

PORT CLEMENTS TOURISM COMMITTEE
Minutes of the regular meeting of the Port Clements Tourism Committee
Thursday, July 18, 2013

Present:

Chair Councillor Matt Gaspar
Mayor Wally Cheer
Councillor Ian Gould
Angela Mielecki
Joan Hein
Brigit Cumming
Deputy Clerk/Treasurer Sharon Ferretti

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

1. ADOPT AGENDA

Additions: BA-6-Tourist Amenities on TFL 16

It was moved by Mayor Cheer, seconded by Councillor Gould to adopt the agenda as amended.

CARRIED

2. DELEGATES

3. MINUTES

Minutes April 25, 2013

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

CARRIED

4. BUSINESS ARISING FROM THE MINUTES & UNFINISHED BUSINESS

BA-1: Council update

- Concerning Golden Spruce Trail - BC Parks going ahead with upgrades but ongoing maintenance is still undetermined.

BA-2-Tourist Information Centre Update and needs

- Wally and Brigit presented the update, further suggesting canvassing businesses for their brochures, maybe having a large map outside for tourists' use when the museum is closed, and considering having a hand held radio set up at the museum to check logging road traffic; the cost being approximately \$600 - \$800.
- Haida Canoe (s) need the overgrowth cleaned up and the signage exposed.
- Will look at opening the museum an hour earlier (10:00 a.m.) in 2014.
- Need information or a brochure indicating places to eat, and/or have a coffee, which serve local seafood i.e. crab, and the hours of operation.

BA-3-Firm up decision on signage

It was moved by Councillor Gould, seconded by Mayor Cheer to draw funding from the Tourism Committee for the proposed signs.

DISCUSSION

This item will be moved to Council for a resolution.

It was moved by Councillor Gould, seconded by Angela Mielecki to appoint Mayor Cheer to explore options for signage and to purchase the signs, working with the Deputy Clerk/Treasurer.

DISCUSSION

CARRIED

BA-4-Memorial Benches and picnic tables

Wally reported there are maintenance issues; benches at the dock look neglected; one at the park needs some landscaping repairs at the front as the land has slid away.

It was moved by Mayor Cheer, seconded by Councillor Gould to urge the community to maintain memorial benches and picnic tables as required.

CARRIED

BA-5- Action Plan – see attached

BA-6- Tourist Amenities on TFL 16

- Can't get to tourist attractions i.e. Haida Canoe; four lakes need to be more developed.
- Put plan together and approach TAAN Forest Products to give tourists more things to do in Port Clements outlying areas.

Wally will approach TAAN Forest Products requesting to be a 'good corporate citizen'. Wally will report back at next Tourism Committee meeting.

5. ORIGINAL CORRESPONDENCE

C-1-Alana Cardinal tourism suggestions

Input was given concerning the individual items listed.

It was moved by Councillor Gould, seconded by Mayor Cheer to approach Council on the purchase of a key pad lock for St. Mark's church.

CARRIED

C-2-Bob Fincham re: Golden Spruce

It was acknowledged that there is a need to attend to the golden spruce at the Memorial Park as it is not looking too healthy.

6. NEW BUSINESS

Adjournment

Meeting was adjourned by Councillor Gaspar at 9:00p.m.



Councillor Matt Gaspar, Acting Chair



Sharon Ferretti, Deputy/Clerk Treasurer

Village Of Port Clements Tourism Committee Action Plan 2013				
ITEM	IMMEDIATE ACTION	RESOLVE	DONE?	
1	Sunset Trail & Park Campground Signs	3' x 2' Directional Sign i.e. Tenting & RV sites 4 x 4 size	Emailing wording for signs to get approval from Council	
2	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	Need mock ups prepared to submit to Nathan Voogd, Area Manager for Roads, for approval before moving ahead on construction.	
3	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.	Can use mid parking lot at Sunset Trail for parking concerns. Maybe tie into 100 th Celebration	
ITEM	LONG TERM ACTION			
1	Coffee Book / DVD	Coffee Book more costly; a single coffee book approx \$200 +; reduces with quantity; more involved project than perhaps DVD. Probably sell 40 or so. DVD's cheaper + easier; could have one with pictures as opposed to video. Needs to be organized.	-Make funding applications now for DVD project: \$15,000-\$20,000 costs. -Gwaii Trust funding possible -Grant Writer possibly assist -Take to 100 th Anniversary Committee	Early Fall 2013
2	Google Ad Works/ Twitter	2013	2013	Long Term
3	Port Visitor Center - Fan Tour	have staff actually paddle the Justkatla Inlet	Challenges getting other staff in the other centres to actually do.	
4	Port Clements brochures targeting Long Term High End Clients	Langara Fishing Lodge and West Coast Fishing Club-Rick Grange; Rick Borin - Charlotte; West Coast Adventures - Haida	Long Term - 5 years Immediate: Need to redo Port's brochures in time to promote 100 th Anniversary	Long Term 2018