

**Destination Silver Star FAQ's**  
**March 27, 2025**

At Destination Silver Star (DSS), we value open communication and collaboration and invite constructive dialogue to foster a positive and productive environment. As such, we have developed the following Frequently Asked Questions (FAQ) to address key concerns raised by our members. This will remain a working document, updated as necessary to provide transparency and clarity, and reflect ongoing discussions and resolutions.

**Election & Governance**

**1. Why was a new election called following the March 13, 2025 AGM?**

A motion was put forward by members citing procedural concerns regarding the election. The board allowed the motion to go to a member vote, resulting in the decision to hold a new election.

**2. Were the nomination and election processes conducted in accordance with the bylaws?**

Yes. The nomination and election processes followed the [Silver Star Resort Association Bylaws](#) and [DSS Board Terms FAQ 2025](#), which outline eligibility and voting structures.

**3. Can candidates run in multiple director categories?**

Yes. The nomination process allows eligible candidates to run in multiple categories. This guideline is outlined in the [DSS Board Terms FAQ 2025](#), which states that nominees may stand for multiple categories for which they are eligible.

**4. Were candidates placed into multiple categories without their consent?**

No. Candidates were listed according to the preferences expressed on their nomination forms. The board did not assign candidates to categories without their consent.

**5. What steps are being taken to improve election transparency?**

To address concerns and improve clarity, we will be refining our nomination and election guidelines to ensure members fully understand the process. Destination Silver Star will finalize the nomination policy in collaboration with an independent scrutineer.

**6. How can members share concerns or feedback?**

Members are encouraged to contact DSS directly via [info@destinationsilverstar.com](mailto:info@destinationsilverstar.com). We welcome open, respectful discussions and are committed to improving our processes based on community input.

**Community Engagement and Concerns**

**1. What is the role of the DSS Board?**

The DSS Board of Directors governs the association, setting strategic priorities, approving budgets, and ensuring financial viability. The Board consists of 11 members: nine elected by the membership and two appointed by Silver Star Mountain Operator.

**2. How are Board members selected, and what are their terms?**

Board members serve two-year terms on a voluntary basis. Elections take place as per the association's bylaws, and members are encouraged to participate in the process.

**3. How does DSS ensure member concerns are addressed?**

DSS actively seeks feedback through meetings, surveys, and direct member engagement. We encourage members to communicate directly with the Board and DSS team to discuss any concerns or suggestions.

**4. What is the best way to share feedback or raise concerns with DSS?**

Members can reach out via email at [info@destinationsilverstar.com](mailto:info@destinationsilverstar.com), attend meetings, or request a discussion with Board representatives. We strongly discourage the spread of misinformation or negative discourse on social media, as it does not contribute to constructive solutions.

**5. Why is DSS asking members to avoid negative social media posts?**

Constructive feedback is valuable, but misinformation and negative rhetoric is counterproductive and can be damaging to the community and the businesses within it. By engaging in direct, respectful conversations, we can work together to find solutions.

**6. Are Board members required to follow any ethical guidelines?**

Yes. Board members are expected to act in the best interests of DSS and adhere to governance policies outlined in the bylaws and terms of reference. Any conflicts of interest must be disclosed.

**7. How does DSS handle financial transparency and budgeting?**

DSS operates with financial accountability and oversight. Budgets are approved by the Board, and financials are reviewed regularly to ensure fiscal responsibility. Due to confidentiality, Financials will not be posted online but are available to members in good standing should they wish to review.

**8. How can members get involved with DSS initiatives?**

Members are encouraged to participate in committee work, attend meetings, engage in surveys, and volunteer for initiatives that align with their interests.

**9. How is DSS working to support the community?**

DSS is actively working on initiatives that support local businesses, tourism growth, and community engagement. We will continue to communicate updates through newsletters, meetings, and public reports.

**10. What are DSS's key priorities for the upcoming year?**

Our focus includes enhancing visitor experiences, supporting local businesses, marketing Silver Star as a premier destination, and addressing member concerns through transparent governance.

**Understanding the Value of DSS Membership**

Destination Silver Star is a not-for-profit, membership-based organization with a mission to enhance the visitor and resident experience while driving sustainable economic growth. We recognize that some members have raised concerns about the tangible benefits of membership.

Below, we outline some of the ways DSS actively delivers value to its members and the broader Silver Star community.

### 1. How does DSS provide value to its members?

DSS works on multiple strategic levels to promote Silver Star as a year-round destination, enhance the visitor experience, and support local businesses. Our core initiatives include:

- **Marketing & Promotion:** Leading cooperative marketing programs with Destination BC and other tourism partners to increase visibility for Silver Star.
- **Destination Development:** Facilitating infrastructure improvements such as trail enhancements, transit initiatives, and event programming.
- **Public Relations & Media Exposure:** Hosting and/or attending in-market media and client events, partnering with content creators, distributing press releases and pitching earned media coverage in publications to boost awareness and attract visitors
- **Community & Business Support:** Providing resources, data, and collaboration opportunities to improve business viability and community engagement.

### 2. What specific marketing and media coverage has DSS achieved?

Public relations efforts take time to generate results, as media relationships, press pitches, and travel writer visits work on long-lead editorial calendars. However, DSS has been consistently working to increase Silver Star's visibility.

- **Q1 Highlights:** DSS focused on securing regional, national, and international media exposure, which led to coverage in BC Living, Vancouver Sun, Adventure UK, Drift Travel Magazine, and Travel + Leisure (1.4M UVPM), among others
- **Resulting Impact:** This outreach resulted in an audience reach of over 139.44 Million viewers
- **Ongoing Growth:** DSS has also expanded its social media marketing by hosting three content creators in Q1, reaching a combined audience of over 231.9K, further promoting Silver Star to engaged travel communities to build further awareness about our destination.
- **Destination Awareness:** Along with Tourism Vernon, DSS attended Outdoor Adventure & Travel Show and the BC Bike Show in Vancouver.

### 3. What infrastructure and community improvements has DSS contributed to?

DSS is not only a marketing organization but also plays a key role in destination development. Current initiatives include:

- Advocating for improved transportation options, including shuttle services and transit solutions.
- Supporting events such as the Silver Star Music Series and sports festivals, increasing visitor engagement.
- Partnering with stakeholders to secure funding for resort amenities and sustainability programs.

#### **4. What are the next steps for community engagement?**

We acknowledge the importance of direct communication and are committed to:

- Holding quarterly town hall meetings to address member concerns and provide updates.
- Launching a Member Feedback Program, ensuring ongoing dialogue about community needs.
- Enhancing transparency with regular performance reports on marketing, destination development, and financial allocations.