.) a resolution that has been submitted to the Stakeholders and consented to in writing by every Stakeholder who would have been entitled to vote on the resolution in person at a general meeting,

and a Special Resolution approved by any one or more of these methods is effective as though passed at a general meeting of the Society.
- v) “Tourism Service” means any tourism business that is owned and/or governed by Aboriginal people and offers a tourism service directly to the public. It covers the full spectrum of tourism products and services, traditional or contemporary, in all sectors of the industry; adventure, attractions, events and conferences, accommodation, transportation, food and beverage, travel trade and tourism services;
- w) “Visitor Ready” means a company that AtBC has deemed meets the criteria, attached as Appendix A, to determine if a company is ready to work productively with AtBC, including cultural experience approved by the Board;

Wherever reference is made to “Stakeholder”, unless otherwise specified, the term refers to Non-Voting, Voting and Honorary Stakeholders;

Wherever reference is made to “Stakeholder”, the term “marketing partner” has equal value in the affairs of the Society;

1.2 Plural and Singular Forms

Words importing the singular include the plural and vice versa; and words importing a male person include a female person and a corporation.

1.3 Societies Act Definitions

The definitions in the Societies Act on the date these Bylaws become effective apply to these Bylaws.

1.4 Appendices

The Appendices to these Bylaws form part of these Bylaws.

PART 2 OFFICE, SEAL, SIGNING AUTHORITY AND RECORDS OF THE SOCIETY

2.1 Head Office

The registered head office of the Society shall be in the City of West Vancouver, in the Province of British Columbia and shall be located therein at such address as the Board of Directors may from time to time determine or in such other city, province and address as the Board of Directors may hereafter determine.

2.2 Corporate Seal

The Directors shall provide a common seal for the Society, and may provide for its use, and they shall have power from time to time to destroy the same and substitute a new seal in the place of the seal so destroyed. The common seal, an impression thereof is stamped in the margin hereof, shall be affixed only when authorized by a resolution of the Directors and then only in the presence of the persons prescribed in the resolution or if no persons are prescribed, in the presence of the Chair and Secretary/Treasurer.

2.3 Signing Authority

The Board will authorize any two or more Directors to act as signing authorities for the Society.

2.4 Records

The Board of Directors shall keep all Society books and records at the head office of the Society or at such other place as it shall determine, and such records may be inspected by the Stakeholders between the hours of 12:00 o'clock noon and 2:00 o'clock in the afternoon, Monday to Friday.

PART 3 STAKEHOLDERS

3.1 Definition

Membership of the Society will be replaced with Stakeholder status. Stakeholder status is granted upon the Society receiving a completed Stakeholder application.

The Stakeholders of the Society are the applicants for incorporation of the Society, and those persons who subsequently have become Stakeholders, in accordance with these by- laws, and in either case, have not ceased to be Stakeholders.

3.2 Eligibility

Any person or organization may apply to the Society to become a Stakeholder, subject to meeting all aspects of the criteria as laid out for that Stakeholder category. Upon receipt of an application, the Board of Directors of the Society will designate a representative or a Committee to evaluate the application for acceptance. If the application is accepted, the applicant will become a Stakeholder and shall maintain the conditions of Stakeholder status as set out in these Bylaws.

3.3 Categories of Stakeholder

There shall be three (3) categories of Stakeholders, namely Non-Voting, Voting, and Honorary:

Non-Voting Stakeholders

The Board shall, upon application, admit as Non-Voting Stakeholder any business or individual persons who

- a) in the opinion of the Board,
 - i. is duly qualified to represent any Business, Municipality, City, Town, Village, District, Regional District, Chamber of Commerce and Convention and Visitor Bureau functioning within the geographical boundaries of the Province of British Columbia; or,
 - ii. is a tourist-oriented business, organization, association (incorporated or otherwise) or person functioning within the Province of British Columbia; and,
- b) subscribes to, and is willing to work on behalf of, the purpose of the Society as set forth in the Bylaws.

Voting Stakeholders

The Board shall, upon application, admit as Voting Stakeholder any Aboriginal tourist- oriented business, organization, association (incorporated or otherwise) or Aboriginal entrepreneur that:

- a) has already gained Non-Voting Stakeholder status;
- b) is Market-Ready or Export Ready
- c) is compliant with AtBC quality assurance and authentication standards; and,
- d) subscribes financially to at least one Marketing Initiative of the Society.

A voting stakeholder must be at least 51% Aboriginal ownership.

The Voting status is earned upon the Non-Voting Stakeholder subscribing to a Marketing Initiative of the Society for a period of twelve (12) months following the subscription. A Voting Stakeholder in good standing shall be entitled to one (1) vote per Stakeholder per every issue put to vote at all General Meetings of the Society.

Honorary Stakeholder

- a) An Honorary Stakeholder is an individual (such as an elder) or an organization that has contributed significantly to the pursuit of the Society's purposes.
- b) An individual or an organization may be nominated as an Honorary Stakeholder by the Board. A nomination of an Honorary Stakeholder must be passed by a resolution of the Stakeholders at either an Annual General Meeting or a General Meeting of the Society. An Honorary Stakeholder may be appointed for one (1) year or for life. An Honorary Stakeholder has the same rights as a Non-Voting Stakeholder.

3.4 Transition of Stakeholders

On the date these Bylaws come into force:

- (a) each Person and Aboriginal Organization who is a stakeholder of the Society in good standing and who is eligible to be a stakeholder under these Bylaws will continue as a Stakeholder, in the appropriate class as determined by the Board, until he, she or it otherwise ceases to be a Stakeholder in accordance with these Bylaws; and
- (b) each Person and Aboriginal Organization who is a stakeholder of the Society not in good standing or who is ineligible to be stakeholder under these Bylaws will be deemed to have resigned as Stakeholder effective that date.

3.5 Designated Representative

An Aboriginal Organization shall, by notice in writing to the Society, appoint an owner, partner, director, officer, member, employee, or elected representative, as the case may be, (Designated Representative) to act on its behalf in all matters relating to the Society. The Designated Representative is entitled to speak and, in the case of Voting Stakeholders, vote, and in all other respects exercise the rights of a Stakeholder of the Society and that Designated Representative shall be reckoned as a Stakeholder for all purposes with respect to a General Meeting or an Annual General Meeting. For greater certainty, a person can be a Designated Representative for only one Stakeholder.

