

THE VILLAGE OF PORT CLEMENTS

Regular Meeting of Tourism Committee, February 13, 2014 7:00 p.m.

AGENDA

1. ADOPT AGENDA.
 2. DELEGATES.
 3. MINUTES.
M-1-Minutes January 9, 2014
 4. BUSINESS ARISING FROM THE MINUTES & UNFINISHED BUSINESS.
BA-1- Council Update-Mayor Cheer
BA-2- Action Plan
 5. ORIGINAL CORRESPONDENCE.
C-1-Guide to Haida Gwaii additional insert
C-2-Northword Magazine – Joanne Campbell
C-3-Mediaplanet media kit + Vancouver Sun rate page
 6. NEW BUSINESS.
NB-1-Quote for brochures from Advantage Printers
- ADJOURNMENT.

PORT CLEMENTS TOURISM COMMITTEE
Minutes of the regular meeting of the Port Clements Tourism Committee
Thursday, January 9, 2014

Present:

Chair Councillor Matt Gaspar
Angela Mielecki

Mayor Wally Cheer
Deputy Clerk/Treasurer Sharon Ferretti

Councillor Ian Gould

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

1. ADOPT AGENDA

Additions: BA-3-Sunset Park Cleanup
BA-4-Cartoon Map

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

CARRIED

2. DELEGATES

3. MINUTES

M-1-Minutes December 5, 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 moving along very well.

BA-2-Action Plan – please see attached

Mention of 2014 budget concerns i.e. advertising & brochures; promotion of St. Mark's as a tourist attraction + cost of lock + framed photographs + open 1 hour earlier.

BA-3-Sunset Park Cleanup

Date set for the cleanup is Sunday, May 4, 2014. It will be advertised on the Village's facebook closer to the date.

BA-4-Cartoon Map

Clarification on budget year for this Centennial expense.

5. ORIGINAL CORRESPONDENCE

C-1-Letter to B.C. Ferries from Council

Copies will be sent to the Minister of Transportation, Misty Isles Economic Development Society, Council of the Haida Nation, and Northern B.C. Tourism.

6. NEW BUSINESS

NB-1-Guide to Haida Gwaii 2014 ad booking

If submitted by end of January there is a 5% savings. Councillor Gould will contact Dianne King to determine number of words required re: submitting article on Port's 100th.

It was moved by Councillor Gould, seconded by Mayor Cheer

THAT we request Council to commit up to \$500.00 for ad in the Guide to Haida Gwaii 2014 with the focus to be on the Centennial celebrations for Port Clements.

CARRIED

Adjournment

Meeting was adjourned by Mayor Cheer at 8:30p.m.

Councillor Matt Gaspar, Chair

Sharon Ferretti, Deputy/Clerk Treasurer

M-1

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 Luncheon;transportation;kayaks; Invite MaryLou of MIEDS	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.	Challenge in getting an individual with available time. Requires a 3-5 paragraph submission + a picture to go with each paragraph.	
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	
5	Golden Spruce Trail	Upgrades ready in time for 100 th Celebrations	Moving along very well; ahead of time + possibly under budget.	
6	Google Ad Works/ Twitter	-Ian prepared to look into for Centennial -Twitter needs someone on it constantly	Ian will have a report in February	
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	- Fall 2014 - Get a design prepped. - Get a quote from Advantage Printers. 3 way fold; 8.5 x 11; 1000/2500/5000 colour copies - Promote Golden Spruce Trail	
8	Integrate St. Mark's in Centennial	Ian suggested a service be held in August 2014; tie in with music festival and fall fair/farmer's market		

Village Of Port Clements Tourism Committee Action Plan February 2014			
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Sharon Ferretti

From: Kim Mushynsky <clerk@portclements.ca>
Sent: January-21-14 10:12 AM
To: Sharon Ferretti; Ian Gould
Subject: FW: guide to haida gwaii/port cenennial

I will leave this in your hands to deal with. As I recall there were two discussion threads - one about getting additional editorial in regards to the centennial and the second one in regards to changing our actual ad that we pay for (some discussion about color and/or making it larger). This only addresses the editorial discussion, decisions will still need to be made in regards to what our ad is to look like and what size and this will need to be done and confirmed with Jeff before the end of February.

