

## Forward, Nicole MAH:EX

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**From:** Poirier, Dorice TAC:EX  
**Sent:** Tuesday, January 30, 2018 3:39 PM  
**To:** Ferguson, Suzanne A TAC:EX  
**Cc:** Mattock, Amber TAC:EX; Wyllie, Sandra TAC:EX  
**Subject:** FW: Touch Base -- February 2  
**Attachments:** Destination BC - Summary Board Candidates - updated 15JAN2018.pdf; Skills Matrix -- Destination BC Board and Candidates - Updated January 15 2018.pdf; BN\_DBC Coop Mktg Program\_2018-19 Funding Decisions - FINAL.docx; BN - DestinationBC - Tourism Network Marketing Partnership -- 25January 2018 - Draft 1.docx; Decision Note\_BCVC Peace Arch Jan 26 2018.docx

**Importance:** High

Hi Suzanne for this prebrief tomorrow we have only BN 31870, Claire was expecting information regarding this email below.

Will it come or should I push your prebrief to later, obviously before Friday?

**Dorice Poirier** Executive Administrative Assistant to Claire Avison | Assistant Deputy Minister | Ministry of Tourism Arts and Culture | 250 952-0385 | [dorice.poirier@gov.bc.ca](mailto:dorice.poirier@gov.bc.ca)

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**From:** Avison, Claire TAC:EX  
**Sent:** Tuesday, January 30, 2018 3:28 PM  
**To:** Poirier, Dorice TAC:EX  
**Subject:** FW: Touch Base -- February 2

Claire Avison | Assistant Deputy Minister | Ministry of Tourism Arts and Culture | Cell: 250-217-9059 | [claire.avison@gov.bc.ca](mailto:claire.avison@gov.bc.ca)

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**From:** Avison, Claire TAC:EX  
**Sent:** Monday, January 29, 2018 3:14 PM  
**To:** Ferguson, Suzanne A TAC:EX  
**Cc:** Wyllie, Sandra TAC:EX; Poirier, Dorice TAC:EX; Meadows, Jennifer L TAC:EX  
**Subject:** FW: Touch Base -- February 2

Hi Suzanne – see note below from Marsha. Need background for Sandy's call with Marsha on Friday - thanks

Claire Avison | Assistant Deputy Minister | Ministry of Tourism Arts and Culture | Cell: 250-217-9059 | [claire.avison@gov.bc.ca](mailto:claire.avison@gov.bc.ca)

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**From:** Carroll, Sandra TAC:EX  
**Sent:** Monday, January 29, 2018 11:39 AM



**To:** Avison, Claire TAC:EX  
**Subject:** FW: Touch Base -- February 2

Lets touch base on these.

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**From:** Walden, Marsha DBC:EX  
**Sent:** Monday, January 29, 2018 8:40 AM  
**To:** Carroll, Sandra TAC:EX  
**Subject:** Touch Base -- February 2

Good morning Sandy,

Welcome back.<sup>s.22</sup> from the whirlwind tour of China and feel that the mission was productive. The event photos were excellent!

Since we have a phone meeting on Friday morning, I wanted to provide you with some advance briefing material. I'm not sure what is on your list to discuss, but I have a number of important items as follows:

- DBC Board Appointments – status update – Summary of Proposed Candidates and Skills Matrix attached (as previously provided)
- NR
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I look forward to talking with you next week.

Regards,  
MW

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**From:** Walden, Marsha DBC:EX  
**Sent:** Monday, January 15, 2018 1:53 PM  
**To:** Beare, Lisa TAC:EX  
**Cc:** Carroll, Sandra TAC:EX; 'Andrea Shaw'  
**Subject:** Destination BC -- Board Candidates

Good afternoon Minister Beare,

Thank you for the recent appointment of Penny Wilson to Destination BC's board of directors.

On behalf of our Board Chair Andrea Shaw, attached please find updated documents related to 4 additional potential appointments to Destination BC's board, as follows:

- Summary of Board Candidates recommended by DBC's Board of Directors for Government consideration;
- Skills Matrix providing an overview of the backgrounds for Existing board members and new Recommended candidates.



Our Chair is looking forward to having an opportunity to meet with you soon to delve more deeply into Destination BC's corporate strategy and some exciting upcoming initiatives. In the past, our Chair had quarterly meetings with the Minister to ensure alignment between our organization and the Ministry in light of our direct reporting relationship to you.

We also look forward to supporting your Ministry's work on a refreshed provincial tourism strategy.

Feel free to call me if there is any more information you require on board candidates.

Regards,  
MW

**Marsha Walden**

President and CEO

**Destination British Columbia**

12th Floor, 510 Burrard Street

Vancouver, British Columbia

Canada V6C 3A8

T 604.660.3676

F 604.660.3383

E [Marsha.Walden@DestinationBC.ca](mailto:Marsha.Walden@DestinationBC.ca)

Consumer [HelloBC.com](http://HelloBC.com)

Corporate [DestinationBC.ca](http://DestinationBC.ca)



Sign up [here](#) for our industry newsletter, ***Destination BC News***.

Receive updates on our marketing campaigns, hear about travel trade partnerships and media coverage, get industry insights from our research team, read news you can use about upcoming events and much more, right to your inbox.



**Destination BC**  
**Board of Directors**  
January 15, 2018

CURRENT BOARD MEMBERS	REGION	TERM EXPIRES	SKILLS MATRIX
Andrea Shaw, Chair	VCM	Dec. 31, 2018	Marketing, Governance
Laird Miller, Vice Chair	VCM	Dec. 31, 2019	Finance, Tourism (Eco Resort)
Alan Raine	TOTA	Dec. 31, 2019	Tourism (Ski), Public Sector
Josie Tyabji	TOTA	Dec. 31, 2019	Finance, Wine
Susan Doi (Note 1)	VCM	s.22	Legal, Tourism (Ski)
Penny Wilson	VCM	Dec. 31, 2020	Marketing, Technology
<b>RECOMMENDED CANDIDATES</b> (Note 2)			
s.22			
	TVI		Tourism (Accommodation)
	VCM		Marketing, Tourism (Ski)
	NBC		Tourism (FN-owned Resorts), Forestry
	TOTA		Transportation (Airport)
	NBC		Tourism (First Nations)
	KRT		Legal, Tourism (Ski)
	VCM		Tourism (First Nations), Ec. Development
	TOTA		Legal, Governance (First Nations)
	KRT		Public Sector, Backcountry

Destination BC is seeking four (4) new Board appointees.

In addition to its Board of Directors, Destination BC receives support and advice from its 20-member Tourism Marketing Committee comprised of three representatives from each of the six tourism regions plus two members appointed by DBC's Board.s. 13

**Note 1**s.22

s.22

**Note 2:** DBC is seeking Government input and approval for 4 new candidates. Asterisked (\*) candidates have NOT yet been approached to confirm their willingness to have their names put forward for consideration.



