

THE VILLAGE OF PORT CLEMENTS
Regular Meeting of Tourism Committee, April 15, 2015
7:00 p.m.
AGENDA

1. ADOPT AGENDA.

2. DELEGATES.

D-1-Ben van der Beke

3. MINUTES.

M-1-Regular meeting March 12, 2015

4. BUSINESS ARISING FROM THE MINUTES & UNFINISHED BUSINESS.

BA-1-Council Update

BA-2-Final Proof – Ad for Guide to Haida Gwaii

5. ORIGINAL CORRESPONDENCE.

6. NEW BUSINESS.

7. Action Plan

A-1-Action Plan

8. REPORTS & DISCUSSIONS

ADJOURNMENT.

PORT CLEMENTS TOURISM COMMITTEE
Minutes of the regular meeting of the Port Clements Tourism Committee
Thursday, March 12, 2015

Present:

Acting Chair Mayor Ian Gould Joan Hein Bev Lore
Lorette Smillie Alyssa Stapleton
Deputy Clerk/Treasurer Sharon Ferretti

Regrets: Cameron Bell

Mayor Gould called the meeting to order at 7:05 p.m.

1. ADOPT AGENDA

It was moved by Joan Hein, seconded by Bev Lore
THAT we adopt the agenda as presented.

CARRIED

2. DELEGATES

3. MINUTES

M-1-Minutes February 18, 2015

It was moved by Joan Hein, seconded by Ian Gould
THAT we adopt the February 18, 2015 meeting minutes as presented.

CARRIED

4. BUSINESS ARISING FROM THE MINUTES & UNFINISHED BUSINESS

BA-1- Council update

Mayor Gould advised that Council is in the midst of working on the budget. He re-iterated, from the discussion with Cameron Bell at the last meeting, that MIEDS would promote the Island as a whole with website link exposure for individual communities. Additionally, NDI funding could cover costs involved with internet exposure. Mayor Gould also confirmed that the Business Façade Program is for businesses only.

BA-2-2015 Budget request to present to Council

Pending budget approval, it was thought that the Tourism Committee will have \$5,000.

BA-3-Brainstorming ideas re: how to attract on island traffic into Port Clements

- Signage specific for turning off Hwy 16 for Port Clements
- "Port Clements Passport" idea for tourists to see Port's 'go to' spots
- New Brochures + swag items through Vista Print utilizing cartoon map drawings
- Consider a zip line perhaps near the swimming hole

5. ORIGINAL CORRESPONDENCE.

C-1-Tourism BC re: Visitor Centre Network Program

It was moved by Lorette Smillie, seconded by Bev Lore
THAT we receive and file this information.

CARRIED

6. NEW BUSINESS.

NB-1-Selection of Committee Chair

Mayor Gould will continue on as acting chair however it is hoped that someone who is in the capacity to keep the balls rolling for Tourism will be able to take over; giving way for the commitment as Mayor. Gaining experience as a Committee Chair is good training ground for individuals possibly interested in becoming part of Council.

NB-2-Set the Sunset Park Work Bee date

The work bee date has been set for Sunday, May 3rd rain or shine, 9a.m. to 5p.m.

NB-3-August Summer Barbeque event

The date for the barbeque has been set for Monday, August 3rd at St. Mark's church/Millennium Park, 3 – 6p.m. It is hoped that this will become an annual event for tourists and locals alike to attend.

7. ACTION PLAN

A-1-See attached.

Add: August Summer Barbeque event

Consider a music/sing along annual event at St. Mark's church the end of Jan beginning of Feb to shake off the greys of winter, and again towards the end of the year perhaps in Dec sing Christmas carols.

8. REPORTS & DISCUSSIONS

Next meeting set for Thursday, April 16th.

Adjournment

Meeting was adjourned by Bev Lore at 8:45p.m.

Mayor Ian Gould,
Acting Committee Chair

Sharon Ferretti,
Deputy Clerk/Treasurer

Village Of Port Clements Tourism Committee Action Plan March 2015				
#	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	Ensure approvals in place before proceeding with construction. Nathan Voogd, Area Manager for Roads.	
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.	Councillor Gaspar will contact Alan Lore concerning taking on this task. Tie in with brochure once work on that in 2015. NEED A STRATEGY DEVISED	2015
6	Google Ad Works/ Twitter	-Ian prepared to look into for Centennial -Twitter needs someone on it constantly		
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: 3 way fold; 8.5 x 11; 1000/2500/5000 colour copies - Get a design prepped. "Lure" brochure - Promote Golden Spruce Trail - Link to website + FBook addresses included in brochure. Costs may be covered through NDI \$15,000 Community Innovation.	2015
9	Tourist Access to St. Mark's	Keypad lock prices range \$95 - \$209 \$300 approved; status of purchase to be determined.	At July 10, 2014's meeting was tabled to 2015. Lock compatibility issues. CAO/Public Works	2015
12	Summer Barbeque	August long weekend; on island Tourists event St. Mark's/Millennium Park		
13	Sing Along	Dec – Christmas carols – St. Mark's For following years: Jan/Feb – fun songs to start the year		
<u>LONG TERM IDEAS</u>				
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	
10	Picnic table/area on museum grounds			
11	Map signage installed on museum grounds			

Explore the islands from

PORT CLEMENTS

"Gateway to the Wilderness"

Centrally located on Graham Island

Sunset RV Park & Campground

Beautifully located amongst the trees alongside the Yakoun River Estuary.

**Hydro hook-up, gazebo, bird-watching tower and waterfront trail into town.
Just minutes away from amenities which include fuel - 7 days a week,
lodgings, groceries, restaurants, bar, museum & tourist information,
clinic, post office, sani-station, boat launch and other services.**

250-557-4295

www.portclements.ca

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