3.6 Good Standing

All Stakeholders are in good standing when they have fulfilled the requirements inherent with their Stakeholder status. A Non-Voting Stakeholder is not in good standing if he/she has failed to complete the application form duly. A Voting Stakeholder is not in good standing if he/she failed to complete the application form duly or has failed to pay his/her annual subscription to a Marketing Initiative or debt due and which is owed by him/her to the Society. Stakeholders are not in good standing so long as the application forms are unduly completed or, in the case of Voting Stakeholders, the debt remains unpaid.

3.7 Stakeholder not in Good Standing

A Stakeholder who is not in good standing has the right to receive notice of, and to attend, all general meetings, and the right to participate in programs or initiatives of the Society (subject to eligibility as determined by the Board) but is suspended from all of the other rights set out in Bylaw 3.9 for so long as he or she remains not in good standing.

3.8 Obligations

Every Stakeholder of the Society shall uphold the Constitution and comply with these by- laws.

3.9 Rights of Stakeholders

In addition to any rights conferred by the *Societies Act*, a Stakeholder in good standing has the following rights and privileges, by class and where appropriate through their Designated Representative:

Non-Voting Stakeholders

- (a) to receive notice of, and to attend, all general meetings;

- (b) to speak in debate on motions under consideration in accordance with such rules of order as may be adopted;
- (c) may serve on committees of the Society, as invited; and
- (d) may participate in the programs and initiatives of the Society, in accordance with such criteria as may be determined by the Board from time to time.

Voting Stakeholders

- (a) to receive notice of, and to attend, all general meetings;
- (b) to make or second motions at a general meeting and to speak in debate on motions under consideration in accordance with such rules of order as may be adopted;
- (c) to exercise a vote on matters for determination at general meetings or otherwise by Stakeholders;
- (d) may serve on committees of the Society, as invited;
- (e) may nominate for election as a Director, in accordance with these Bylaws;
- (f) may be nominated, if eligible, to stand for election as a Director of the Society, in accordance with these Bylaws; and
- (g) may participate in the programs and initiatives of the Society, in accordance with such criteria as may be determined by the Board from time to time.

Honorary Stakeholders

- (a) to receive notice of, and to attend, all general meetings;
- (b) to speak in debate on motions under consideration in accordance with such rules of order as may be adopted;
- (c) may serve on committees of the Society, as invited;
- (d) may participate in the programs and initiatives of the Society, in accordance with such criteria as may be determined by the Board from time to time.

3.10 No Distribution of Income to Stakeholders

The above purposes of the Society shall be carried out without purpose of gain for its members, and any profits or other accretions to the Society shall be used for promoting its purposes, and all of the above purposes shall be carried out on an exclusively charitable basis. ***This provision was previously unalterable.***

3.11 Compliance with Constitution, Bylaws and Policies

Every Stakeholder will, at all times:

- (a) uphold the Constitution and comply with these Bylaws, the regulations and the policies of the Society in effect from time to time;

- (b) abide by such codes of conduct and ethics adopted by the Society; and
- (c) further and not hinder the purposes, aims and objects of the Society.

3.12 Expulsion of Stakeholder

Following an appropriate investigation or review of a Stakeholder's conduct or actions, the Board may, by Board Resolution, expel, suspend or otherwise discipline a Stakeholder for conduct which, in the reasonable opinion of the Board:

- (a) is improper or unbecoming for a Stakeholder;
- (b) is contrary to Bylaw 3.11; or
- (c) is likely to endanger the reputation or hinder the interests of the Society.

The Board must provide notice of a proposed expulsion, suspension or discipline of a Stakeholder to the Stakeholder in question, accompanied by a brief statement of the reasons for the disciplinary action.

A Stakeholder who is the subject of the proposed expulsion, suspension or discipline will be provided a reasonable opportunity to respond to the proposed discipline at or before the Board Resolution for expulsion, suspension or discipline is considered by the Board.

3.13 Ceasing as a Stakeholder

A Person or an Aboriginal Organization will immediately cease to be a Stakeholder:

- (a) upon the date which is the later of:
 - 1.) the date of delivering his or her or its resignation in writing to the Secretary or to the Address of the Society; and
 - 2.) the effective date of the resignation stated thereon;
- (a) upon the date which is twelve (12) months from the date on which such Stakeholder ceases to be in good standing;
- (b) upon his, her or its expulsion; or
- (c) upon his or her death or, in the case of an Aboriginal Organization, dissolution.

Ceasing as a Stakeholder will not relieve a Stakeholder of unpaid dues, or other charges previously accrued.

PART 4 MEETINGS OF THE STAKEHOLDERS

4.1 Time and Place of General Meetings

The General Meetings of the Society will be held at such time and place, in accordance with the Societies Act, as the Board decides.

4.2 Annual General Meetings

An annual general meeting will be held at least once in every calendar year and in accordance with the *Societies Act*.

4.3 Extraordinary General Meeting

Every General Meeting other than an annual general meeting is an extraordinary general meeting.

4.4 Calling of Extraordinary General Meeting

The Society will convene an extraordinary general meeting by providing notice in accordance with the Societies Act and these Bylaws in any of the following circumstances:

- (a) at the call of the Chair;
- (b) when resolved by Board Resolution; or
- (c) when such a meeting is requisitioned by the Stakeholders in accordance with the Societies Act.

4.5 Notice of General Meeting

The Society will, in accordance with Bylaw 20.1, send notice of every General Meeting to:

- (a) each Stakeholder shown on the register of Stakeholders on the date the notice is sent; and
- (b) the auditor of the Society, if any is appointed,

not less than fourteen (14) days and not more than sixty (60) days prior to the date of the General Meeting.

No other Person is entitled to be given notice of a General Meeting.

4.6 Contents of Notice

Notice of a General Meeting will specify the place, the day and the time of the meeting and will include the text of every Special Resolution to be proposed or considered at that meeting.

If the Board has decided to hold a General Meeting with participation by Electronic Means, the notice of that meeting must inform Stakeholders how they may participate by Electronic Means.

4.7 Omission of Notice

The accidental omission to give notice of a General Meeting to a Stakeholder, or the non-receipt of notice by a Stakeholder, does not invalidate proceedings at that meeting.