Current Board Members	
Andrea Shaw	Andrea J. Shaw is the Founder & Managing Partner of TwentyTen Corp. which consists of two strategic marketing and sponsorship firms; the TwentyTen Group and TORQUE Strategies. Both companies operate in Vancouver and Toronto. Previously, Ms. Shaw was the vice-president of Sponsorship, Sales and Marketing for the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games. Earlier, Ms. Shaw was the vice-president, Communication for the Vancouver Bid Organization. Active in her community, Ms. Shaw is a board member of the BC Cancer Foundation. Ms. Shaw is a registered nurse and holds a bachelor of education from McGill University.
Susan Doi	Sue Doi is currently general counsel & director-legal services at Vancity Savings Credit Union. She was previously general counsel and corporate secretary at Whistler Blackcomb and worked in the ski and hospitality industry for 7 years. Ms. Doi was named a Lexpert Rising Star-Leading Lawyer under 40 in November 2013 and participated in the Governor General's Canadian Leadership Conference in 2012. She studied law at the University of Ottawa prior to working at Goodmans LLP in Toronto, then moved in house as counsel for Telus Communications and later Blast Radius in Vancouver. Ms. Doi has a history of volunteering in the community and is currently involved with several charities, including the board of the Pacific Autism Family Centre Foundation. Ms. Doi holds a bachelor of social sciences and a bachelor of laws from the University of Ottawa.
Laird Miller	Laird M. Miller is the chief financial officer of London Drugs. He is also the chief financial officer of Sonora Resort, a B.C. luxury wilderness resort and London Air Services, an executive charter airline. Active in his community, Mr. Miller served as a member on the Minister's Council on Tourism and is a past board member and member of the Audit Committee of Tourism British Columbia. He served as a volunteer mentor in the Leaders of Tomorrow program at the Vancouver Board of Trade. Mr. Miller received his chartered accountant designation from the Institute of Chartered Accountants of British Columbia. He holds a bachelor of science in forestry and a master of business degree from the University of Toronto.
Alan Raine	Al Raine is in his third term as mayor of Sun Peaks Mountain Resort Municipality. Mr. Raine has managed successful resort lodge properties in both Sun Peaks and Whistler. Mr. Raine was the provincial co-ordinator of Ski Development in the late 1970s, authored the original provincial Commercial Alpine Ski Policy and conducted numerous ski resort assessments, including a review of the British Columbia Heli-ski industry. Earlier, Mr. Raine was the head coach and program director of the Canadian National Ski Team from 1968 to 1973. Active in the tourism community, Mr. Raine is a former chairman and director of both Tourism Sun Peaks and Tourism Whistler.
Josie Tyabji	Josie Tyabji has over 30 years’ experience in wine industry business development, initially as general manager of a family-owned winery (now Inniskillin Okanagan). Currently, she is director of four western BCVQA estate wineries through Constellation Brands Canada. She also works closely with the Osoyoos Indian Band as General Manager of the Nk’Mip Cellars joint venture winery. Josie has served on numerous wine industry related boards over the years as director. She is currently past chair and serving on the board of the BC Wine Institute; a member of the Canadian Vintners’ Association board and executive committee; Okanagan Estate Wine shops board director and serving on the BC Agri-Food Trade Advisory Council; as well as the Nk’Mip Resort Association board
Penny Wilson	Penny Wilson Hootsuite CMO has more than 30 years of experience as a senior marketing and operations executive at large enterprise technology companies. Wilson will lead Hootsuite’s global marketing organization and help drive the growth of its customer base of more than ten million users, including 800 of the Fortune 1000 companies. She served as CMO for Juniper Networks (NYSE: JNPR), where her focus on developing the company’s first cross portfolio solutions, establishing clear customer value and ensuring a consistent global brand helped transform Juniper’s market strategy from technology-driven into customer-driven. Penny also served as CMO at Macromedia Inc. where she led the company’s worldwide marketing efforts up to and through Macromedia’s successful \$3.4 billion acquisition by Adobe Systems Inc. She helped establish Macromedia as the leader in creation and delivery of rich internet applications across all devices. Wilson played a crucial role in cultivating a strong worldwide user community which enabled developers and designers to create outstanding customer experiences and profitable applications. Penny’s customer centric focus was responsible for driving significant revenue growth through a strong vertical markets strategy.



Page 06 to/à Page 07

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Page 08 to/à Page 24

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NR



**Request for Appointment****Ministry Responsible****Date**

November 11, 2017

Ministry of Tourism, Arts and Culture

BOARD		NUMBER OF VACANCIES	TYPE OF APPOINTMENT	
Destination British Columbia Corp		Four	OIC/MO	
BOARD CHAIR				
Andrea Shaw				
POSITION(S)		INITIAL APPOINTMENT	CURRENT TERM	TERM EXPIRY
MEMBER NAME/POSITION		YYYY/MM/DD	YYYY/MM/DD	YYYY/MM/DD
1.	Chief Clarence Louie – Director	2013/12/11	2014/12/31	2017/12/31
2.	Matthew Mosteller - Director	2013/12/18	2014/12/31	2017/12/31
3.	Loring Phinney - Director	2013/03/18	2014/12/31	2017/12/31
4.	Robert Pratt - Director	2013/03/18	2014/12/31	2017/12/31
5.				

**Governing Legislation**Destination BC Corp *Act***Notice of Position**YES ☐NO ☐**RECOMMENDED RECRUITMENT AND EVALUATION**

Describe competencies sought for vacant position(s) including: gender, diversity and regional/geographic representation on the Board.

Candidates for Reappointment	Re-Appointment Performance Appraisal			
Provided to the Minister	YES <input type="checkbox"/>	NO <input type="checkbox"/>		
	YES <input type="checkbox"/>	NO <input type="checkbox"/>		
	YES <input type="checkbox"/>	NO <input type="checkbox"/>		
	YES <input type="checkbox"/>	NO <input type="checkbox"/>		
	YES <input type="checkbox"/>	NO <input type="checkbox"/>		
	YES <input type="checkbox"/>	NO <input type="checkbox"/>		
Optional: New Candidates for Appointment Consideration	Resume		Candidate Profile	
s.22	YES <input type="checkbox"/>	NO <input type="checkbox"/>	YES <input type="checkbox"/>	NO <input type="checkbox"/>
	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>	YES <input type="checkbox"/>	NO <input type="checkbox"/>
	YES <input type="checkbox"/>	NO <input type="checkbox"/>	YES <input type="checkbox"/>	NO <input type="checkbox"/>
4. Penny Wilson	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>





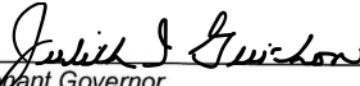
## Request for Appointment

5. s.22		YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>	YES <input type="checkbox"/>	NO <input type="checkbox"/>
6.		YES <input type="checkbox"/>	NO <input type="checkbox"/>	YES <input type="checkbox"/>	NO <input type="checkbox"/>
7.		YES <input type="checkbox"/>	NO <input type="checkbox"/>	YES <input type="checkbox"/>	NO <input type="checkbox"/>
8.		YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>	YES <input type="checkbox"/>	NO <input type="checkbox"/>
9.		YES <input type="checkbox"/>	NO <input type="checkbox"/>	YES <input type="checkbox"/>	NO <input type="checkbox"/>
10.		YES <input type="checkbox"/>	NO <input type="checkbox"/>	YES <input type="checkbox"/>	NO <input type="checkbox"/>
11.		YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>	YES <input type="checkbox"/>	NO <input type="checkbox"/>
12.		YES <input type="checkbox"/>	NO <input type="checkbox"/>	YES <input type="checkbox"/>	NO <input type="checkbox"/>



