

PORT CLEMENTS TOURISM COMMITTEE
Minutes of the regular meeting of the Port Clements Tourism Committee
Thursday, September 12, 2013

Present:

Chair Councillor Matt Gaspar
Mayor Wally Cheer
Councillor Ian Gould
Angela Mielecki
Wayne Nicol
Deputy Clerk/Treasurer Sharon Ferretti

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

1. ADOPT AGENDA

Additions: BA-9-WWII Mosquito Bomber funding process

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

CARRIED

2. DELEGATES

3. MINUTES

M-1-Minutes July 18, 2013

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

- Golden Spruce Trail – Sean getting a list of local (includes Masset and Queen Charlotte) of local labour. Possibility of purchasing/leasing a skidsteer.

It was moved by Mayor Cheer, seconded by Councillor Gould

THAT we table the discussion on how to interact with the community for Tourism ideas.

CARRIED

BA-2-Status of plan to approach Taan Forest Products

- Need clear list of ideas first
- Taan doing a Community presentation in November
- Andrew Merilees still doing some guided tours on Golden Spruce Trail

BA-3-Haida Canoe (s) overgrowth cleaned up; signage exposed

- Noticed in July has been cleaned up by Taan

BA-4-Museum open an hour earlier for 2014 re: 100th Celebrations

- If museum is open an extra hour throughout the summer it means an extra \$1500 which would come from the Tourism budget. 500 per month of new people visiting museum.
- Hopeful for more tourist traffic.

BA-5- Outside structure/Board for map at museum

- 4' x 8' size; material and man power required – approach O'Briens re: donating materials
- Request approval from Tourism Committee to cover costs for the sign.

It was moved by Councillor Gould, seconded by Angela Mielecki
THAT Mayor Cheer may move ahead on costs for the structure/board.

CARRIED

BA-6- Time table for installation of newly acquired signs

- Signs are ready to be put up; consider putting a cover at top to direct rain away. The installs will be prioritized; leaving up for two months and taken down for the winter.

BA-7-Canvassing businesses for their brochures; local menus

- First step is to make sure Community knows we have an information centre.
- Put in the newsletter going out the next (fourth) quarter.

BA-8-Action Plan – please see attached

BA-9-WWII Mosquito Bomber funding process

- \$5,000 available; what do we want to do with it?
- Ideas: Relief mural on Spruce slab
Backdrop Cenitaph with spruce arch with plaque on side
Reproduce pictures and mount in St. Mark's church re: a lot paid with their lives

It was moved by Councillor Gould, seconded by Angela Mielecki
THAT if the application has to be submitted in the Village's name we give back to the Historical Society the funding for WWII project.

CARRIED

5. ORIGINAL CORRESPONDENCE

6. NEW BUSINESS

Adjournment

Meeting was adjourned by Councillor Gould at 9:05p.m.


Councillor Matt Gaspar, Chair


Sharon Ferretti, Deputy/Clerk Treasurer

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	Have Visitor Centre staff actually paddle the Justkatla Inlet.	Organize to get word out to Island information centres. Set up to do in April/May	Dec 2013 Jan 2014
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.	
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.	Wayne Nicol working on design idea. Maybe tie into 100 th Celebration	
ITEM		LONG TERM ACTION		
1	Calendar	Ian Gould and possibly Merewyn Nicol to work on.	Angela Mielecki to research costs if do a small run.	
2	Zipline	Possible location: Golden Spruce Trail or The Narrows at Kumdis	\$100,000 to build and train Liability issues Need kayaks, first aid, life jackets, etc.	
3	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. ~ Don't have the expertise. Quantity is an issue. ~ ~	-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
4	Google Ad Works/ Twitter	2013	2013	Long Term
5	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