PART 5 PROCEEDINGS AT GENERAL MEETINGS

5.1 Business Required at Annual General Meeting

The following business is required to be conducted at each annual general meeting of the Society:

- (a) the adoption of an agenda;

- (b) the approval of the minutes of the previous annual general meeting and any extraordinary general meetings held since the previous annual general meeting;
- (c) consideration of the financial statements and the report of the auditor thereon, if any;
- (d) consideration of any Stakeholders' proposals submitted in accordance with the Societies Act;
- (e) the election of Directors; and
- (f) such other business, if any, required by the Societies Act or at law to be considered at an annual general meeting.

The annual general meeting may include other business as determined by the Board in its discretion.

5.2 Attendance at General Meetings

In addition to Stakeholders, Directors and the Society's auditor, if any, the Board may also invite any other Person or Persons to attend a General Meeting as observers and guests. All observers and guests may only address the General Meeting assembly at the invitation of the Person presiding as chairperson, or by Ordinary Resolution.

5.3 Electronic Participation in General Meetings

The Board may decide, in its discretion, to hold any General Meeting in whole or in part by Electronic Means.

When a General Meeting is to be conducted using Electronic Means, the Board must take reasonable steps to ensure that all participants are able to communicate and participate in the meeting adequately and, in particular, that remote participants are able to participate in a manner comparable to participants present in person, if any.

Persons participating by Electronic Means are deemed to be present at the General Meeting.

5.4 Registration of Stakeholders

Every Stakeholder attending a General Meeting must register his or her attendance prior to the commencement of the meeting in such manner as may be established by the Board from time to time.

5.5 Requirement of Quorum

No business, other than the election of a Person to chair the meeting and the adjournment or termination of the meeting, will be conducted at a General Meeting at a time when a quorum is not present.

5.6 Quorum

A quorum at a General Meeting is thirty percent (30%) of the Voting Stakeholders in good standing on the date of the meeting, present in person, by permitted Electronic Means, or by proxy.

5.7 Lack of Quorum

If within thirty (30) minutes from the time appointed for a General Meeting a quorum is not present, the meeting, if convened on the requisition of Stakeholders, will be terminated, but in any other case it will stand adjourned to the next day, at the same time and place, and if at the adjourned meeting a quorum is

not present within thirty (30) minutes from the time appointed for the meeting, the Stakeholders present will constitute a quorum and the meeting may proceed.

5.8 Loss of Quorum

If at any time during a General Meeting there ceases to be a quorum present, business then in progress will be suspended until there is a quorum present or until the meeting is adjourned or terminated.

5.9 Chairperson at General Meetings

The Chair (or, in the absence or inability of the Chair, the Vice-Chair) will, subject to a Board Resolution appointing another Person, preside as chairperson at all General Meetings.

If at any General Meeting the Chair, Vice-Chair or such alternate Person appointed by a Board Resolution, if any, is not present within fifteen (15) minutes after the time appointed for the meeting, the Directors present may select one of their number to preside as chairperson at that meeting.

5.10 Alternate Chairperson

If a Person presiding as chairperson of a General Meeting wishes to step down as chairperson for all or part of that meeting, he or she may designate an alternate to chair such meeting or portion thereof, and upon such designated alternate receiving the consent of a majority of the Stakeholders present at such meeting, he or she may preside as chairperson

5.11 Chairperson to Determine Procedure

In the event of any doubt, dispute or ambiguity in relation to procedural matters or parliamentary process at a General Meeting, the Person presiding as chairperson will have the authority to interpret and apply such rules of order as the meeting has adopted, if any, and determine matters in accordance with those rules, as well as the Societies Act and these Bylaws.

5.12 Adjournment

A General Meeting may be adjourned from time to time and from place to place, but no business will be transacted at an adjourned meeting other than the business left unfinished at the meeting from which the adjournment took place.

5.13 Notice of Adjournment

It is not necessary to give notice of an adjournment or of the business to be transacted at an adjourned meeting except where a meeting is adjourned for more than fourteen (14) days, in which case notice of the adjourned meeting will be given as in the case of the original meeting.

5.14 Minutes of General Meetings

The Secretary or such other Person designated by the Board will ensure that minutes are taken for all General Meetings.

PART 8 VOTING BY STAKEHOLDERS

6.1 Ordinary Resolution Sufficient

Unless the Act, these Bylaws or adopted rules of order provide otherwise, every issue for determination by a vote of the Voting Stakeholders will be decided by an Ordinary Resolution.

6.2 Entitlement to Vote

Each Voting Stakeholder in good standing is entitled to one (1) vote on matters for determination by the Voting Stakeholders. No other Person is entitled to vote on a matter for determination by the Voting Stakeholders, whether at a General Meeting or otherwise.

6.3 Voting Methods

Voting by the Voting Stakeholders may occur by any one or more of the following methods, in the discretion of the Board:

- (a) by show of hands or voting cards;
- (b) by written ballot; or
- (c) by vote conducted by Electronic Means.

Where a vote is to be conducted by show of hands or voting cards, and prior to the question being put to a vote, a number of the Voting Stakeholders equal to not less than ten percent (10%) of the votes present may request a secret ballot, and where so requested the vote in question will then be conducted by written ballot or other means whereby the tallied votes can be presented anonymously in such a way that it is impossible for the assembly to discern how a given Voting Stakeholder voted.

6.4 Voting by Chair

If the Person presiding as chairperson of a General Meeting is a Voting Stakeholder, then he or she may, in his or her sole discretion, cast a vote on any motion or resolution under consideration at the same time as voting occurs by all Voting Stakeholders. A Person presiding as chairperson who is not a Voting Stakeholder has no vote.

The Person presiding as chairperson of a General Meeting does not have a second or a casting vote in the event of a tie and a motion or resolution that is tied is defeated.

