

PORT CLEMENTS TOURISM COMMITTEE

Minutes of the regular meeting of the Port Clements Tourism Committee held Wednesday, August 8, 2012 in the Council Chambers

Present:

Chair Mayor Wally Cheer

Councillor Matt Gaspar

Councillor Ian Gould

Betty Stewart

Deputy Clerk/Treasurer Sharon Ferretti

Chair Wally Cheer called the meeting to order at 7:00 p.m.

1. ADOPT AGENDA

Additions: BA-4-Golden Spruce Trail

BA-5-UBCM meeting with Minister Pat Bell

BA-6-RV Park and Campground

BA-7-Signage

It was moved by Councillor Gould, seconded by Betty Stewart to adopt the agenda as amended.

CARRIED

2. DELEGATES

3. MINUTES

M-1-Minutes June 19, 2012

It was moved by Councillor Gaspar, seconded by Councillor Gould to adopt the minutes as amended.

CARRIED

4. BUSINESS ARISING FROM THE MINUTES & UNFINISHED BUSINESS

BA-1: Council update – Development of Small Craft Harbour

- Committee to revamp it; bring it to a suitable state for tourists.
- Aim for five or six berths; provide fuel; have a pumphouse station; maybe need a spill kit.

BA-2: Commemorative Lapel Pins for Port Clements' 100th Anniversary

Motion made by Councillor Gaspar to send to Council for approval the lapel pin design with black lettering, in the 1" size, seconded by Councillor Gould.

CARRIED

Sharon to obtain cost for re-orders for same pins to determine if cost effective for the initial order to be a larger quantity.

BA-3: Action Plan – see attached

BA-4: Golden Spruce Trail

Motion made by Councillor Gould to forward to Council to send a letter to Lucy Stephanic with BC Parks to see where we are at with the Golden Spruce Trail; gently remind Lucy of funding and is it still available, seconded by Councillor Matt Gaspar.

CARRIED

BA-5: UBCM Meeting with Minister Pat Bell

We need to focus on what we want the Government to do. \$250,000 land grant for crown land, promised made for Haida Gwaii by Minister Bell a number of years ago.

BA-6: RV Park and Campground

Wally spoke with a couple from Oregon and learned that they found our camp site by accident.

Ideas to promote our camp site:

- put something on the Village Website;
- Update the pull out insert in the Observer;
- have Christina who collects the camp fees, quiz up the patrons as to how they plan their trips so that we can learn where we need to put the information concerning our camp site;
- Put signage at Misty Meadows, Agate Beach, just outside of Port Clements;
- Attach a banner underneath Germain's sign saying "Visit our RV/Tent Campground".

BA-7: Signage

Recent separate incidences of RV, trailer, and trucks parked at the sani station appearing to be camping there as there was a hose attached to the water. Also trucks parking overnight at the lot at St. Mark's church.

Sani Station may be ideal location for a sign directing traffic toward our camp ground.

Four main areas were identified as locations for signs: one before and after Tlell, one at Nadu, and one before Kumdis Bridge.

Motion made by Councillor Gould to put a banner sign under the 'Welcome to Port Clements' sign, advertising our RV and Camp ground, seconded by Councillor Gaspar.

CARRIED

5. NEW BUSINESS

NB-1: Sign quote for Sunset Trail Parking Lot


Wally will check with O'Brien's and report back concerning pieces of aluminum signage available. It is better to attach vinyl to aluminum as it needs a very smooth finish.

Sharon to ask Kim Mushynsky where the submitted quote came from.


Betty to obtain quote, locally made, for a 3' x 1.5' vinyl sign with a 7 year life expectancy.

Adjournment

Meeting was adjourned by Matt Gaspar at 9:30 p.m.



Mayor Wally Cheer, Acting Chair



Sharon Ferretti, Deputy/Clerk Treasurer

The Village Of Port Clements
Tourism Committee Action Plan 2012

#	ITEM	ACTION	RESOLVE	DONE?
1	Sunset Trail Signs	4 x 4 size; need to be prominent 'in your face' affect		
2	Port Visitor Center - Fan Tour	have staff actually paddle the Justkatla Inlet		
3	Friends of the Charlotte Visitor Ctr and Sandspit and Heritage Ctr	Wally to talk with Betsy Cardell lan to talk with Jason + Tanu to keep contact alive		
4	Sunset Park Clean up	Hit a date after Canada Days for clean up; some trees have to come down		
5	Tourism Meeting attendees	Haida Gwaii Tourist Brouchure re: Port Clements underexposed; involvement from Jeff King may produce more exposure		
6	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 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		
7	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	
8	Sunset Trail Extension	Maybe approach Senior's to create an article on RV Site	Pending	
	RV West magazine			

9	Website/Blog	Marilou Shroeder/Heather - MIEDS doing editing on info pamphlet - Marilou will do a blog, is always looking for material i.e. Images of Canada Days with little blurbs needed.	
10	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.
11	Google Ad Works/ Twitter	Fall 2012	Fall 2012
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