

**VILLAGE OF PORT CLEMENTS**  
**Tourism Committee Meeting Minutes**  
**February 28, 2012**

Meeting attended by: Wally Cheer   Ian Gould   Matt Gaspar  
Wayne Nicol   Sharon Ferretti

The meeting was called to order at 7:40 p.m.

Wally Cheer assumed the role of acting chair moving forward from February 16<sup>th</sup>'s meeting, and Wayne Nicol's presentation.

After discussion on several possible initiatives, the committee realized a list of items for individuals to action.

1. Brochures – update and improve using Port Clements' logo = Wayne Nicol.
2. Signage – decide on two locations (1 – North, 1 – South) on Highway 16; make them creative; get sponsors; change every one/two months.
3. Meeting with Betsy, Friends of the Visitor Centre in Queen Charlotte next month = Wally Cheer.
4. Binder creation/formatting ideas – bring to the next meeting.
5. Talk to businesses – feedback on how to engage residents.
6. Ideas to update the website – tabled to next meeting.


Challenges Identified:

Ways to Overcome:

Gas Station  
Restaurants  
Information Centre  
Community Marketing/Ownership  
Travel Costs involved  
Lack of vehicle + camper rentals  
Volunteerism low

Re-open by summer 2012  
More choices made available  
Location/Environment specific to promoting Tourism  
Get residents engaged and excited with proactive approach  
Focus on why "Port Clements is worth the trip!"  
Community owners to make theirs available  
Create environment for events/projects/tasks to succeed

Meeting adjourned at 9:15 p.m.

  
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Wally Cheer, Acting Chair

  
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Sharon Ferretti, Recorder