6.5 Voting by Proxy

Proxy voting is permitted at General Meetings, subject to these Bylaws and in accordance with the following rules:

- (a) a Voting Stakeholder may, by form of proxy, appoint another Voting Stakeholder to be his, her or its Proxy Holder and to attend and act at a specified General Meeting on his, her or its behalf;
- (b) a form of proxy appointing a Proxy Holder must:
 - 1.) be in a form approved by the Board; and
 - 2.) be signed and dated by the Voting Stakeholder;

or it is void and of no effect;

- (c) a form of proxy must state the specific meeting at which the Proxy Holder is authorized to act on behalf of the Voting Stakeholder, provided that if a form of proxy does not state the General Meeting at which it is to have effect, the authority of the Proxy Holder is deemed to be for the next General Meeting held on or after the date indicated on the form of proxy; and
- (d) a Person may not be Proxy Holder for more than five (5) Voting Stakeholders at any given General Meeting. In the event that a situation arises where a Person is already appointed as Proxy Holder for five (5) Voting Stakeholders, any further forms of proxy held by that Proxy Holder are deemed to be void and of no effect.

PART 7 BOARD OF DIRECTORS

7.1 Purpose

The purpose of the Board of Directors is to manage the affairs of the Society. The Board may exercise all such powers and do all such acts and things as the Society may exercise and do, and which are not by these Bylaws or by statute or otherwise lawfully directed or required to be exercised or done by the Society in a general meeting, but subject, nevertheless, to the provisions of:

- a) All laws affecting the Society;
- b) These Bylaws; and,
- c) Rules, not being inconsistent with these Bylaws, which are made from time to time by the Society in a general meeting.

7.2 Validity of the Board's Acts

No rule, made by the Society in a General Meeting, invalidates a prior act of the Board that would have been valid if that rule had not been made.

PART 8 DUTIES OF THE BOARD OF DIRECTORS

8.1 Professional Duties

The duties of the Voting Stakeholders elected to the Board of Directors will be to manage the affairs of the Society and, without limiting the generality of the foregoing, the Directors of the Board will:

- a) act honestly and in good faith and in the best interests of the Society;
- b) exercise the care, diligence and skill of a reasonably prudent person in exercising power and performing functions as a Director;
- c) develop and adopt policies and procedures governing all aspects of the Society including staff employment, management, and administration;
- d) advise the Stakeholders of the Society on activities of the Society and make recommendations to the Stakeholders for their consideration and action; and,
- e) oversee the management of funds of the Society and raise funds for the Society.

- f) act in accordance with the Societies Act and the regulations thereunder; and
- g) subject to Bylaws 12.1(a) to 12.1(f), act in accordance with these Bylaws.

Without limiting Bylaws 12.1(a) to 12.1(f) a Director, when exercising the powers and performing the functions of a Director, must act with a view to the purposes of the Society.

8.2 Professional Commitment

The Stakeholders elected to the Board of Directors will:

- a) Conduct themselves in a responsible and courteous manner in all affairs where they are representing the Society;
- b) Endeavor to attend and participate in all Board meetings;
- c) Endeavor to work with the Board in all Society affairs; and
- d) Will conduct themselves in a legal, professional and ethical manner.

8.3 Remuneration of Directors and Officers and Reimbursement of Expenses

A Director may receive reasonable remuneration from the Society for acting as a Director, in accordance with such policies as the Board of Directors may establish. In addition, a Director may be reimbursed for all expenses necessarily and reasonably incurred by him or her while engaged in the affairs of the Society, provided that all claims for reimbursement are in accordance with established policies.

8.4 Attendance

The Directors are reasonably required to attend all Board meetings. A Director may be absent from Board meetings if notice is given to the Board and arrangements are made to ensure that the Director is informed of transacted Board. A Director shall not be absent for more than three consecutive meetings of the Board without reasonable excuse or unless authorized by the Board. Failure to meet all his/her obligations will result in that Director being asked to resign.

PART 9 NOMINATION AND ELECTION TO THE BOARD OF DIRECTORS

9.1 Management of Property and Affairs

The Board will have the authority and responsibility to manage, or supervise the management of, the property and the affairs of the Society.

9.2 Qualifications of Directors

Pursuant to the *Societies Act*, a Person may not be nominated, elected or appointed to serve (or continue to serve) as a Director if he or she:

- (a) is less than eighteen (18) years of age;
- (b) has been found by any court, in Canada or elsewhere, to be incapable of managing his or her own affairs;
- (c) is an undischarged bankrupt; or

- (d) has been convicted of a prescribed offence within the prescribed period, for which no pardon has been granted, in accordance with the Societies Act.

In addition to the foregoing, a Person may only be nominated, elected or appointed to serve (or continue to serve) as a Director if he or she is:

- (a) in the case of a Director at large, a Designated Representative of a Voting Stakeholder in good standing; and
- (b) in the case of a regional Director, a Designated Representative of a Voting Stakeholder in good standing that is located in the same geographical region that such Person is or will be required to represent.

9.3 Number of Directors

The Board will be composed of a minimum of ten (10) and a maximum of thirteen (13) Directors, as follows:

- (a) six (6) regional Directors, with each regional Director elected by the Voting Stakeholders from one of the following geographical regions in British Columbia:
 - 1.) Vancouver Island;
 - 2.) Vancouver, Coast and Mountains;
 - 3.) Thompson Okanagan;
 - 4.) Kootenay Rockies;
 - 5.) Cariboo, Chilcotin Coast; and
 - 6.) Northern British Columbia.
- (b) no more than six (6) Persons, which number may be set by Board Resolution, elected by the Voting Stakeholders as Directors at large, in accordance with these Bylaws; and
- (c) the Past Chair of the Society, if any.

The area and boundaries of the foregoing geographical regions are reflected in the map of regions attached to these Bylaws as Appendix B.

9.4 Past Chair

The Person who has completed a full term as Chair immediately prior to the current Chair will, if he or she is willing, continue as a Director in the office of Past-Chair. The Past-Chair will serve for a term of two (2) years, or until a new Past-Chair arises.

9.3 Nominating Committee

The Governance Committee will act as the Nominating Committee. The Committee shall meet and prepare a slate of nominations for the ensuing year. This slate may include only Voting Stakeholders of the Society that are in good standing. In preparing the said slate, the Nominating Committee shall be

subject to the provision of this bylaw and the direction of the Board as to the number of Voting Stakeholders at large, which are to be elected, for the ensuing year.

9.4 Nominations for the Board of Directors

Not less than fourteen (14) days prior to the Annual General Meeting of the Stakeholders, the Nominating Committee shall present nominations of Voting Stakeholders of the Society in good standing to the Board. The names of all such nominees shall be forwarded to all Voting Stakeholders of the Society at least seven (7) days prior to the Annual General Meeting of the Stakeholders.