Kim Mushynsky - BBA
Chief Administrative Officer
Village of Port Clements
Box 198
Port Clements, BC
V0T 1R0
250-557-4295

-----Original Message-----

From: Alex Rinfret [<mailto:obsnews@qcislands.net>]
Sent: January-21-14 9:36 AM
To: Kim
Subject: guide to haida gwaii/port cenennial

Kim Kim Kim!

Good news. I was just talking to Jeff about the Guide and Port's desire to have some copy about the centennial celebration.

- So Jeff said, yes, and asked me to write something up. This will be in ADDITION to the regular copy about Port that appears in the Guide.
- My parameters are 600 to 1,000 words, and it has to be done by the end of February.
- Just wondering if you could help me coordinate something with the tourism committee or whoever. Since we have lots of time, we can certainly get lots of input about what the committee would like to have appear. The article does not have to be written by me, it can be written by the committee, but I am available to work on it and I will be liaising with Port to make sure it gets done.

Let me know what you think... I am not sure when the next centennial committee meeting is or who might want to be involved in this.... I mean I could take a guess but since we have time I wanted to do everything just right the way Port would like it.

Alex

tourism

Kim Musynsky

From: Joanne Campbell <joanne@northword.ca>
Sent: January-31-14 2:50 PM
To: info@goldenspruce.ca
Subject: Fwd: Another idea...REVISION

Hi Urs,

After I sent this off to you yesterday (in a rush, I must say!) I had the nagging feeling that something just wasn't right about it. And I was right -- the quote I sent you was incorrect. In my haste, I managed to mix up the prices of two different sponsored page templates. I've corrected it, so please discard the one I sent you yesterday and use this one instead.

Sorry for any confusion this may have caused!

Joanne

Hi Urs,

Here's another idea for you to present to the council if you like... An NBCTA sponsored section that you have all to yourself!

Last summer was Smithers' 100th annual celebration and to promote it (and give businesses access to inexpensive ad space) they did their own tourism section. It looked similar to the regular NBCTA section but the billing was structured differently. Here's the model of how it worked and would work for you as well.

- The town council bought the BANNERS that ran with the article (\$378 per page). The Town of Smithers ran a 2-page article in the April/May issue (1 page article and 1 ad page for a total of \$756) and 4 pages in each of the June/July and Aug/Sept issues (2 page article and 2 ad pages for a total of \$1512).

- They applied to NBCTA for sponsorship -- in exchange the NBCTA got the banner on top and bottom, as they do with their regular section (not sure what their portion was, sorry) and the Town of Smithers got to have their logo on the front page of the section.

- The ads were priced the same as regular NBCTA ads (\$243 per 1/4p colour) and were billed by Northword instead of NBCTA (as is usual in the regular NBCTA section). The Town of Smithers bought a full page ad for themselves to run their calendar of events (so their cost was the banners plus their ad, less the sponsorship amount they received from the NBCTA).

In sponsorship sections like this, editorial content is supplied by Northword for no charge, but we retain control over the story content--however, we are open to working with you to determine the type of story that could go in. For example, if you went with two issues, you could run The Golden Spruce trail article in one, a historical piece in the next.

If you like, I can send you a pdf of what the sections looked like, or mail off some copies of the whole issue if that would be better received.

Joanne

Joanne Campbell • Publisher
Northword Magazine / www.northword.ca
Box 817 • 2nd floor - 3864 2nd Ave.,
Smithers, BC V0J 2N0
250-847-4600
Toll free: 1 866 622 7899

C-2

Kim Musynsky

From: Benjamin Chacon <benjamin.chacon@mediaplanet.com>
Sent: January-30-14 9:18 AM
To: cao@portclements.ca
Subject: Mediaplanet + Vancouver Sun "Northern British Columbia"
Attachments: Media Kit - Northern British Columbia.pdf; Vancouver Sun Rate Page.pdf

Hi Kim,

Thanks so much for taking the time to chat with me yesterday! It was a real pleasure! As promised, I have included our working Media Kit with a breakdown of contributors both past and present. Furthermore, I have included three of our lower cost advertising packages. Would love to help the Village of Port Clements gain some exposure!

The aim of this campaign is to educate Canadians about the many opportunities for travel and work in Northern BC. By informing Canadians about what Northern BC has to offer, we hope to inspire Canadians to truly take pride in this beautiful and bountiful region of our country.