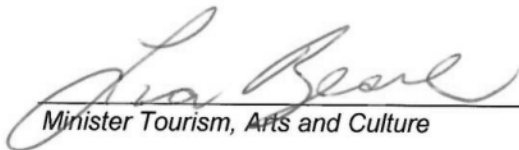
**PROVINCE OF BRITISH COLUMBIA**  
**ORDER OF THE LIEUTENANT GOVERNOR IN COUNCIL**

Order in Council No. 523 , Approved and Ordered December 11, 2017

  
Lieutenant Governor

**Executive Council Chambers, Victoria**

On the recommendation of the undersigned, the Lieutenant Governor, by and with the advice and consent of the Executive Council, orders that, effective December 31, 2017, Penny Roberta Wilson is appointed as a director of the board of Destination BC Corp. for a term ending December 31, 2020.

  
Minister Tourism, Arts and Culture

  
Presiding Member of the Executive Council

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*(This part is for administrative purposes only and is not part of the Order.)*

**Authority under which Order is made:**

Act and section: Destination BC Corp. Act, S.B.C. 2013, c. 6, ss. 6 (2) and 8

Other: \_\_\_\_\_





MY ITEMS

MY ASSIGNEE'S ITEMS

WATCHED ITEMS

CREATE

SUPPORT

SETTINGS

SUPER USER



## ITEM HISTORY

Enter one of the Item Numbers for the history you want to view and then hit Enter on your keyboard.

ID Number

s.15

Cliff Number

Other Number

## Selected Item

Date Completed	ID	Cliff Number	Other Number	Subject
1/26/2018	s.15	31970		DBC Appointment Letter Package - Penny Wilson

## Approvals

Date Approved	User	Title
1/4/2018 12:43 PM	Newhook, Kelly TAC:EX	Item Approved.

## Comments

Comment Date	User	Title
1/4/2018 1:34 PM	Meadows, Jennifer L TAC:EX	Please finalize and close file.
1/4/2018 12:43 PM	Newhook, Kelly TAC:EX	Penny Wilson is a new board appointment. Please remove 'continue to serve'.
1/2/2018 8:54 AM	Meadows, Jennifer L TAC:EX	For Minister's approval.

## Path

Path Date	User	Title
1/26/2018 3:08 PM	Watt, Norma JTT:EX	Item completed with the reason Completed.
1/4/2018 1:34 PM	Meadows, Jennifer L TAC:EX	Item sent to TAC Correspondence Branch.
1/4/2018 12:43 PM	Newhook, Kelly TAC:EX	Item sent to Meadows, Jennifer.
1/2/2018 8:54 AM	Meadows, Jennifer L TAC:EX	Item sent to Newhook, Kelly.
12/28/2017 3:10 PM	Watt, Norma JTT:EX	Item sent to Meadows, Jennifer.
12/27/2017 11:54 AM	Reddy, Arthi JTT:EX	Item sent to TAC Correspondence Branch.
12/22/2017 4:21 PM	Bains, Jasmine MAH:EX	Item sent to Reddy, Arthi.
12/21/2017 11:32 AM	Bains, Jasmine MAH:EX	Item Created.

## DocumentPath

Upload Date	User	Title
1/5/2018 4:33 PM	Watt, Norma JTT:EX	Document [31970 Wilson 180105] Uploaded.
1/5/2018 4:26 PM	Watt, Norma JTT:EX	Document [31970 Wilson 180105] Uploaded.
12/28/2017 3:09 PM	Watt, Norma JTT:EX	Document [31970 OIC] Uploaded.
12/28/2017 3:09 PM	Watt, Norma JTT:EX	Document [31970 Wilson 171228] Uploaded.
12/21/2017 3:04 PM	Bains, Jasmine MAH:EX	Document [LTR-Appointment-PennyRobertaWilson-DBC-Dec2017] Uploaded.



For support, email iCollaborate@gov.bc.ca.



Ms. Penny Roberta Wilson  
s.22

Dear Ms. Wilson:

It is my pleasure to confirm that, effective December 31, 2017, you have been appointed as a director of the board of Destination BC Corp. (DBC), for a term ending December 31, 2020. I am pleased to enclose your Certificate of Appointment and a copy of the appointing Order in Council.

DBC has a mandate to fulfill several key marketing and leadership responsibilities critical to the long-term, sustainable growth of the provincial tourism industry. Your willingness to serve as a member of the Board responsible for effectively governing the important work and public assets of Destination BC is greatly appreciated.

Board members play a critical role in ensuring that British Columbia's public agencies, boards, trusts and commissions are serving the public interest and advancing overall public policy objectives. They must maintain public confidence in the operation of the organization and focus on achieving short- and long-term success, consistent with the organization's mandate and objectives, in an accountable manner.

Enclosed you will find an Indemnity Form. Please complete and return the form at your earliest convenience by sending a scanned copy to: [Martha.Wood@gov.bc.ca](mailto:Martha.Wood@gov.bc.ca) or a hard copy to:

Corporate Planning and Priorities Branch  
Ministry of Tourism, Arts and Culture  
PO Box 9806 Stn Prov Govt  
Victoria, BC V8W 9W1  
Telephone: 250 356-2078  
Fax: 250 387-1407

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Ms. Penny Roberta Wilson  
Page 2

I would like to take this opportunity to thank you for accepting this appointment to serve the Province of British Columbia, and I wish you all the best as you assume this important role. If you have any questions or concerns, please do not hesitate to contact my office. I look forward to working with you.

Sincerely,

Lisa Beare  
Minister of Tourism, Arts and Culture

Enclosures

pc: Ms. Sandra Carroll  
Deputy Minister  
Ministry of Tourism, Arts and Culture

Ms. Claire Avison  
Assistant Deputy Minister  
Tourism, Creative, Arts and Culutre Division  
Ministry of Tourism, Arts and Culture

Ms. Tracy Campbell  
Assistant Deputy Minister  
Management Services Division  
Ministry of Tourism, Arts and Culture

Ms. Andrea J. Shaw  
Board Chair  
Destination BC Corp.



