

PORT CLEMENTS TOURISM COMMITTEE
Minutes of the regular meeting of the Port Clements Tourism Committee
Wednesday, February 18, 2015

Present:

Acting Chair Mayor Ian Gould Joan Hein
Cameron Bell - MIEDS
Deputy Clerk/Treasurer Sharon Ferretti

Regrets: Angela Mielecki

Mayor Gould called the meeting to order at 7:00 p.m.

1. ADOPT AGENDA

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

CARRIED

2. DELEGATES

3. MINUTES

M-1-Minutes January 27, 2015

It was moved by Joan Hein, seconded by Cameron Bell
THAT we adopt the January 27, 2015 meeting minutes as presented.

CARRIED

4. BUSINESS ARISING FROM THE MINUTES & UNFINISHED BUSINESS

BA-1- Council update

Mayor Gould advised that the coloured version of the cartoon map has been completed.

BA-2-Final Ad Proof re: Guide to Haida Gwaii deadline February 20, 2015

Council's suggested edits were received. Other edits were discussed by the Committee. Admin staff was directed to send via email, the edited proof to Council for approval in time for the deadline submission of Friday, February 20, 2015.

5. ORIGINAL CORRESPONDENCE.

6. NEW BUSINESS.

NB-1-Selection of Committee Chair

This item was tabled until the next meeting of March 12th.

7. ACTION PLAN

A-1-See attached.

Addition of "Long Term Ideas" to be indicated at the bottom. Item #4 to be moved to this section, and items #10 & #11 to be added to this section.

8.REPORTS & DISCUSSIONS

In general discussion it was suggested the Committee request a \$5,000.00 budget. Walking Tour maps in PDF form available at the museum by Tourists very popular. Concerning the Committee's 2015 mandate, suggested the focus be on how to attract "on island" traffic into Port Clements.

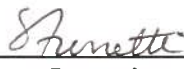
Next meeting set for Thursday, March 12th.

Adjournment

Meeting was adjourned by Joan Hein at 8:45p.m.



Mayor Ian Gould,
Acting Committee Chair



Sharon Ferretti,
Deputy Clerk/Treasurer

Village Of Port Clements Tourism Committee Action Plan February 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
<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			