

PORT CLEMENTS TOURISM COMMITTEE

Minutes of the regular meeting of the Port Clements Tourism Committee

Thursday, October 4, 2012

Present:

Chair Mayor Wally Cheer

Councillor Matt Gaspar

Wayne Nicol

Betty Stewart

Deputy Clerk/Treasurer Sharon Ferretti

Chair Wally Cheer called the meeting to order at 7:07 p.m.

1. ADOPT AGENDA

It was moved by Councillor Gaspar, seconded by Betty Stewart to adopt the agenda as presented.

CARRIED

2. DELEGATES

3. MINUTES

Minutes August 8, 2012

Discussion:

- Committee agreed to draft a letter to Lucy Stephanic with BC Parks to get a push on attention needed for the Golden Spruce Trail.
- Sunset Park needs to be thinned out and brought back to original state to enjoy water view. Attendance and revenue has been increasing every year. Each camp site should have its own pathway to the beach.
- Signage – need to give a list to Kim Mushynsky to obtain quotes. Begin with Sunset Park signs; next focus on both entrances into Port Clements.

It was moved by Councillor Gaspar, seconded by Betty Stewart to adopt the minutes as presented.

CARRIED

4. BUSINESS ARISING FROM THE MINUTES & UNFINISHED BUSINESS

BA-1: Council update

- School Bus Shelter for corner of Bayview and Dyson; perhaps include a 'Community Information Board' and a map of Port Clements with land marks i.e. Golden Spruce Trail and the Gas Station.
- MIEDS pushing for 'destination tax' of \$1.00 on everyone coming on BC Ferries and the Airlines; Ferries on board – Airlines not so much. Funds to be used for Tourism Promotion on island. Provincial Government will match so that doubles the funds.

BA-2: Action Plan – see attached

5. ORIGINAL CORRESPONDENCE

6. NEW BUSINESS

NB-1: Recommendation to consider changing our bird from the white raven to the saw-whet owl.

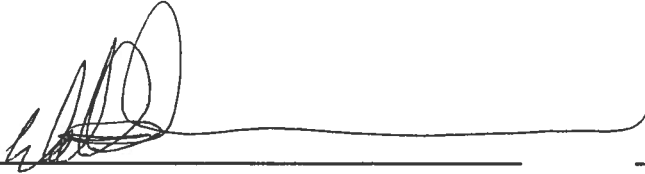
As the white raven has a story and personal connection to Port Clements the Committee agreed to keep the white raven as Port Clements' bird.

NB-2-Suggestion to use St. Mark's church as a Tourist Information Centre.

This idea was well received. Betty Stewart will look into applying for Government funding. It was felt it would probably be easy to staff with volunteers for five days a week during the high tourism months. Student Government funding may be available.

Adjournment

Meeting was adjourned by Matt Gaspar at 8:35 p.m.

A handwritten signature in black ink, appearing to be 'Wally Cheer', written over a horizontal line.

Mayor Wally Cheer, Acting Chair

A handwritten signature in black ink, appearing to be 'Sharon Ferretti', written over a horizontal line.

Sharon Ferretti, Deputy/Clerk Treasurer

Village Of Port Clements Tourism Committee Action Plan 2012

#	ITEM	ACTION	RESOLVE	DONE?
	Sunset Trail & Sunset Park Campground Signs	3' x 2' Directional Sign i.e. Tenting & RV sites 4 x 4 size	Betty Stewart to work on	
2	Sunset Park Clean up	Hit a date after Canada Days for clean up; some trees have to come down	After Labour Day; with lots of help could be only 4/5 hrs work	
3	Tourism Meeting attendees	Haida Gwaii Tourist Brouchure re: Port Clements underexposed; involvement from Jeff King may produce more exposure	Tourism Guide submission re-worded	
4	Ground Work done before bring tourists in	Signs coming in would need to be in other languages i.e. Japanese, German, etc. - do play on words to create curiosity & intrigue - perhaps promote disaster tourism re: Tsunami Debris	Ongoing brainstorming ideas and types of materials for the signs. If deemed unsafe i.e. takes the driver's eyes off the road unsafely will not be approved. We will do some mock ups and submit for approval before moving ahead on construction.	
5	Sunset Trail Extension	A. Wally to talk with original volunteers with equipment: Craig, Donald, Al, O'Briens; B. Reach out to community for labourers C. Min of Highways to donate crush D. Set up meeting	ON HOLD due to barge facility re: road bypass will be necessary. Administrator applied for another grant; 2 grant apps in and talk to run road through Alder St re: Official Community Plan; Maybe can put a sidewalk or trail along side road.	
6	Sunset Trail Extension	Applied for another funding source for trail; Alder St become road - maybe find funding; Info gathering still at this point; Crush is still very limited is too dear to donate.	More about a quality of life for residents - Council item as opposed to Tourism Committee; have \$22,000 from Gwaii Trust; Senior's have an application in for funding request	
7	RV West magazine	Maybe approach Senior's to create an article on RV Site	Jane Wilson has wrote an article which has been submitted	
8	Website/Blog	Marilou Shroeder/Heather - MIEDS doing editing on info phamplet - Marilou will do a blog, is always looking for material i.e. Images of Canada Days with little blurbs needed.	Successful in terms of interest shown; Tweets & Hits are high numbers.	
9	Coffee Book	Wally to touch base with Germain - August Determine 4/5 projects i.e. Coffee Book, Business Plan, Canvas Residents, Ian # of pages + cost info	Fall 2012 Sub committee of 3 people to push through. Fall - make funding applications. Cost for a single coffee book approx \$200-\$250 - reduces with quantity.	
10	Google Ad Works/ Twitter	Fall 2012	Fall 2012	
11	Port Visitor Center - Fan Tour	have staff actually paddle the Justkatla Inlet	2013	
12	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	