

THE VILLAGE OF PORT CLEMENTS

Regular Meeting of Tourism Committee, January 27, 2015

7:00 p.m.

AGENDA

1. ADOPT AGENDA.

2. DELEGATES.

3. MINUTES.

M-1- Regular meeting November 13, 2014

4. BUSINESS ARISING FROM THE MINUTES & UNFINISHED BUSINESS.

BA-1- Council Update-Councillor Gould

BA-2- New Quotes for brochures

5. ORIGINAL CORRESPONDENCE.

C-1-Business owner ideas submission

6. NEW BUSINESS.

NB-1-2015 Guide to Haida Gwaii ad submission

NB-2-Port Clements Historical Society funding request for consideration

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, November 13, 2014

Present:

Chair Councillor Matt Gaspar	Angela Mielecki
Councillor Ian Gould	Joan Hein

Deputy Clerk/Treasurer Sharon Ferretti

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

1. ADOPT AGENDA

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

CARRIED

2. DELEGATES

3. MINUTES

M-1-Minutes July 10, 2014

It was moved by Angela Mielecki, seconded by Councillor Gould to adopt the regular meeting minutes as presented.

CARRIED

4. BUSINESS ARISING FROM THE MINUTES & UNFINISHED BUSINESS

BA-1- Council update

Councillor Gaspar and Councillor Gould reported that Council approved \$6,000.00 towards the purchase of fireworks. The costs may be shared by the Tourism Committee.

Councillor Gaspar and Public Works will complete the sealing of the time capsule within a couple weeks.

BA-2-Invite Letters to Attend Tourism Committee meetings update

It was reported that there wasn't any response from the businesses connected to the Tourism Industry. The Committee decided to extend the invite for attendance to the Tourism Committee Meetings, via the Village's website and to include it in the next newsletter which will go out with the first quarter utility billings.

BA-3-Northword Magazine 2nd Ad for Aug/Sept issue

Deputy Clerk Ferretti updated the Committee on the submission of this second ad with Northword Magazine.

5. ORIGINAL CORRESPONDENCE.

6. NEW BUSINESS.

NB-1-Purchase of Manzanita's Cartoon Map Artwork

It was moved by Angela Mielecki, seconded by Councillor Gould

THAT we request Council to approve up to a maximum of \$1,100.00 to cover the balance owing of \$1,800.00 towards a collaborative purchase with the Port Clements Historical Society's contribution of \$700.00, for Cartoon Map artwork and additional services from Manzanita Snow. Further, that \$800.00 to be paid now and the remaining balance of \$300.00 to be paid upon completion of the coloured enlarged version of the Cartoon Map no later than three months' time with the anticipated date of completion to be February 15, 2015.

CARRIED

7.ACTION PLAN

A-1-See attached.

8.REPORTS & DISCUSSIONS

R-1-Port Clements Historical Society – Tourist Information Centre September Update

The Committee agreed to receive and file the report. After some discussion the Committee agreed to include a 2015 Budget consideration of \$1,250.00 towards the increase hours' expense for the Port Clements Historical Society. The Society is to submit a cost analysis to Council.

Deputy Clerk Ferretti reported feedback from Tourists concerning better signage for the Bird Tower.

Adjournment

Meeting was adjourned by Angela Mielecki at 8:00p.m.

Councillor Matt Gaspar, Chair

Sharon Ferretti, Deputy Clerk/Treasurer

Village Of Port Clements Tourism Committee Action Plan August 2014			
#	ITEM	IMMEDIATE ACTION	RESOLVE
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 the Fall 2014.
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
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. - Promote Golden Spruce Trail - Link to website + FBook addresses included in brochure. Costs may be covered through MIEDS \$15,000 Community Innovation.
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.