Ms. Penny Roberta Wilson  
Page 3

bcc: Ms. Martha Wood  
Director, Reporting & Legislation  
Corporate Planning and Priorities Branch  
Management Services Division  
Ministry of Tourism, Arts and Culture  
  
Crown Agency Board Resourcing and Development Office  
[CABRO@gov.bc.ca](mailto:CABRO@gov.bc.ca)



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s.14;s.13



Appendix 1

Candidate	Biographical Highlights	Contacted and Agreed to Serve if Selected
s.22		
Penny Wilson	Currently CMO, Hootsuite. More than 30 years of experience as a senior marketing and operations executive at large enterprise technology companies including as CMO for Juniper Networks (NYSE: JNPR).	✓
s.22		



**Board:** Destination BC

**Issue:** Board appointment

**Request:** Ministry requests one appointment; with a three year term.

Name	Position	Location	Appointed	Expiry/Terminate*	Recommendation
Susan T. Doi	Member	WHISTLER	14 Mar 2013 Re-31 Dec 2016	31 Dec 2019	s.13,s.22
Clarence Joseph Louie	Member	OLIVER	11 Dec 2013 Re-31 Dec 2014	31 Dec 2017	
Matthew W. Mosteller	Member	CALGARY	18 Dec 2013 Re-31 Dec 2014	31 Dec 2017	
Loring B. Phinney	Member	NORTH VANCOUVER	14 Mar 2013 Re-31 Dec 2014	31 Dec 2017	
Robert J.M. Pratt	Member	NORTH VANCOUVER	14 Mar 2013 Re-31 Dec 2015	31 Dec 2017	
Alan (Al) E. Raine	Member	SUN PEAKS	14 Mar 2013 Re-31 Dec 2016	31 Dec 2019	
Andrea J. Shaw	Chair	WEST VANCOUVER	14 Mar 2013 Re-31 Dec 2015	31 Dec 2018	
Josephine (Josie) Anne Tyabji	Member	PENTICTON	31 Dec 2016	31 Dec 2019	
Laird M. Miller	Vice Chair	NORTH VANCOUVER	14 Mar 2013	31 Dec 2019	

**Analysis:**

- Four vacancies will exist as of December 31, 2017. Penny Roberta Wilson will fill one of those positions. s.13

**Organization Overview:**

On November 2, 2012 Destination BC Corp. (Destination BC) was created. Destination BC has the primary responsibility to develop and implement tourism marketing strategies and tactics to promote tourism in BC. This includes, among other things:

- Marketing British Columbia as a tourism destination domestically, nationally and internationally;
- Promoting the development and growth of the tourism industry in British Columbia to increase revenue and employment and economic benefits generated by the industry, by, among other things,
  - providing support for regional, sector and community tourism marketing;



- providing industry leadership in tourism marketing, product development and innovation;
- supporting training and development related to tourism marketing;
- supporting visitor services, and
- conducting tourism marketing research.
- Providing advice and making recommendations to the Minister on tourism related matters; and
- Enhancing public awareness of tourism and its economic value to British Columbia.

**Mandate:**

Destination BC is accountable to government through the Minister of Tourism, Arts and Culture who acts as the shareholder's representative. An annual Mandate Letter is provided to Destination BC.

**Composition:**

Destination BC is governed by a Board of Directors that will include up to 9 individuals. A minority (4 of 9 Directors) may have current involvement or investments in the tourism and/or hospitality sector. The majority (5 of 9 Directors) may not have current involvement or investments in the tourism and/or hospitality sectors.

The Board provides strategic policy direction and leadership to the organization. The CEO is appointed by the Board of Directors and manages the implementation of operational policies and corporate goals.

The Board is responsible for establishing a Tourism Marketing Committee. The Committee is regionally representative and provides advice to the Board and CEO on tourism marketing strategies and tactics and tourism performance indicators.

**Compensation:**

The Chair and Board are remunerated in accordance with a Treasury Board Directive that has been developed to ensure consistent and equitable remuneration between Crown corporations of government.

Annual Honoraria Directors are entitled to receive an annual honorarium, as follows:

Board Chair:	\$6,000
Audit Committee Chair:	\$5,000
Other Committee Chair:	\$4,000
Director:	\$3,000

Directors are entitled to receive \$300.00 for each FULL day in attendance at an approved Destination British Columbia meeting, including days of travel to reach the location of the meeting. Attendance at either an a.m. or p.m. session will qualify for half of the daily.



**Recommended Candidate Bios:****Penny Roberta Wilson**

Penny Wilson has more than 30 years of experience in senior marketing and executive leadership roles in the technology industry. Her previous roles include Chief Marketing Officer (CMO) at Juniper Networks, CMO and senior vice president at Macromedia in addition to executive positions at Alias|Wavefront and Merrill Lynch. At Macromedia, Penny led the company's worldwide marketing efforts through a successful \$3.4 billion acquisition by Adobe Systems Inc. As chief marketing officer of Hootsuite, the most widely used platform to manage social media, Penny leads the company's global marketing, growth and customer support organizations driving market leadership, brand awareness, demand generation and the creation of memorable customer experiences. Outside of Hootsuite, Penny pursues her passion for lifelong learning and mentoring of early stage companies. s.22

s.22

**Current Member Bios:****Susan T. Doi**

Sue Doi is currently in-house counsel, as Director, Corporate & Legal at iQmetrix Software Development Corporation, based in Vancouver. She was previously general counsel and corporate secretary at Whistler Blackcomb and worked in the ski and hospitality industry for 7 years. Ms. Doi was named a Lexpert Rising Star-Leading Lawyer under 40 in November 2013 and participated in the Governor General's Canadian Leadership Conference in 2012. She studied law at the University of Ottawa prior to working at Goodmans LLP in Toronto, then moved in house as counsel for Telus Communications and later Blast Radius in Vancouver. Ms. Doi has a history of volunteering in the community and is currently involved with several charities, including the Whistler Blackcomb Foundation Society. Ms. Doi holds a bachelor of social sciences and a bachelor of laws from the University of Ottawa.

**Chief Clarence Joseph Louie**

Chief Louie was first elected band chief in 1985 after completing Native American Studies programs at the Universities of Regina and Lethbridge. Since then he has been dedicated to creating self-reliance for the Band through establishing strong, diversified economic development while preserving traditions and building on lessons of the past. He has accomplished this by forming an Osoyoos Indian Band Development Corporation, which he currently heads, as well as being actively involved in many boards such as the Aboriginal Business Canada Board. He also chairs the Osoyoos Indian Band's Housing Committee, Band Board of Education and 7th Generation Trust.

Chief Clarence has made significant achievements during his appointment as Chief and received many business awards as a result. Most notably in 1999, he was awarded the Aboriginal Business Leader of the Year - All Nations Development Corporation and in 2000 the CANDO Award for Economic Developer of the Year Award.



**Laird M. Miller – Vice-Chair**

Laird M. Miller is the Chief Financial Officer of London Drugs. He is also the Chief Financial Officer of Sonora Resort, a BC luxury wilderness resort and London Air Services an Executive Charter Airline. Active in his community, Mr. Miller serves as a Member on Minister's Council on Tourism and is a past Board Member and Member of the Audit Committee of Tourism British Columbia. He served as a Volunteer Mentor in the Leaders of Tomorrow program at the Vancouver Board of Trade. Mr. Miller received his Chartered Accountant designation from the Institute of Chartered Accountants of British Columbia. He holds a Bachelor of Science in Forestry and a Masters of Business from the University of Toronto.