9.6 Term of Directors

The term of office of Directors will normally be two (2) years. However, the Board may by Board Resolution determine that some or all vacant Directors' positions will have a term of less than two (2) years, the length of such term to be determined by the Directors in their discretion.

For purposes of calculating the duration of a Director's term of office, the term will be deemed to commence at the close of the annual general meeting at which such Director was elected. If, however, the Director was elected at an extraordinary general meeting his or her term of office will be deemed to have commenced at the close of the annual general meeting next following such extraordinary general meeting.

9.7 End of Term

At the end of their term, the Directors shall retire from office at the annual general meeting and their successors shall be elected.

9.8 Consecutive Terms and Term Limits

Directors may be elected for consecutive terms, without limit.

9.9 Transition of Directors' Terms

Each Person who is a Director on the date these Bylaws come into force will continue as a Director for the remaining term to which he or she was elected, unless he or she otherwise ceases to be a Director in accordance with these Bylaws.

9.10 Filling a Vacancy

The Board may at any time and from time to time appoint a Voting Stakeholder as a Director to fill a vacancy in the Board resulting from:

- (a) a Director ceasing to hold office before his or her term expires; or
- (b) the failure to elect the required number of regional Directors or Directors at large at an election.

A Director appointed to fill a vacancy will hold office until the conclusion of the next annual general meeting, at which an election to fill the position will be held.

9.11 Removal of a Director

The Voting Stakeholders may, by special resolution, remove a Director before the expiration of his or her term of office, and may elect a successor.

9.12 Validity of Acts and Proceedings

No act or proceeding of the Board is invalid only by reason of there being less than the prescribed number of Directors in office.

9.13 Ceasing to be a Director

A Person will immediately cease to be a Director:

- (a) upon the date which is the later of:
 - (1) the date of delivering his or her resignation in writing to the Chair or to the Address of the Society; and
 - (2) the effective date of the resignation stated therein;
- (b) upon the expiry of his or her term;
- (c) upon the date such Person is no longer qualified pursuant to Bylaw 9.2;
- (d) upon his or her removal; or
- (e) upon his or her death.

PART 10 MEETINGS OF DIRECTORS

10.1 Frequency of Meetings

The Board shall attempt to meet once a month on a regularly scheduled date to conduct business but, in any event, the Board must meet at least quarterly.

10.2 Place of Meetings

The Board may meet together at such places as the Board members think fit for the dispatch of business, adjourn and otherwise regulate their meetings and proceedings, as they see fit.

10.3 Calling a Meeting

The Chairperson or Secretary may at any time convene a meeting of the Board. One weeks' notice, including an agenda, of a Directors meeting must be provided, unless the Directors unanimously agree to waive the notice period.

10.4 Participation by Electronic Means

The Board may determine, in its discretion, to hold any meeting or meetings of the Board in whole or in part by Electronic Means.

When a meeting of the Board is conducted by Electronic Means, the Society must take reasonable steps to ensure that all participants are able to communicate and participate in the meeting.”

10.5 Quorum

The Board may, from time to time, fix the quorum necessary for the transaction of business and unless so fixed the quorum shall be simple majority of the Directors then in office.

10.6 Appointment of the Chairperson

The Chairperson of the Society shall act as the Chairperson of all meetings of the Board, but if at any meeting the Chairperson is not present within 30 minutes after the time appointed for holding the meeting, the Vice-Chairperson or one of the Directors present shall act as the Chairperson.

10.7 Appointment of the Secretary

In the absence of the Secretary from a meeting, the Board shall appoint another person to act as Secretary at the meeting.

10.8 Notification

For a first meeting of the Board held immediately following the election of a Director or Directors at a General Meeting or an Annual General Meeting of the Stakeholders or for a meeting of the Board at which a Director is appointed to fill a vacancy in the Directors, it is not necessary to provide notice of the meeting to the newly appointed Director or Directors for the meeting to be duly constituted, if a quorum of the Board is present.

10.9 Delegation of Power

The Board may delegate by resolution any, but not all, of the Board's powers to Committees consisting of such Director(s) and Voting Stakeholders as the Board members think fit. In special circumstances, Non-Voting Stakeholders or non-Stakeholders may be appointed by the Board to Committees.

10.10 Committee's Responsibilities

A committee formed to exercise delegated powers of the Board shall conform to any rules that may from time to time be imposed on it by the Board, and shall report every act or thing done in exercise of those powers to the earliest meeting of the Board to be held next after it has been done.

10.11 Electing the Chairperson of a Committee

A committee shall elect a Chairperson of its meetings; but if no Chairperson is elected, or if at any meeting the Chairperson is not present within 30 minutes after the time appointed for holding the meeting, the Committee members may choose one of their numbers to act as the Chairperson of the meeting.

10.12 Frequency of Committees' Meetings

The members of a Committee may meet and adjourn, as they think proper.

10.13 Decisions

Questions arising at any meeting of the Board and Committees shall be decided by consensus. In event consensus cannot be reached after 15 minutes of discussion, the resolution in question shall be decided by a majority of votes.

10.14 Seconding a Resolution

A resolution proposed at a meeting of the Board or Committee shall be seconded and the Chairperson of a meeting may move or propose a resolution.

10.15 Validity of Resolutions

A resolution in writing, signed by all the Directors and placed with the minutes of the Board meetings is as valid and effective as if regularly passed at a meeting of the Board.

PART 11 OFFICERS

11.1 Definitions

The Chair, Co-Chair, Secretary and Treasurer are the Officers of the Society. Collectively, they form the Executive Committee.

11.2 Election

The Directors shall elect among themselves the Officers of the Society at the first Board meeting following the Annual General Meeting when they were elected.

PART 12 DUTIES OF THE OFFICERS OF THE SOCIETY

12.1 Chair

The Chair shall:

- a) Preside at all meetings of the Society and of the Board;
- b) Be the Chief Executive Officer of the Society in the absence of a staff member acting in the role of the Chief Executive Officer as per the Society's organizational chart or revised organization chart; and
- c) Supervise the Secretary-Treasurer in the execution of his/her duties.

12.2 Co-Chair

The Co-Chair will assume the duties of the Chair in his/her absence.