FALL 2014
For 2015

2015



4554 Lazelle Avenue
 Terrace, B.C. V8G 1S2
 Phone 250-635-7181
 Toll Free 1-800-667-4556
 Fax 250-638-1467
 Email: kimb@speedee.ca

DATE: January 16, 2015
 TO: Village of Port Clements
 ATTENTION: Sharon
 PHONE: 1-250-557-4295
 EMAIL: deputy@portclements.ca

THIS IS A QUOTATION ONLY

QUOTE #: 51744
 ITEM: Brochure
 SIZE: 11" x 8 1/2"
 STOCK: 100lb Gloss text
 INK: Full colour - two sided - no bleeds
 ARTWORK: Provided camera ready by customer **subject to viewing (must have a minimum 5/16" white space between image and edge of paper). File to be created CMYK. All photographs and logos to be imported in high res (min. 300 dpi). Fonts to be embedded or in outlines.
 BINDERY: Folded in two places, 3 panels
 QUANTITIES: 1000 = \$600.00 2500 = \$675.00 5000 = \$800.00
 PRICE: \$0.60 each \$0.27 each \$0.16 each

NOTE: Customer is responsible for shipping costs from Terrace to Port Clements.

- Applicable taxes not included in above quoted price.
- ● Quotation valid for 30 days. Price and stock subject to availability.
- Quotation subject to change if there are any alterations to original instructions, layout or copy.
- DELIVERY IS 2 - 3 WEEKS UNLESS OTHERWISE NOTIFIED.

THANK YOU FOR THE OPPORTUNITY TO QUOTE ON YOUR PRINTING NEEDS. SHOULD YOU REQUIRE ANY FURTHER INFORMATION PLEASE DO NOT HESITATE TO CONTACT OUR OFFICE.

Thank you, Kim

From: Byron B Giraud [mailto:armsreach@shaw.ca]
Sent: January-19-15 10:31 AM
To: 'Sharon Ferretti'
Subject: Armsreach Printing & Graphics

Hello Sharon,

I hope this email finds you well and happy and I'm sorry this took much longer than usual. Our quotes are generally turned around within a few hours.

Thank you for asking me to quote on your recent request for brochures:

Size: 8 ½" by 11"
Stock: 80lb gloss text
Inks: 4 colour process two sides
Folded: Letter fold to 3 ½" by 8 ½"

1,000	@	\$522.54
2,500	@	\$667.60
5,000	@	\$875.00

The enclosed prices are applicable taxes extra, fob destination (shipping included).

Delivery: we always work towards your needs, however, 7 days is standard.

Any questions or concerns please contact me.

It's always a good idea to call me if my prices look good and you want to go ahead as there are a few questions that once answered could help you with the final product – before the design is set to the final size.

With Kindest Regards,

Byron B. Giraud

www.armreach.ca

604-561-8752

'Printing and Imaging in all its forms'

Designers and providers of online fillable pdf forms and documents

From: Allison [mailto:princegeorge@papyrus.ca]

Sent: January-13-15 11:54 AM

To: 'Sharon Ferretti'

Subject: RE: quote request

Hi Sharon,

I have attached the quote. The prices on the bottom are for if you send us a file ready to print, but there is a line that notes that if we were to do the design it would be \$75.00 added to those prices. Please let me know if you have any questions.

I can image that the approval process could take some time with the amount of input that would be sent your way. Good luck ☺

Thank You

Allison

Papyrus Printing

P: 250-564-3920 / F: 250-562-7539

TF: 1-800-663-3219

www.papyrus.ca



2358 Ospika Boulevard
 Prince George, B.C. V2N 3N5
 Phone (250) 564-3920
 Toll Free 1-800-663-3219
 Fax (250) 562-7539
 E-Mail: service@papyrus.ca

Quotation

Customer: **Village of Port Clements**

Date: January 13, 2015

Attention: **Sharon**

Quote # 18315

Phone: 250.557.4295

Fax or Email: deputy@portclements.ca

Description: **Tourism Brochures**

File Setup: **PDF File Supplied** ==> The first proof is included in prices - additional proofs & any file fixing will be charged extra.

IF PYPYRUS TO SETUP ... Add \$75 to Prices Below.

Paper: **Gloss Text 80lb**

Size: **11 x 8.5**

Ink: **Front Colour (s):**
Full Colour

Back Colour (s):
Full Colour

Finishing: **Letter Folded**

Quantity:	1,000	2,500	5,000
Price:	\$390	\$765	\$996
Unit Price:	\$0.390	\$0.306	\$0.199

Papyrus Representative:
Allison

Delivery Time:
3 to 4 Days

All taxes are extra. This quotation is subject to review after 30 days.

Freight Paid by Papyrus to Anywhere in B.C. or Alberta!!! (Single Drop - Our Carrier of Choice)

If you would like to proceed with this project, fax this form to (250) 562-7539. Please sign, date, and fill in the quantity desired, and we will then initiate your order.

