

**PORT CLEMENTS TOURISM COMMITTEE**  
**Minutes of the regular meeting of the Port Clements Tourism Committee**  
**Thursday, December 5, 2013**

Present:

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

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

**1. ADOPT AGENDA**

It was moved by Mayor Cheer, seconded by Angela Mielecki to adopt the agenda as presented.

**CARRIED**

**2. DELEGATES**

**3. MINUTES**

M-1-Minutes October 10, 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

- The grant application for the pavilion has been submitted
- Masset airport is looking for pictures for the giant TV screens
- BC Ferries states there is declining ridership – suggested BC Ferries should do more to promote tourism.

It was moved by Mayor Cheer, seconded by Councillor Gould

THAT we request Council to send a letter to BC Ferries, BC Tourism, and to MIEDS to encourage the promotion of Tourism.

**CARRIED**

BA-2-Action Plan – please see attached

Discussed creating a new brochure for Port Clements' Centennial and/or for general promotional purposes. BC Parks possibly partnering with us to produce high quality brochure. Put out request for ideas from the community through Village's Facebook.

It was moved by Mayor Cheer, seconded by Angela Mielecki

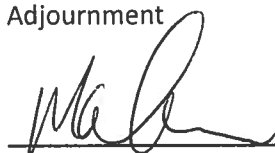
THAT we request Council to include in budget meetings for consideration for next budget, new brochure for Port Clements.

**CARRIED**

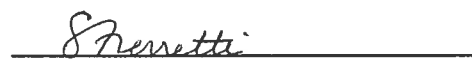
**5. ORIGINAL CORRESPONDENCE**

**6. NEW BUSINESS**

Adjournment                      Meeting was adjourned by Mayor Cheer at 8:30p.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	-be organized & prepare in a timely manner - choose a day when Yakoun Inn open; treat guests to lunch afterwards - do the paddle; show what else Port has, etc. i.e. Government Dock, Rainbow Wharf	Start to Organize *so can get invites out early  Need to wait until info centres have hired their staff.  Set up to do in April/May	Jan 2014  Apr/May
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 <sup>th</sup> Celebration *Maybe can hire students	
5	Golden Spruce Trail	Upgrades *Dec 5 <sup>th</sup> second day in	Ready in time for 100 <sup>th</sup> Celebrations	
	ITEM	LONG TERM ACTION		
1	Calendar	Ian Gould and possibly Merewyn Nicol to work on.	Consider doing annually moving forward after 2014 celebrations	REMOVE
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.	REMOVE
4	Google Ad Works/ Twitter	2013	2013	MOVE TO TOP
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 <sup>th</sup> Anniversary	MOVE TO TOP