Distribution Partner: Vancouver Sun

Publication Date: March 17th, 2014

Materials Deadline: March 10th, 2014

Payment Date: 20 days after "pub" date

Circulation: 175,021 (Full Circulation)

Readership: 440,200

Online Distribution: Dedicated website and social media strategy to create an integrated cross media campaign.

Includes:

- Guaranteed readers
- Section branding
- Full license and detailed analytics upon campaigns conclusion

Brief Synopsis

This March, Mediaplanet will be publishing its next edition of Northern British Columbia. Mediaplanet aims to create an 8-12 page editorial which looks at how Northern B.C.'s vision for a "Northern Decade" is being realized. It will focus on topics such as industry, economic development, First Nations relations, tourism and sustainability.

Advertising Packages

Option A:

Banner on article page (11.33 x 3.6") - \$5,544.00

-Aligned with industry or tourism section

-Full color advertisement

-Extra copies of print campaign included at no additional cost

Option B:

Two Column on article page (4.43 x 6.887") - \$4,554.00

-Aligned with industry or tourism section

-Full color advertisement

-Extra copies of print campaign included at no extra cost

Option C: (digital)

- Cube on article page (300 x 250) & banner on article page (600 x 160) - \$3,700.00
- 100% Share of Voice – no other advertiser will be featured
- Aligned with industry or tourism section
- Detailed analytics upon digital campaign's conclusion
- 1,000 guaranteed readers

Previous Reports: (Hyperlinks in photos)



Digital Extension: <http://ca.mediaplanet.com/winter-in-the-west>

Let's touch base early next week. How does Tuesday morning work for you?

All the best!

Benjamin Chacon
Project Manager

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F: +1 416 907 1143
E: benjamin.chacon@mediaplanet.com

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Northern British Columbia

- Northern British Columbia is a region of boundless economic potential with a broad array of renewable and non-renewable natural resources.
- Infrastructure development, port expansion and liquid natural gas development are creating a growing job market.
- Outdoor recreation activities are the primary motivator for future trips to Northern B.C. This is followed by a trip to experience scenery and nature and to relax and unwind.

Brief Synopsis

This March, Medioplanet will be publishing its next edition of Northern British Columbia. Medioplanet aims to create an 8-12 page editorial which looks at how Northern B.C.'s vision for a “Northern Decade” is being realized. It will focus on topics such as industry, economic development, First Nations relations, tourism and sustainability.

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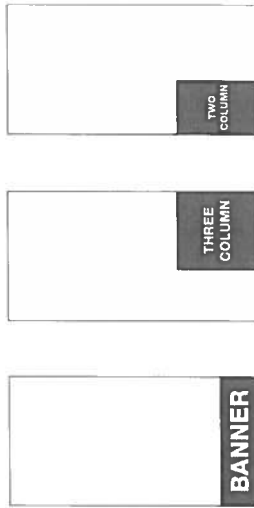
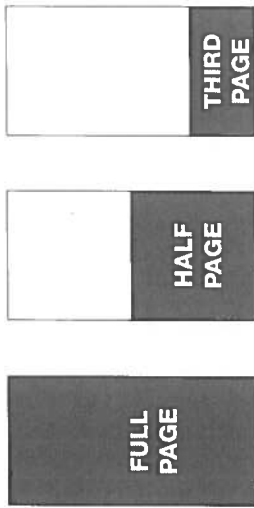
Distribution & Conferences

- The 20th Annual Tourism Industry Association of BC AGM—Spring 2014
- Spring Lodging and Camping Issues Forum—April 10, 2014
- Rendez-vous Canada—May 27-30, 2014
- Manufacturing and Exporting Conference—June 3, 2014

Proposed Editorial Synopsis

- **Foreword:** “Northern British Columbia: the engine of B.C.’s economy”
- **Economic Development:** “Investment, innovation and collaboration are essential to the realization of Northern British Columbia’s vision for prosperity”
 - *Investment*— an increase in funding and decision-making capacity in the North is necessary in order for the region to fully realize it’s potential.
 - *Innovation*— how education and research developments will drive the prosperity of Northern B.C.