Thank You!

Signature: _____ Order Quantity: _____

Date: _____ P.O. # (if required): _____

Not sure when the project will start. We are having a Tourism Committee meeting on the 21st so hopefully some concrete decisions will be made that will need to go before Council for final approval – bit of a slow process.

Thanks for honouring these prices.

Sharon

From: Deborah Mierau [mailto:deb@advantageprint.ca]

Sent: January-13-15 12:16 PM

To: Sharon Ferretti

Subject: Re: quote request

Hello Sharon - Happy New Year to you, too!

Yes we will be happy to honour this quote until the end of March after which we will have to raise our rates across the board at 5% due to the exalating paper costs. Our paper suppliers raised rates as of January 1st this year. When do you think this project might start? We look forward to working with you :-) - deb :-)

Deb Mierau - Designer & Owner

Email: deb@advantageprint.ca

sales@advantageprint.ca

Office: 250-627-7468

Cell: 250-600-6322

273 - 1st Avenue East, Prince Rupert, BC V8J 1A7



"Without promotion something terrible happens... nothing!" - PT Barnum

FOLLOW US ON FACEBOOK:

<https://www.facebook.com/pages/Advantage-Print-Design-Northwest/187194274679708>

FOLLOW US ON LINKEDIN:

<http://www.linkedin.com/company/advantage-print-&-design>

On Jan 13, 2015, at 9:24 AM, Sharon Ferretti <deputy@portclements.ca> wrote:

Hello,

Happy New Year!

Our Tourism Committee will be considering doing new brochures for Port Clements. Could you please advise if the following quote information is still accurate:

80 lb 8.5" x 11" Gloss or Semi gloss

1,000 - \$ 600.00 + taxes

2,500 - \$1,050.00 + taxes

5,000 - \$1,750.00 + taxes

* Customer to cover shipping to Port Clements

Many thanks,

Sharon

Sharon Ferretti

Deputy Clerk/Treasurer

From: info@haidagwaiitrader.com [mailto:info@haidagwaiitrader.com]
Sent: Tuesday, January 20, 2015 12:33 PM
To: VoPC Office
Subject: Re: Tourism Committee invitation

Good Day Sharon and the Tourism Committee,

Although I cannot make the meeting on Tuesday, I wanted to share my humble two bits.

Waterfront: To me, Port Clements is beautiful because it is a waterfront town. So: WATERFRONT, WATERFRONT, WATERFRONT to me is a key area worth focusing on. When my family and I first drove into Port, we drove to the end of the paved road, turned around and drove out of town...and I remember my Father-in-Law saying "That's it?"

Even though we have amazing frontages to the sea....nothing really entices folks to park (parking lot on the water, nicely landscaped) and go for a waterfront stroll. I find the Sunset Park is lovely in parts...but sooooo much of it is dark and I find, rather spooky. I would raise the canopy of the trees between the walkway and the shoreline...so as to brighten it up and highlight the fact you are indeed walking along the water. Sitting at one of the benches should feel open and safe. The campground is dark as well...with some selective thinning, done well, you could bring in some much needed light and perhaps dry it out a bit.

The bird tower is awesome....can we advertise more via signage?

Enhance our waterfront and keep it open to the public and maybe folks from all over Haida Gwaii would also come down to go for a stroll. Put in doggy bag stations at each end and one along the way as well...and a few more garbage cans...and some interesting signage so the walk is more interesting. In a perfect world, Port would have a waterfront walkway from the museum all the way to the bird tower....we are a marine-side community....keeping it to ourselves is not paying the bills.

We have one of the best kayak guides on Haida Gwaii....how about a dock for watersports...kayaking, sailing, fishing tours?

Art: commission as much and as many art pieces as you can muster.....murals, carvings, paintings, sculptures, etc. This makes towns famous.

Beautiful Landscapes: People on vacation want to relax and be inspired by beauty....a greenscape plan would be worth your time.

History: I think the PC Museum is one of the best small town operations I have ever seen...I say...expand the wealth of history here (and on Haida Gwaii overall) into our town...connect it, highlight it with art, landscaping and the waterfront features....this way, coming here will have folks leaving with a story...and this will have people coming back and telling others about us.

