

PORT CLEMENTS TOURISM COMMITTEE
Minutes of the regular meeting of the Port Clements Tourism Committee
Thursday, February 13, 2014

Present:

Chair Councillor Matt Gaspar
Angela Mielecki

Mayor Wally Cheer
Absent: Deputy Clerk/Treasurer Sharon Ferretti

Councillor Ian Gould

Chair Councillor Gaspar called the meeting to order at 7:00 p.m.

1. ADOPT AGENDA

It was moved by Angela Mielecki, seconded by Councillor Gould to adopt the agenda as presented.

CARRIED

2. DELEGATES

3. MINUTES

M-1-Minutes January 9, 2014

It was moved by Mayor Cheer, seconded by Councillor Gould to adopt the minutes as presented.

CARRIED

4. BUSINESS ARISING FROM THE MINUTES & UNFINISHED BUSINESS

BA-1: Council update

It was moved by Councillor Gould, seconded by Mayor Cheer

THAT we request staff to draft a letter to BC Ferries and present to Council, addressing the issue of 'no reservations' after April 1, 2014.

CARRIED

BA-2-Action Plan – please see attached

It was moved by Councillor Gould, seconded by Mayor Cheer

THAT we request Council to approve \$200.00 to cover the expenses for a Fan Tour for the staff of the Tourist Information Centres on Haida Gwaii.

CARRIED

5. ORIGINAL CORRESPONDENCE

C-1-Guide to Haida Gwaii additional insert

C-2-Northward Magazine – Joanne Campbell

It was moved by Councillor Gould, seconded by Angela Mielecki

THAT we request Council to approve \$800.00 for an article in the April or May issue of the Northward Magazine.

CARRIED

C-3-Mediaplanet media kit + Vancouver Sun rate page

Committee agreed to receive and file this item.

6. NEW BUSINESS

NB-1-Quotes for brochures from Advantage Printers

A request for more quotes was made in order to make a decision on which printer to use for the new brochures.

Adjournment

Meeting was adjourned by Mayor Cheer at 8:30p.m.


Councillor Matt Gaspar, Chair


Mayor Wally Chair

Village Of Port Clements Tourism Committee Action Plan 2013				
#	ITEM	IMMEDIATE ACTION	RESOLVE	DONE?
1	Ground Work done before bring tourists in	Signs drawing people in; maybe place in pull-out spots; locate mostly on highway south of Port to catch people driving in north direction	Wayne Nicol will speak with Nathan Voogd, Area Manager for Roads, for approval before moving ahead on construction.	
2	Port Visitor Center - Fan Tour	-be organized & prepare in a timely manner - choose a day when Yakoun Inn open; treat guests to lunch afterwards - do the paddle; show what else Port has, etc. i.e. Government Dock, Rainbow Wharf	- Request \$200 from Council Start to Organize *so can get invites out early - wait until info centres have hired their staff. Do in April/May Luncheon; transport; kayaks; Invite MaryLou of MIED	Mar 2014 Apr/May
3	Website/Blog	Marilou Shroeder – MIEDS has been doing the Port Clements blog. Successful in terms of interest shown; Tweets & Hits are high numbers. Councillor Ian Gould will act as coordinator to stay on top of things; he will take it to Mary Lou.	Challenge in getting an individual with available time. Requires a 3-5 paragraph submission + a picture to go with each paragraph.	
4	Maze at entrance of Sunset Trail	Need a design Do in increments to keep costs minimal Need to find funding to build; then need funding to maintain. *Maybe can hire students	Get a design approved for 2014; move forward 2015. Federal Gov't offering good deal for hiring students *project could take 3 years or so to complete	
5	Golden Spruce Trail	Upgrades ready in time for 100 th Celebrations	Grand Opening decision passed onto Council	
6	Google Ad Works/ Twitter	-Ian prepared to look into for Centennial -Twitter needs someone on it constantly	Ian will have a report in February	
7	Port Clements brochures	New brochure for Port Clements specific for Centennial and/or for general promotional use *Request has been put forward to Council to consider in budget meetings. *Request for ideas from community on facebook	- Get more quotes - Fall 2014 - Get a design prepped. - Get a quote from Advantage Printers. 3 way fold; 8.5 x 11; 1000/2500/5000 colour copies - Promote Golden Spruce Trail	
8	Integrate St. Mark's in Centennial	Ian suggested a service be held in August 2014; tie in with music festival and fall fair/farmer's market	Service idea cancelled and made into a function. Quote for keypad lock.	