**Matthew Mosteller**

Active for over 30 years in the mountain resort industry, Matt Mosteller is the Vice President of Marketing and Sales for Resorts of the Canadian Rockies (RCR). RCR is the largest private ski resort owner/operator in North America owning six ski resorts across Canada including Kicking Horse Mountain Resort, Fernie Alpine Resort, and Kimberley Alpine Resort in BC. RCR also owns and manages a number of hotels and golf courses including Trickle Creek in Kimberley, BC. Active in the community, he is a member of the advisory board of the Canada Institute for the Woodrow Wilson International Center for Scholars and a former member of the Kootenay Rockies Tourism. Mr. Mosteller majored in English with Marketing interest from University of Washington.

**Loring B. Phinney**

Loring Phinney is the Vice-President of Corporate Marketing for Bell Canada. Previously, Mr. Phinney was Executive Vice President, Cossette Communications Group. Active in his community, Mr Phinney is a Cabinet Co-Chair of the United Way of the Lower Mainland, as well as Leader/Supporter of the Northshore Youth for Mental Health. He is a former Chair of the Vancouver Whitecaps Business Advisory Committee. He is a recipient of Business in Vancouver's '40 under 40' recognition award.

**Robert J. M. Pratt**

Robert Pratt is the President of One Hospitality Group. Previously, Mr. Pratt was President Coast Hotels, and Chief Operating Officer of Westmont Hospitality Group. Active in his community, Mr. Pratt has held senior volunteer positions with the United Way of Ottawa, Winnipeg and Edmonton. He is a current Board member of the Hotel Association of Canada, sits on the advisory committee of the University of Guelph and is an admissions field interviewer for the Cornell University School of Hotel Administration. Mr. Pratt holds a Bachelor of Science degree from Cornell University School of Hotel Administration.

**Alan (Al) E. Raine**

Al Raine is in his second term as Mayor of Sun Peak Mountain Resort Municipality. Mr. Raine has managed successful resort Lodge properties in both Sun Peaks and Whistler. Mr. Raine was the Provincial Coordinator of Ski Development in the late 1970s and authored the original provincial 'Commercial Alpine Ski Policy' and conducted numerous ski resort assessments including a review of the British Columbia Heli-ski industry. Earlier, Mr. Raine was the Head Coach and Program Director of the Canadian National Ski Team from 1968 to 1973. Active in the tourism community, Mr. Raine is a former as Chairman and Director of both Tourism Sun Peaks and Tourism Whistler



**Andrea J. Shaw - Chair**

Andrea Shaw is the Founder and Managing Partner of the TwentyTen Group and Executive Vice President of Encompass International. Previously, Ms. Shaw was the Vice President of Sponsorship, Sales and Marketing for the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games. Earlier, Ms. Shaw was the Vice President, Communication for the Vancouver Bid Organization. Active in her community, Ms. Shaw is a Board Member of BC Women's Hospital Foundation and of BC Cancer Foundation. Ms. Shaw is a Registered Nurse and holds a Bachelor of Education from McGill University.

**Josephine (Josie) Anne Tyabji**

Josephine Tyabji is the Director of Western BC Wine Authority (BCVQA) Estates for Constellation Brands. Previously, she was the general manager of Okanagan Vineyards Winery and Vineyard. Active in her community, she is a board member of the Canadian Vintner's Association and Chair of the BC Wine Institute board of directors. She was the National Business Operations Strategist for Vincor Canada and previous general manager for Inniskillin Okanagan.

Date:

\_\_\_\_\_  
The Honourable Minister Lisa Beare  
Ministry of Tourism, Arts and Culture

**Attachment(s):**

- Request for Appointment Checklist
- CV for Penny Wilson



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s.14



Page 40

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s.12;s.13



s.12,s.13,s.14



Page 42 to/à Page 43

Withheld pursuant to/removed as

s.12;s.14;s.13



**From:** [Wood, Martha MAH:EX](#)  
**To:** [Lavery, Stephany MAH:EX](#)  
**Subject:** FW: Contact info - Penny Wilson  
**Date:** Friday, February 2, 2018 12:28:01 PM

---

***Martha Wood, Director, Reporting and Legislation***

*Corporate Planning and Priorities Branch*

*778 698-3566 (Office), 250 920-8015 (Mobile)*

[Martha.Wood@gov.bc.ca](mailto:Martha.Wood@gov.bc.ca)

---

**From:** Wood, Martha MAH:EX  
**Sent:** Friday, December 8, 2017 12:27 PM  
**To:** Meadows, Jennifer L TAC:EX  
**Subject:** RE: Contact info - Penny Wilson  
Hello Jennifer,  
Here is the contact information for Penny Wilson.  
s.22

***Martha Wood, Director, Reporting and Legislation***

*Corporate Planning and Priorities Branch*

*778 698-3566 (Office), 250 920-8015 (Mobile)*

[Martha.Wood@gov.bc.ca](mailto:Martha.Wood@gov.bc.ca)

---

**From:** Meadows, Jennifer L TAC:EX  
**Sent:** Friday, December 8, 2017 10:26 AM  
**To:** Wood, Martha MAH:EX  
**Subject:** Contact info - Penny Wilson  
Hi Martha,  
Are you able to get contact info for the new DBC appointee.

Thx

JENNIFER MEADOWS

Director, Executive Operations

Deputy Minister's Office

Ministry of Tourism, Arts and Culture and

Ministry Responsible for Sport and Multiculturalism

8<sup>th</sup> Floor, 1810 Blanshard Street, Victoria BC V8W 9T2

p: 250-952-0104 | m: 250-507-0063



From: [Wood, Martha MAH:EX](#)  
To: [Lavery, Stephany MAH:EX](#)  
Subject: FW: Destination BC Board Appointment  
Date: Friday, February 2, 2018 12:28:40 PM  
Attachments: [image004.png](#)

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**Martha Wood, Director, Reporting and Legislation**

*Corporate Planning and Priorities Branch*

778 698-3566 (Office), 250 920-8015 (Mobile)

[Martha.Wood@gov.bc.ca](mailto:Martha.Wood@gov.bc.ca)

---

From: Wood, Martha MAH:EX  
Sent: Thursday, December 7, 2017 2:48 PM  
To: Meadows, Jennifer L TAC:EX  
Subject: RE: Destination BC Board Appointment  
Hi Jennifer,

We are not aware of any communication confirming this appointment – s.13  
s.13

**Martha Wood, Director, Reporting and Legislation**

*Corporate Planning and Priorities Branch*

778 698-3566 (Office), s.17 (Mobile)

[Martha.Wood@gov.bc.ca](mailto:Martha.Wood@gov.bc.ca)

---

From: Meadows, Jennifer L TAC:EX  
Sent: Thursday, December 7, 2017 2:41 PM  
To: Wood, Martha MAH:EX  
Subject: Fwd: Destination BC Board Appointment  
Hi Martha

Do you know who would have contacted DBC or sent a letter regarding the new board appointment (besides the MO)?

Thanks

Begin forwarded message:

**From:** "Endrizzi, Nicole DBC:EX" <[Nicole.Endrizzi@destinationbc.ca](mailto:Nicole.Endrizzi@destinationbc.ca)>  
**Date:** December 7, 2017 at 2:31:47 PM PST  
**To:** "Meadows, Jennifer L TAC:EX" <[Jennifer.Meadows@gov.bc.ca](mailto:Jennifer.Meadows@gov.bc.ca)>  
**Subject:** Destination BC Board Appointment

Hi Jennifer  
We have been advised that s.13  
s.13

s.13 and we are being asked about our communications plan etc.