12.3 Secretary

The Secretary shall or ensure that Society staff:

- a) Conduct the correspondence of the Society;
- b) Issue notices of meetings of the Society and Board;
- c) Keep minutes of all meetings of the Society and Board,
- d) Circulate minutes of all meetings of the Board at least one week prior to the next meeting of the Board;

- e) Have custody of all records and documents of the Society;
- f) Have custody of the common seal of the Society; and
- g) Maintain the Register of Stakeholders.

12.4 Treasurer

The Treasurer shall or ensure staff of the Society:

- a) Keep such financial records, including books of account, as are necessary to comply with the Societies Act; and,
- b) Render financial statements to the Directors, Stakeholders and others when required.

PART 13 COMMITTEES AND TASK FORCES

13.1 Creation and Delegation to Committees

The Board may create such standing and special committees, working groups or task forces as may from time to time be required. Any such committee will limit its activities to the purpose or purposes for which it is appointed and will have no powers except those specifically conferred by Board Resolution.

The Board may delegate any, but not all, of its powers to committees which may be in whole or in part composed of Directors as it thinks fit.

13.2 Standing and Special Committees

Unless specifically designated as a standing committee, a committee is deemed to be a special committee and any special committee so created must be created for a specified time period.

A special committee will automatically be dissolved upon the earlier of the following:

- (a) the completion of the specified time period; or
- (b) the completion of the task for which it was created.

13.3 Standing Committees as Required

The AtBC Board may establish four Committees of the Society as required:

- a) Governance Committee
- b) Marketing Committee
- c) Finance Committee
- d) Audit Committee

13.4 Terms of Reference

In the event the Board decides to create a committee, it must establish terms of reference for such committee. A committee, in the exercise of the powers delegated to it, will conform to any rules that may

from time to time be imposed by the Board in the terms of reference or otherwise, and will report every act or thing done in exercise of those powers at the next meeting of the Board held after it has been done, or at such other time or times as the Board may determine.

The terms of reference for each of the above committees shall be defined within the Board Operations Manual.

13.5 Special Committees and Task Forces

The Board may, from time to time, appoint such Special Committees and/or Task Forces as may be deemed fit. No policies shall be initiated and no action shall be taken by any Committee and/or Task Force without the prior approval of the Board, who may delegate any, but not all, of its powers to such Committee and/or Task Force. All Special Committees and/or Task Forces so formed shall consist of at least one (1) Board member, and shall report every act or thing done in exercise of those powers to the earliest meeting of the Board after it has been done.

The terms of reference for each of the above special committees and/or task forces shall be defined by the Board and attached to the Board's minutes.

13.6 Dissolution

The Board may dissolve a committee, working groups or task forces by Board Resolution except a committee required by these Bylaws.

PART 14 CONFLICT OF INTEREST

14.1 Professional Commitment

Every Director shall:

- a) Act in the best interest of the Stakeholders of the Society
- b) Not communicate confidential information to anyone not entitled to receive confidential information;
- c) Not use information, confidential or otherwise, that is gained in the execution of his or her office and is not available to the Stakeholders of the Society generally, to further or seek to further a Director's private pecuniary or other interest;
- d) Not use his/her position as Director to secure special privileges, favours or exemptions for himself/herself personally or for any other person;
- e) Not place himself/herself in a situation where he/she may be under obligation to someone who has business dealings with the Society and who could benefit from special consideration or treatment;
- f) Not use his/her position to influence a decision to be made by another person to further the Director's private pecuniary or other interest;
- g) Avoid any situations that could cause any person to believe that he/she may have brought bias or partiality to a question before the Board.
- h) Not participate in decisions from which he/she could benefit financially or materially;

- i) Regard benefits accruing to immediate family as if the Director in question were to benefit;
- j) Not use his/her position or information obtained therefrom to provide an unfair advantage to himself/herself, including cases involving grants for funding and other approvals and appointments.

14.2 Director Conflict of Interest

A Director who has a direct or indirect material interest in a contract or transaction (whether existing or proposed) with the Society, or a matter for consideration by the Directors:

- (a) will be counted in the quorum at a meeting of the Board at which the contract, transaction or matter is considered;
- (b) will disclose fully and promptly the nature and extent of his or her interest in the contract, transaction or matter;
- (c) is not entitled to vote on the contract, transaction or matter;
- (d) will absent him or herself from the meeting or portion thereof:
 - 1.) at which the contract, transaction or matter is discussed, unless requested by the Board to remain to provide relevant information; and
 - 2.) in any case, during the vote on the contract, transaction or matter; and
- (e) refrain from any action intended to influence the discussion or vote.

The Board may establish further policies governing conflicts of interest of Directors and others, provided that such policies must not contradict the *Societies Act* or these Bylaws.

PART 15 INDEMNIFICATION

15.1 Indemnification of Directors and Eligible Parties

To the extent permitted by the *Societies Act*, each Director and eligible party (as defined by the *Societies Act*) will be indemnified by the Society against all costs, charges and expenses, including legal and other fees, actually and reasonably incurred in connection with any legal proceeding or investigative action, whether current, threatened, pending or completed, to which that Person by reason of his or her holding or having held authority within the Society:

- (a) is or may be joined as a party to such legal proceeding or investigative action; or
- (b) is or may be liable for or in respect of a judgment, penalty or fine awarded or imposed in, or an amount paid in settlement of, such legal proceeding or investigative action.

15.2 Purchase of Insurance

The Society may purchase and maintain insurance for the benefit of any or all Directors, officers, employees or agents against personal liability incurred by any such Person as a Director, officer, employee or agent.

PART 16 CONFLICT RESOLUTION

16.1 Professional Commitment

The Directors will work together to ensure that conflicts are avoided.

16.2 Professional Duties

In the event that a conflict arises, the Directors agree to follow the following steps:

- a) First attempt to resolve the issue amicably;
- b) If necessary, the Chairperson shall schedule a conference call among all of the Directors so that the issue can be discussed and a solution arrived at;
- c) If the matter is not resolved amicably or through a Board conference call, the Directors agree to appoint a Mediator;
- d) The Mediator will assist the Directors in reaching a mutually satisfactory outcome;
- e) If an agreement is not reached, the Directors agree to allow the Mediator to make a final determination on the matter, based on AtBC policy, practice and the principles of fairness; and,
- f) The Mediator or the Chairperson shall prepare a memo of the resolution of the conflict in writing to be provided to all of the Stakeholders serving on the Board of Directors and to all employees of the Society.