Seasonal Vendors": perhaps it starts out as only on weekends May-Sept...Build a simple shelter (corner of Dyson and Bayview?) and then host a market that rocks! There are tons of people on Haida Gwaii that have locally grown, harvested and made things. Or, maybe go as far as building a permanent structure whereby it can be open 7 days per week and consign goods? Sell at reasonable prices, make a modest profit to pay for the expenses of someone or a group of people running it..make it not for profit?

Haida Gwaii Trader: Port Clements is HG Trader's home town. I am very much here to help promote any and all events in our town. If you or anyone you know of is hosting a not for profit event, email or mail it in to me as soon as you can and I will help spread the word!

Again, just my two bits.

At Your Service,
Shellene Van der Beke
Haida Gwaii Trader
250-557-2088
<http://www.haidagwaiitrader.com/>

"Homegrown. United. Better for all."

From: Observer Ads [<mailto:dianne.observerads@gmail.com>]

Sent: December-17-14 1:28 PM

To: QCI Observer

Subject: 2015 Guide to Haida Gwaii

Hello

We are stating the process of putting together the 2015 Guide to Haida Gwaii! This extremely popular feature is published every April and distributed all over the province.

Please see the attached booking sheet for information and ad prices. If you have any questions email observer@haidagwaii.ca or call 250-559-4680.

Regards,

Haida Gwaii Observer 250-559-4680

NB-1

2015 GUIDE TO HAIDA GWAII

TIME TO BOOK YOUR AD IN THE UPCOMING 2015 GUIDE TO HAIDA GWAII!

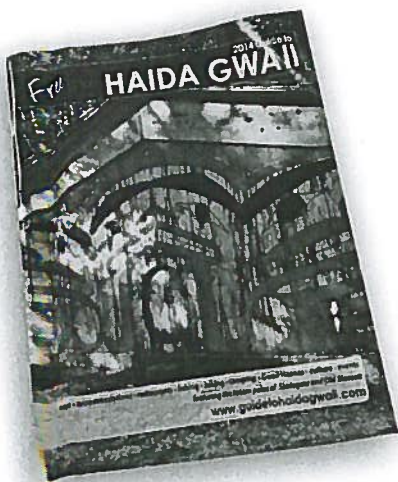
It's time again to prepare for the tourist season! Tourists will be arriving in just months, so we're starting to put together our new Haida Gwaii tourist guide, which is by far the best way to reach tourists both when they're here and as they plan their trip.

In 2014, our distribution was strong and very effective. All 13,000 copies went out by early August (earliest since we started), on the islands, on the ferries and on the mainland. As well, our website with the guide available as a PDF was popular with visitors, who can download the complete publication (including your ad) instantly at no charge. Check it out at:

www.guidetohaidagwaii.com

Note that your ad is included on the website exactly as it appears in the guide, and that it is linked directly to your site, making advertising in the guide very effective on the internet as well. (Click on 'planning a trip'—check it out!). As usual, copies of the guide will be free to all, as they have been for years.

In 2015, we'll publish 13,000 full-colour copies once again, and carefully monitor distribution to ensure they're given to people on their way here, or who are very serious about coming. None will be wasted on those toying with the idea of visiting. Reaching these people wastes your advertising dollar, and we want to ensure you get full bang for your buck, with your full-colour ad being seen by those coming this summer.



Demand for the 2014 Edition was unprecedented

YOUR AD APPEARS ON THE WEB IN TWO PLACES:

- In the downloadable book
- Linked directly to your website and email address.

(Click on 'planning a trip'— find your business page and check it out!) Approved ads go up on the site ahead of the print publication.

A copy of our rate card is enclosed (prices are the same as last year), along with an insertion order.

Thanks for your business in past years. We continue to make the 'Guide' the best-by-far source of information for tourists, which in turn makes it the best for you.

Book your ad NOW! Pay now (and save) if you like, or pay on publication in March, it's up to you! If you have any questions or suggestions, please email observer@haidagwaii.ca or call me at 250-559-4680.

Regards,
Haida Gwaii Observer Staff

**PLEASE NOTE
YOU CAN SAVE
5% BY PAYING IN
ADVANCE, PRIOR TO
THE DEADLINE OF
JANUARY 31, 2015.**



2015 GUIDE TO HAIDA GWAI

Circulation: **13,000 copies** - distributed for free on Haida Gwaii, on BC Ferries routes, Vancouver Island and Mainland BC. • Available in April 2015

All advertising rates are for full colour ads.