Do you have any information regarding this?

Thanks for your help,

Nicole

Nicole Endrizzi

Assistant Corporate Secretary & Executive Assistant to the CEO



Destination British Columbia  
12th Floor - 510 Burrard Street  
Vancouver, BC V6C 3A8  
T 604.660.2153  
E [Nicole.Endrizzi@DestinationBC.ca](mailto:Nicole.Endrizzi@DestinationBC.ca)  
Consumer [HelloBC.com](http://HelloBC.com)  
Corporate [DestinationBC.ca](http://DestinationBC.ca)



Sign up [here](#) for updates, invites and our new industry newsletter, **Destination BC News**. Receive updates on our marketing campaigns, hear about tourism partnership and media coverage successes, learn facts and figures from our research team, get news you can use about upcoming events—and much more, right to your inbox.



## **Forward, Nicole MAH:EX**

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**From:** Ferguson, Suzanne A TAC:EX  
**Sent:** Wednesday, January 24, 2018 10:35 AM  
**To:** Avison, Claire TAC:EX  
**Cc:** Wyllie, Sandra TAC:EX; Mattock, Amber TAC:EX  
**Subject:** FW: IB for new DBC Board member Penny Wilson  
**Attachments:** 2018TAC0004-000083.pdf

Claire – FYI – this was approved last week by GCPE, DM and MO. Going out today at 2pm.



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## INFORMATION BULLETIN

For Immediate Release

Ministry of Tourism, Arts and Culture

2018TAC0004-000083

Jan. 24, 2018

### **New appointee joins Destination BC's board of directors**

VICTORIA – The Government of British Columbia has announced the appointment of Penny Wilson as the newest member of Destination BC's board of directors.

Wilson starts in her new role immediately. She brings with her more than 30 years of experience in senior marketing and executive leadership roles in the technology industry.

Her previous roles include chief marketing officer (CMO) at Juniper Networks, and CMO and senior vice-president at Macromedia, in addition to executive positions at Alias | Wavefront and Merrill Lynch. At Macromedia, Wilson led the company's worldwide marketing efforts through a successful \$3.4-billion acquisition by Adobe Systems Inc.

As CMO of Hootsuite, the most widely used social media platform, Wilson leads the company's global marketing, growth and customer support organizations driving market leadership, brand awareness, demand generation and the creation of memorable customer experiences.

Active in the community, Wilson pursues her passion for lifelong learning and mentoring of early-stage companies. She enjoys spending her free time exploring the outdoors with family and friends.

Destination BC is governed by a board of directors composed of nine private-sector directors, who are appointed by the minister responsible for tourism, based on recommendations provided by the tourism industry. All board-chair appointments are governed by the overriding principle of selection based on merit and are handled by the Province's Crown Agencies and Board Resourcing Office.

Destination BC is an industry-led Crown corporation that works collaboratively with tourism stakeholders throughout the province to co-ordinate tourism marketing at the international, provincial, regional and local levels, and to support regions communities and Indigenous people in developing or expanding tourism experiences, businesses and jobs.

#### **Quick Facts:**

- In 2015, the tourism sector:
  - employed 127,000 British Columbians;
  - paid \$4.5 billion in wages and salaries;
  - supported nearly 19,000 tourism-related businesses in B.C.; and
  - contributed \$7.4 billion toward the Province's GDP.

#### **Learn More:**



Destination BC board members: <https://www.destinationbc.ca/About-Us/Board-of-Directors.aspx>

**Contact:**

Media Relations  
Government Communications and Public  
Engagement  
Ministry of Tourism, Arts and Culture  
250 893-4449

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Connect with the Province of B.C. at: [news.gov.bc.ca/connect](https://news.gov.bc.ca/connect)



Destination BC

Board of Directors

CURRENT BOARD MEMBERS	REGION	TERM EXPIRES	SKILLS MATRIX
Andrea Shaw, Chair	VCM	December 31, 2018	Marketing, Governance
Laird Miller, Vice Chair	VCM	December 31, 2019	Finance, Tourism
Alan Raine	TOTA	December 31, 2019	Tourism, Public Sector
Josie Tyabji	TOTA	December 31, 2019	Finance, Wine
Sue Doi	VCM	December 31, 2019	Legal, Ski
Chief Clarence Louie	TOTA	December 31, 2017	Tourism, First Nations
Matt Mosteller	KRT	December 31, 2017	Ski, Tourism
Loring Phinney	VCM	December 31, 2017	Marketing, Stakeholder
Robert Pratt	VCM	December 31, 2017	Accommodation, HR

**ORIGINAL RECOMMENDED CANDIDATES (4 required)**

1. s.22	VCM
2.	TOTA
3. Penny Wilson	VCM
4. s.22	NBC
5.	TVI
6.	VCM
7.	VCM
8.	VCM

**ALTERNATE CANDIDATES**

9. s.22
10
11



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s.22;s.13



## Forward, Nicole MAH:EX

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**From:** Bhat, Asha TAC:EX  
**Sent:** Thursday, November 30, 2017 2:09 PM  
**To:** Mattock, Amber TAC:EX  
**Cc:** Rueckl, Dawn TAC:EX  
**Subject:** approved: Speaking Notes and Questions & Answers for Dec 6 Cabinet - DBC  
**Attachments:** s.12,s.13,s.14

s.13 . approved.

---

**From:** Mattock, Amber TAC:EX  
**Sent:** Thursday, November 30, 2017 12:25 PM  
**To:** Bhat, Asha TAC:EX  
**Cc:** Rueckl, Dawn TAC:EX  
**Subject:** For RUSH Review: Speaking Notes and Questions & Answers for Dec 6 Cabinet - DBC

Hi Asha,  
The attached speaking notes and QAs for DBC board appointment require your rush approval. I have reviewed and have no concerns.  
Thanks,  
Amber

---

**From:** Hamilton, Ashley M MAH:EX  
**Sent:** Thursday, November 30, 2017 11:56 AM  
**To:** Rueckl, Dawn TAC:EX  
**Cc:** Mattock, Amber TAC:EX; Wood, Martha MAH:EX  
**Subject:** For Review: Speaking Notes and Questions & Answers for Dec 6 Cabinet - DBC

Good morning Dawn,

Attached please find s.13 . These  
are provided as a starting point only – please feel free to edit as needed.

We are preparing hard copy binders for the DMO and Minister s.13  
once you are comfortable with the content and are tentatively planning to deliver the final binders to the DMO on Monday.

Please let me know if you have questions or if there is anything we can do to support.