PART 17 CONTRACTS

17.1 Execution of Contracts

Contracts, documents or instruments in writing approved by the Board and requiring the signature of the Society may be signed by any two of the following: the Chairperson, Chief Executive Officer, the Vice-Chairperson, and Treasurer. All contracts, documents or instruments in writing so signed shall be binding upon the Society without further authorization or formality, unless the Board otherwise directs. No such contracts, documents or instruments in writing shall be signed by any Officer of the Society unless approved by the Board.

17.2 Seal

The seal of the Association may, when required, be affixed to contracts, documents or instruments in writing signed as aforesaid by any officer or officers, person or persons, authorized as aforesaid by resolution of the Board.

PART 18 FINANCE

18.1 Current Operating Account

The current operating account shall be maintained in such chartered bank, credit union or trust company as designated by the Directors. All current operating incomes and dues received shall be deposited in this account, out of which normal operating expenses shall be paid. The Secretary-Treasurer shall present a financial report at each General Meeting of the Board of Directors.

18.2 Savings Account

The Board may maintain savings accounts or invest in short term bank deposits as may be advantageous to the Association. The Board shall insure that all conditions of deposit have been adhered to.

18.3 Signing Authority

The signing authorities at all bank accounts shall be any two (2) of: the Chief Executive Officer, the Chairperson, the Vice-Chairperson, the Secretary, the Treasurer and, by Board approval, a staff member with appropriate accreditation.

18.4 Borrowing

In order to carry out the purposes of the Society, the Board may, on behalf of and in the name of the Society and subject to the provisions of the Societies Act, raise or secure the payment or repayment of money in such manner as the Board decides and in particular, but without limiting the generality of the foregoing, by the issue of debentures.

18.5 Borrowing Powers

The Voting Stakeholders may, by special resolution, restrict the borrowing powers of the Board but a restriction so imposed expires at the following Annual General Meeting.

18.6 Limit on Borrowings

In order not to restrict future Boards, the total amount of loans each year must not exceed the income of the Association for that fiscal year.

18.7 Financial Records

The finances of the Society shall be under the control of the Treasurer who shall be responsible for the maintaining of proper accounting records and insure that all monies of the Society shall be kept on deposit in a chartered bank, credit union or trust company.

18.8 Presentation to Stakeholders

The Treasurer of the Society shall present the financial statements of the Society to all Stakeholders at the Annual General Meeting. The Auditor(s) appointed by the Board shall first approve all financial statements.

PART 19 AUDITOR

19.1 When Audit Required

The Society is not required by the Act to be audited . However, the Society will conduct an audit or review of its annual financial statements if:

- (a) the Directors determine to conduct an audit or review engagement by Board Resolution; or
- (b) the Stakeholders require the appointment of an auditor by Ordinary Resolution,

in which case the Society will appoint an auditor qualified in accordance with Part 9 of the Act and these Bylaws.

19.2 Appointment of Auditor at Annual General Meeting

If the Society determines to conduct an audit, an auditor will be appointed at an annual general meeting to hold office until such auditor is reappointed at a subsequent annual general meeting or a successor is appointed in accordance with the procedures set out in the Act or until the Society no longer wishes to appoint an auditor.

19.3 Vacancy in Auditor

Except as provided in Bylaw 19.4, the Board will fill any vacancy occurring in the office of auditor and an auditor so appointed will hold office until the next annual general meeting.

19.4 Removal of Auditor

An auditor may be removed and replaced by Ordinary Resolution in accordance with the procedures set out in the Act.

19.5 Notice of Appointment

An auditor will be promptly informed in writing of such appointment or removal.

19.6 Auditor's Report

The auditor, if any, must prepare a report on the financial statements of the Society in accordance with the requirements of the Act and applicable law.

19.7 Participation in General Meetings

The auditor, if any, is entitled in respect of a General Meeting to:

- (a) receive every notice relating to a meeting to which a Stakeholder is entitled;
- (b) attend the meeting; and
- (c) be heard at the meeting on any part of the business of the meeting that deals with the auditor's duties or function.

An auditor who is present at a General Meeting at which the financial statements are considered must answer questions concerning those financial statements, the auditor's report, if any, and any other matter relating to the auditor's duties or function.

PART 20 NOTICE GENERALLY

20.1 Method of Giving Notice

Except as otherwise provided in these Bylaws, a notice may be given to a Stakeholder or a Director either personally, by delivery, courier or by mail posted to such Person's Registered Address, or, where a Stakeholder or Director has provided a fax number or e-mail address, by fax or e-mail, respectively.

20.2 When Notice Deemed to have been Received

A notice sent by mail will be deemed to have been given on the day following that on which the notice was posted. In proving that notice has been given, it is sufficient to prove the notice was properly

addressed and put in a Canadian Government post office receptacle with adequate postage affixed, provided that if, between the time of posting and the deemed giving of the notice, a mail strike or other labour dispute which might reasonably be expected to delay the delivery of such notice by the mails occurs, then such notice will only be effective when actually received.

Any notice delivered personally, by delivery or courier, facsimile, or electronic mail will be deemed to have been given on the day it was so delivered or sent.

20.3 Days to be Counted in Notice

If a number of days' notice or a notice extending over any other period is required to be given, the day the notice is given or deemed to have been given and the day on which the event for which notice is given will not be counted in the number of days required.

PART 21 MISCELLANEOUS

21.1 Dissolution

In the event of winding up or dissolution of the Society, all the funds and assets of the Society remaining after the satisfaction of its debts and liabilities shall be given or transferred to another organization or organizations having the same or similar purposes as this Society as may be determined by the members of the Society at the time of winding up or dissolution. If effect cannot be given to the aforesaid provisions, then such funds shall be given or transferred to some other organization; which is a charitable organization or charity recognized by the Department of National Revenue as being qualified as such under the provisions of the Income Tax Act (Canada) from time to time in effect. ***This provision was previously unalterable.***

21.2 Inspection of Documents and Records

The documents and records of the Society, including the financial and accounting records and the minutes of General Meetings, committee meetings and meetings of the Board, will be open to the inspection of any Director at reasonable times and on reasonable notice.