PRINT

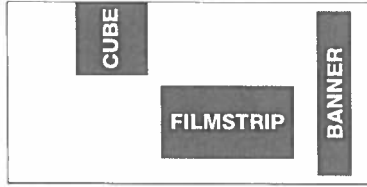
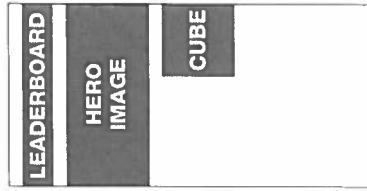


- FULL BACK PAGE (11.33 x 20.66") \$19,800
- FULL PAGE (11.33 x 20.66") \$19,800
- HALF PAGE (11.33 x 10.2") \$12,880
- THIRD PAGE (11.33 x 6.887") \$9,900
- FRONT PAGE BANNER (11.33 x 3.6") \$7,250
- BANNER (11.33 x 3.6") \$5,544
- THREE COLUMN (6.72 x 6.887") \$6,100
- TWO COLUMN (4.43 x 6.887") \$4,554

PRINT PACKAGES INCLUDE

- Hard copies for PR/promotional use
- Full license to the digital campaign for promotional use
- Distribution within: The Vancouver Sun
- CIRCULATION 175,021 copies, 440,200 readers
- FORMAT Broadsheet, 8 -16 pages

DIGITAL



PACKAGE A: CORNERSTONE PARTNER | \$27,500

- Hero image on homepage (1170 x 480); Cube on homepage (300 x 250); Leaderboard on homepage (728 x 90); Filmstrip on article page (300 x 600)
- Branded roadblock on vancouver.sun.com
- 15,000 guaranteed online readers

PACKAGE B: HERO PARTNER | \$15,600

- Hero image on homepage (1170 x 480); Filmstrip on article page (300 x 600); Banner on article page (600 x 160)
- 10,000 guaranteed online readers

PACKAGE C: SECTION BRANDING | \$12,000

- Filmstrip on article page (300 x 600); Banner on article page (600 x 160)
- 5,000 guaranteed online readers

PACKAGE D: BRAND PRESENCE | \$7,000

- Cube on article page (300 x 250); Banner on article page (600 x 160)
- 2,500 guaranteed online readers

PACKAGE E: DIGITAL PRESENCE | \$3,700

- Cube on article page (300 x 250); Banner on article page (600 x 160)
- 1,000 guaranteed online readers

DIGITAL PACKAGES INCLUDE

- Full license to the digital campaign for promotional use
- Detailed analytics upon digital campaign's conclusion
- Additional online distribution within: National Post, Toronto Star, The Gazette, The Vancouver Sun, and many more.

PRINT & DIGITAL PACKAGES

GOLD PARTNER | \$37,840
20% DISCOUNT OFF TOTAL PRICE

- Print: Full Color Full Page (11.33x 20.66 inches)
- Digital: Hero image on homepage (1170 x 480); Cube on homepage (300 x 250); Leaderboard on homepage (728 x 90); Filmstrip on article page (300 x 600)
- 15,000 guaranteed online readers
- Branded roadblock on front of section on vancouver.sun.com

SILVER PARTNER | \$24,208
15% DISCOUNT OFF TOTAL PRICE

- Print: Full Colour Half Page (11.33 x 10.2 inches)
- Digital: Hero image on homepage (1170 x 480); Filmstrip on article page (300 x 600); Banner on article page (600 x 160)
- 10,000 guaranteed online readers

BRONZE PARTNER | \$17,325
10% DISCOUNT OFF TOTAL PRICE

- Print: Full Colour Front Page Banner (11.33 x 3.6 inches)
- Digital: Filmstrip on article page (300 x 600); Banner on article page (600 x 160)
- 5,000 guaranteed online readers

PRINT & DIGITAL PACKAGES INCLUDE

- 10% discount on any custom print & digital package
- Hard copies for PR/promotional use
- Full license to the digital campaign for promotional use
- Detailed analytics upon digital campaign's conclusion
- Geo and contextual targeting available at an additional premium



Quote 00666

Advantage

PRINT AND DESIGN

Village of Port Clements

Date: January-10 2014

Brochure for Village of Port Clements

Your Reference:

GST#: 829076645

Qty	Details	Our Price	Extension
1,000	8.5 X 11 double sided, full colour, no bleed, folded, Semi gloss or gloss 80lb text	0.60	600.00
2,500	8.5 X 11 double sided, full colour, no bleed, folded, Semi gloss or gloss 80lb text	0.42	1,050.00
5,000	8.5 X 11 double sided, full colour, no bleed, folded, Semi gloss or gloss 80lb text	0.35	1,750.00

Subtotal: 3,400.00
GST: 170.00
PST: 238.00
Total Quoted: \$3,808.00

NB-1