Thank you,

**Ashley Hamilton**

Senior Legislative Advisor, Corporate Planning and Priorities Branch

*Serving:* Ministry of Municipal Affairs & Housing | Ministry of Jobs, Trade & Technology | Ministry of Tourism, Arts & Culture | Ministry of Labour

P: 778.698.3565 | [Ashley.Hamilton@gov.bc.ca](mailto:Ashley.Hamilton@gov.bc.ca)



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s.12;s.14;s.13



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s.14



**Request for Appointment****Ministry Responsible****Date**

November 11, 2017

Ministry of Tourism, Arts and Culture

BOARD		NUMBER OF VACANCIES	TYPE OF APPOINTMENT	
Destination British Columbia Corp		Four	OIC/MO	
BOARD CHAIR				
Andrea Shaw				
POSITION(S)		INITIAL APPOINTMENT	CURRENT TERM	TERM EXPIRY
MEMBER NAME/POSITION		YYYY/MM/DD	YYYY/MM/DD	YYYY/MM/DD
1. Chief Clarence Louie – Director		2013/12/11	2014/12/31	2017/12/31
2. Matthew Mosteller - Director		2013/12/18	2014/12/31	2017/12/31
3. Loring Phinney - Director		2013/03/18	2014/12/31	2017/12/31
4. Robert Pratt - Director		2013/03/18	2014/12/31	2017/12/31
5.				

**Governing Legislation**Destination BC Corp *Act***Notice of Position**YES ☐NO ☐**RECOMMENDED RECRUITMENT AND EVALUATION**

Describe competencies sought for vacant position(s) including: gender, diversity and regional/geographic representation on the Board.

Candidates for Reappointment	Re-Appointment Performance Appraisal			
	YES <input type="checkbox"/>	NO <input type="checkbox"/>		
	YES <input type="checkbox"/>	NO <input type="checkbox"/>		
	YES <input type="checkbox"/>	NO <input type="checkbox"/>		
	YES <input type="checkbox"/>	NO <input type="checkbox"/>		
	YES <input type="checkbox"/>	NO <input type="checkbox"/>		
	YES <input type="checkbox"/>	NO <input type="checkbox"/>		
Optional: New Candidates for Appointment Consideration	Resume		Candidate Profile	
1. s.22	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>	YES <input type="checkbox"/>	NO <input type="checkbox"/>
2.	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>	YES <input type="checkbox"/>	NO <input type="checkbox"/>
3. Penny R. Wilson	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>	YES <input type="checkbox"/>	NO <input type="checkbox"/>
4s.22	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>	YES <input type="checkbox"/>	NO <input type="checkbox"/>





## Request for Appointment

5. s.22	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>	YES <input type="checkbox"/>	NO <input type="checkbox"/>
6.	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>	YES <input type="checkbox"/>	NO <input type="checkbox"/>
7.	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>	YES <input type="checkbox"/>	NO <input type="checkbox"/>
8.	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>	YES <input type="checkbox"/>	NO <input type="checkbox"/>
9.				
10.				
11.				
12.				





Ref: 31970

**JAN 26 2018**

Ms. Penny Roberta Wilson  
s.22

Dear Ms. Wilson:

It is my pleasure to confirm that, effective December 31, 2017, you have been appointed as a director of the board of Destination BC Corp. (DBC), for a term ending December 31, 2020. I am pleased to enclose your Certificate of Appointment and a copy of the appointing Order in Council.

DBC has a mandate to fulfill several key marketing and leadership responsibilities critical to the long-term, sustainable growth of the provincial tourism industry. Your willingness to serve as a member of the Board responsible for effectively governing the important work and public assets of Destination BC is greatly appreciated.

Board members play a critical role in ensuring that British Columbia's public agencies, boards, trusts and commissions are serving the public interest and advancing overall public policy objectives. They must maintain public confidence in the operation of the organization and focus on achieving short- and long-term success, consistent with the organization's mandate and objectives, in an accountable manner.

Enclosed you will find an Indemnity Form. Please complete and return the form at your earliest convenience by sending a scanned copy to: [Martha.Wood@gov.bc.ca](mailto:Martha.Wood@gov.bc.ca) or a hard copy to:

Corporate Planning and Priorities Branch  
Ministry of Tourism, Arts and Culture  
PO Box 9806 Stn Prov Govt  
Victoria, BC V8W 9W1  
Telephone: 250 356-2078  
Fax: 250 387-1407

.../2



Ms. Penny Roberta Wilson

Page 2

I would like to take this opportunity to thank you for accepting this appointment to serve the Province of British Columbia, and I wish you all the best as you assume this important role. If you have any questions or concerns, please do not hesitate to contact my office. I look forward to working with you.

Sincerely,



Lisa Beare  
Minister of Tourism, Arts and Culture

Enclosures

pc: Ms. Sandra Carroll  
Deputy Minister  
Ministry of Tourism, Arts and Culture

Ms. Claire Avison  
Assistant Deputy Minister  
Tourism, Creative, Arts and Culutre Division  
Ministry of Tourism, Arts and Culture

Ms. Tracy Campbell  
Assistant Deputy Minister  
Management Services Division  
Ministry of Tourism, Arts and Culture

Ms. Andrea J. Shaw  
Board Chair  
Destination BC Corp.





Her Majesty the Queen in Right of the Province of British Columbia (the "Province") has agreed to grant this Indemnity on the terms and conditions hereinafter set forth to Penny Roberta Wilson (the "Appointee") who has been appointed to the board of the Destination BC Corp. (the "Entity").  
(NAME OF ENTITY)

1. Notwithstanding the actual date of execution and delivery of this Indemnity, the term of this Indemnity will be conclusively deemed to commence on the day upon which the appointment first became effective and will end on the effective date of termination of the appointment, provided however, this Indemnity will remain in full force and effect in respect of all acts or omissions covered hereunder occurring during the term.
2. Subject to sections 3, 4, and 6 of this Indemnity, the Province will indemnify and save harmless the Appointee from and against any and all claims, liabilities, losses, damages, costs, charges and expenses which the Appointee may sustain, incur or be liable for in carrying out the duties as Appointee to the Entity.
3. The Province will not be obligated to indemnify or save harmless the Appointee from and against any claim, liability, loss, damage, cost, charge, or expense arising out of any act, error or omission of the Appointee that results from the Appointee failing to act honestly or in good faith or in the best interests of the Entity, or that arises out of any act, error or omission outside the course of the Appointee's duties, or for any fine or penalty imposed on the Appointee by law, or arising out of a dishonest, fraudulent, criminal or malicious act.
4. The Province will not be obligated to indemnify or save harmless the Appointee in respect of any liability against which the Appointee is entitled to be indemnified pursuant to any valid and collectible policy of insurance. Where a partial indemnity is provided by such insurance, the obligation of the Province will be limited to that portion of the liability for which an indemnity is not provided by such policy, subject to the conditions of this Indemnity.
5. In the event the Province indemnifies the Appointee in accordance with this Indemnity, the Province will be subrogated to all rights of the Appointee.
6. Upon the Appointee becoming aware of any pending or threatened claim, action, suit or proceeding by which the Province could become liable under this Indemnity, written notice will be given by or on behalf of the Appointee to the Province as soon as is practicable.
7. Subject to section 6 of this Indemnity, the Province will defend, at its expense, any suit, action or proceeding, against the Appointee that, if successful, would result in a liability contemplated by section 2 (except in respect of criminal proceedings or any liability for which the Appointee is entitled to be indemnified pursuant to any valid and collectible policy of insurance).
8. Any notice, statement, other document or payment that either party may be required or may desire to give or deliver to the other will be conclusively deemed validly given or delivered to and received by the addressee, if delivered personally, on the date of such personal delivery or, if mailed, on the fifth business day after the mailing of the same in British Columbia by prepaid post addressed, or if sent by fax, on the day of transmission, if to the Province at:

PO Box 9405 Stn Prov Govt  
Victoria BC V8W 9V1

Fax Number: 250 356-6222  
Attention: Executive Director  
Risk Management Branch  
Ministry of Finance

and, if to the Appointee, at the address or fax number as shown on this Indemnity, or at such changed address/fax number as the parties will have duly notified one another.