A Stakeholder in good standing is entitled, upon providing not less than fourteen (14) days' notice in writing to the Society, to inspect any of the following documents and records of the Society at the Address of the Society during the Society's normal business hours:

- (a) the Constitution and these Bylaws, and any amendments thereto;
- (b) the statement of directors and registered office of the Society;
- (c) minutes of any General Meeting, including the text of each resolution passed at the meeting;
- (d) resolutions of the Stakeholders in writing, if any;
- (e) annual financial statements relating to a past fiscal year that have been received by the Stakeholders in a General Meeting;
- (f) the register of Directors;
- (g) the register of Stakeholders;

- (h) the Society's certificate of incorporation, and any other certificates, confirmations or records furnished to the Society by the Registrar;
- (i) copies of orders made by a court, tribunal or government body in respect of the Society;
- (j) the written consents of Directors to act as such and the written resignations of Directors; and
- (k) the disclosure of a Director or of a senior manager regarding a conflict of interest.

Except as expressly provided by statute or at law, a Stakeholders will not be entitled or have the right to inspect any other document or record of the Society. However, subject to such policies as the Board may establish, a Stakeholder in good standing may request, in writing delivered to the Address of the Society, to inspect any other document or record of the Society and the Board may allow the Stakeholder to inspect the document or a copy thereof, in whole or in part and subject to such redaction as the Board deems necessary, all in the Board's sole discretion.

Copies of documents which a Stakeholder is allowed to inspect may be provided on request by the Stakeholder for a fee to be determined by the Board, provided such fee does not exceed the limits prescribed in the Act.

PART 22 BYLAWS

22.1 Entitlement to copy of Constitution and Bylaws

On being admitted to the Society, each Stakeholder (whether Voting, Non-Voting or Honorary) is entitled to, and the Society will give him, her or it, without charge, a copy of the Constitution and Bylaws of the Society.

22.2 Special Resolution required to Alter Bylaws

These Bylaws will not be altered except by Special Resolution.

22.3 Effective Date of Alteration

Any alteration to the Bylaws or Constitution will take effect on the date the alteration application is filed with the Registrar in accordance with the *Societies Act*.

APPENDIX A

ATBC STAKEHOLDER CRITERIA

Non-Voting Stakeholders

Honorary Stakeholder

- Aboriginal Elder interested in the Aboriginal cultural tourism industry.
- Aboriginal or non-Aboriginal Business or Organization interested in support the Aboriginal cultural tourism industry.

Start Up Phase

- Aboriginal Communities or Entrepreneurs exploring Aboriginal cultural tourism as an economic development opportunity

Visitor Ready

Tourism business is operational and meets Visitor Ready criteria.

Criteria

These criteria are used to determine if a tourism supplier is ready to offer ‘visitor ready’ product to consumers.

- ✓ Maintain good standings of all applicable business licenses, insurance and legislative requirements.
- ✓ Maintain staffed business location with a set schedule of operating hours.
- ✓ Provide a telephone number or email contact year round. When close during the off season, provide automated response through voicemail or email.
- ✓ Have branded on-site location.

Voting Stakeholders

AtBC Market-Ready Criteria

AtBC strives to meet tourism industry standards nationally and internationally and will deem an Aboriginal cultural tourism business Market-Ready if the following criteria:

- Can demonstrate and provide support to substantiate 51% Aboriginal ownership (either as an individual Aboriginal entrepreneur or Aboriginal community owned enterprise)
- Has successfully completed the AtBC quality assurance and authentication program requirements that will address a number of factors including the following but not limited to:
 - ✓ Meet with Visitor Ready Standards.
 - ✓ Be in business for a least one year, with a proven track record for safety and professional operation.
 - ✓ Provide a published pricing policy.
 - ✓ Have a published consumer billing, payment and cancellation policy.

- ✓ Have marketing material such as brochures or rack cards.
- ✓ A full operational website that accurately reflects your business.
- ✓ Subscribe to social media i.e. facebook, Twitter.
- ✓ Subscribe to a travel advisory site i.e. TripAdvisor.
- ✓ Have site based parking in close proximity.
- ✓ During operating season, maintain a 24 – 48 hour response time, or less, to inquiries and a 24 hour response time to reservation/booking requests.
- ✓ Be prepared to communicate and accept reservations by telephone, fax and/or e-mail and provide same day confirmation of booking arrangements.
- ✓ Have high resolution images for promotional purposes.
- ✓ Have frontline staff trained in customer service (such as FirstHost/WorldHost or equivalent customer service training programs).
- ✓ Be an active AtBC Marketing Stakeholder and eligible to become a stakeholder of your local tourism association.

AtBC Export Ready Criteria

AtBC strives to meet tourism industry standards nationally and internationally and will deem an Aboriginal cultural tourism business Export-Ready if the following criteria:

- Can demonstrate and provide support to substantiate 51% Aboriginal ownership (either as an individual Aboriginal entrepreneur or Aboriginal community owned enterprise)
- Has successfully completed the AtBC quality assurance and authentication program requirements that will address a number of factors including the following but not limited to:
 - ✓ Must meet Visitor and Market Ready Standards.
 - ✓ Demonstrate an adequate budget and marketing plan that includes international tourism operators.
 - ✓ Understand the roles played by receptive tour operators, tour operators, travel wholesalers and retail travel agents and understand rack and retail pricing, agent commissions and wholesale net rates at each level.
 - ✓ Be willing to include receptive tour operators in your marketing and sales plans and provide contracted wholesale rates to receptive tour operators.
 - ✓ Provide detailed pricing and program information to tour operators and wholesaler at least one year in advance of selling season.
 - ✓ Be prepared to set up billing arrangements with the tour operator, wholesale agency, or receptive tour operators.
 - ✓ If you plan to pursue group business, ensure you are able to accommodate and adapt to the needs of the market (i.e. bus parking, washroom facilities, maximum group size, group pricing and frontline staff that speak the language of your target markets).
 - ✓ Carry adequate insurance (ask your receptive tour operator if you can be added to their policies at a nominal cost).
 - ✓ Provide support (free or reduced rates) for international media and travel trade familiarization tours.
 - ✓ Offer currency exchange rates consistent with industry norms.

Appendix B

Map of British Columbia Outlining the Six (6) Tourism Regions