9. This Indemnity will be construed in accordance with and be governed by the laws of the Province of British Columbia.

This indemnity is given on behalf of the Province by a duly authorized representative of Minister of Tourism, Arts and Culture,  
(LIEUTENANT GOVERNOR IN COUNCIL OR MINISTER)

the form of which has been approved by the Executive Director, Risk Management Branch, Ministry of Finance.

X \_\_\_\_\_ X \_\_\_\_\_  
(WITNESS SIGNATURE) (AUTHORIZED REPRESENTATIVE OF THE PROVINCE SIGNATURE)

The Appointee, \_\_\_\_\_, of \_\_\_\_\_,  
(PRINT NAME OF APPOINTEE) (ADDRESS OF APPOINTEE AND FAX NUMBER, IF ANY)

hereby agrees to the terms of this Indemnity.

The Appointee represents and warrants to the Province that, to the best of the Appointee's knowledge, there are no actions, suits or proceedings pending or threatened that could lead to a claim, liability, loss, damage, cost, charge or expense described in section 2 of this Indemnity except:  
(INSERT "NONE" OR DESCRIPTION)

Dated this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_\_.

X \_\_\_\_\_ X \_\_\_\_\_  
(WITNESS SIGNATURE) PRINT NAME AND ADDRESS (APPOINTEE SIGNATURE)

**THIS INDEMNITY CONTAINS CLAUSES THAT LIMIT COVERAGE AND REQUIRE CERTAIN PERFORMANCE BY THE APPOINTEE**



## Forward, Nicole MAH:EX

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**From:** Penny Wilson<sup>s.22</sup>  
**Sent:** Thursday, November 23, 2017 12:55 PM  
**To:** Rueckl, Dawn TAC:EX  
**Cc:** Hamilton, Ashley M MAH:EX; Mattock, Amber TAC:EX  
**Subject:** Re: for rush action: Request: Contact DBC for Penny Wilson's CPD  
**Attachments:** Penny Bio - 2017 Update.docx; ATT00001.htm; CV-Penny Wilson2017.pdf; ATT00002.htm; CPD Sept 2017 - Governing Boards (NEW).pdf; ATT00003.htm; HS-Exec0616-PennyW-008-sq.jpeg; ATT00004.htm

Dawn & Ashley,

Please find attached your profile and declaration form, my bio (which includes a short and a long form bio), my resume (in case you need it) and my picture. Please let me know if you have any questions.<sup>s.22</sup>

Thanks,  
Penny



## **Penny Bio - 2017 Update**

### **SHORT VERSION**

#### **Penny Wilson, CMO, Hootsuite**

As chief marketing officer of Hootsuite, Penny leads the company's global marketing, growth and customer support organizations driving market leadership, brand awareness, demand generation and the creation of memorable customer experiences.

Penny has more than 30 years of experience in senior marketing and executive leadership roles at Juniper Networks, Macromedia, Alias/Wavefront and Merrill Lynch.

s.22

### **LONG VERSION**

#### **Penny Wilson, CMO, Hootsuite**

Penny Wilson has more than 30 years of experience in senior marketing and executive leadership roles in the technology industry.

Her previous roles include Chief Marketing Officer (CMO) at Juniper Networks, CMO and senior vice president at Macromedia in addition to executive positions at Alias/Wavefront and Merrill Lynch. At Macromedia, Penny led the company's worldwide marketing efforts through a successful \$3.4 billion acquisition by Adobe Systems Inc.

As chief marketing officer of Hootsuite, the most widely used platform to manage social media, Penny leads the company's global marketing, growth and customer support organizations driving market leadership, brand awareness, demand generation and the creation of memorable customer experiences.

Outside of Hootsuite, Penny pursues her passion for lifelong learning and mentoring of early stage companies. s.22



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s.22





## CANDIDATE PROFILE AND DECLARATION

*for Governing Boards*

### INSTRUCTIONS

- For you to be considered for appointment to a governing board of a British Columbia public sector organization, the Board Resourcing and Development Office is required to collect your personal information.
- The "Organization" is the entity to which you are applying to serve.
- If you require more space, attach a separate sheet.

#### ***Freedom of Information and Protection of Privacy Act (FOIPPA)***

The personal information on this form is collected for the purpose of administering a variety of statutes that authorize the appointment of individuals to public sector organizations under the authority of section 26(a) of the FOIPPA. Information on the authority for a specific appointment is available on request. All information provided to us will be considered as supplied in confidence. Under certain circumstances some information may be released subject to the provisions of the FOIPPA. The Board Resourcing and Development Office is the office of record for this form. Questions about the collection or use of this information can be directed to the Board Resourcing and Development Office by email at [abc@gov.bc.ca](mailto:abc@gov.bc.ca) or by telephone at 604 775-2095.

**Enter the name of the Organization you are applying to serve on the board of:**

Destination BC

### PART A – PERSONAL INFORMATION

s.22



Page 75 to/à Page 80

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s.22



## Forward, Nicole MAH:EX

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**From:** Wood, Martha MAH:EX  
**Sent:** Thursday, November 9, 2017 3:05 PM  
**To:** Mattock, Amber TAC:EX  
**Subject:** RE: URGENT - please read...DBC Appointmetns

Perfect – we're getting there! Thank you.

**Martha Wood, Director, Reporting and Legislation**  
Corporate Planning and Priorities Branch  
778 698-3566 (Office), 250 920-8015 (Mobile)  
[Martha.Wood@gov.bc.ca](mailto:Martha.Wood@gov.bc.ca)

---

**From:** Mattock, Amber TAC:EX  
**Sent:** Thursday, November 9, 2017 3:05 PM  
**To:** Wood, Martha MAH:EX  
**Subject:** FW: URGENT - please read...DBC Appointmetns

FYI -

---

**From:** Porges, Richard DBC:EX  
**Sent:** Thursday, November 9, 2017 1:16 PM  
**To:** Endrizzi, Nicole DBC:EX; Slavkova, Tatyana DBC:EX  
**Subject:** FW: URGENT - please read...DBC Appointmetns  
**Importance:** High

Can one of you look up the full legal names of:

1. s.22
- 2.
- 3.
4. Penny Wilson - <https://www.linkedin.com/in/penny-wilson-0393791/>
5. s.22
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.

Thanks!

Richard