Full page - \$1,899

1/2 - \$999

1/4 - \$549

1/8 - \$349

Terms: net 30 days • 5% GST extra

All Haida Gwaii Observer advertisers are eligible for a 10% loyalty discount.

Booking Deadline: January 31, 2015

FINAL Ad copy deadline: February 20, 2015

Free copy of publication provided to all advertisers

If you have any questions, please see attached sheet or email observer@haidagwaii.ca or call 250-559-4680

SAVE 5%! PAY BY JANUARY 31, 2015 AND SAVE.



2015 GUIDE TO HAIDA GWAII

We agree to pay Black Press, as per current rate card 30 days after invoicing, or to pre-pay and save 5%

Please place my ad in the 'Guide to Haida Gwaii' 2015 (check one)

_____ Repeat last year's ad

_____ Repeat with changes (list below)

_____ New Ad will be provided by the deadline of February 20, 2015

Size:

_____ **1/8 page**

_____ **1/4 page**

_____ **1/2 page**

_____ **Full page**

* **Changes to advertisement:**

Name or Business Contact:

Address:

Town:

Postal Code:

Phone:

email:

Payment types accepted: Cash • Visa or Mastercard • Cheque made payable to Black Press

Visa or Mastercard #:

Expiry date:

Signature:

PORT CLEMENTS HISTORICAL SOCIETY

P. O. Box 417, Port Clements, B. C., V0T 1R0 Phone No. (250) 557-4576

December 11, 2014

Village of Port Clements
P. O. Box 198
Port Clements, B. C.
V0T 1R0

Dear Village Council

RE: Tourism Budget

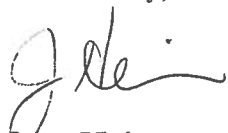
In 2014 we entered into an agreement to operate as the municipal tourist information centre for a 12 month trial period. This required us to open longer hours and for this we received a grant-in-aid of \$1,000.00.

The Historical Society feels this was a very successful arrangement. It was at times challenging but interesting for our staff, keeping on top of the variety of questions being asked. Listed in the September 11, 2014 update, which I have enclosed a copy for your records, is a breakdown of the top 10 questions. We feel this would be beneficial to the tourism committee to know what tourists are seeking. If you are interested in the complete list please contact us and we can provide you this.

Port Clements Historical Society is grateful for Village's financial support but would ask for the grant for the tourism center to be raised to \$1,500.00 as staffing cost alone to be open the extra hours cost the museum over \$1,800.00, plus we had the extra office expenses related for this.

Thank You.

Yours truly,



Joan Hein,
Acting Treasurer,
Port Clements Historical Society

NB-2

PORT CLEMENTS HISTORICAL SOCIETY

Tourist Information Centre

September 11, 2014 Update

In June 2013, the Port Clements Village Council and Port Clements Historical Society agreed that the museum would act as the municipal tourist information centre for a 12-month trial period. As the trial went well, the project has continued.

Setup

- Local businesses contacted and offered rack space for brochures, counter space for business cards.
- Sign—two large signs posted by the village either side of the museum grounds, plus small painted wooden sign from last year displayed by door.
- Answering machine—installed.
- Information brochures and pamphlets—PCHS has the village pamphlet, the MIEDS map, the Village's cartoon map, the Guide to Haida Gwaii and the Ministry of Forest's hikes pamphlet as free give-aways. We also this year offered Centennial Calendars for sale and this past three weeks, have maps for sale.

Summer statistics

From June 1-September 10, 2014 the museum had 1676 non-member visitors. Of these, 335 or 20% were strictly looking for information. The breakdown over the summer months was:

June	67 of 287	23%
July	100 of 601	17%
August	135 of 678	20%
September	33 of 110	33%

This is a significant increase over last year's numbers, when 110 of 1336 non-member visitors from June 1 through September 14, 2013 were information-seekers, or 8%.

Getting the word out

Despite the fact that the museum hosted a lunch for islands tourism workers in May, over the summer museum attendants have been told by tourists that there is 'no information' on the museum, the community, or Haida Gwaii in Masset, Queen Charlotte, Prince Rupert Info Centre and BC Ferries (both Skidegate-Prince Rupert and Prince Rupert-Port Hardy runs) respectively.

It was quite surprising to be advised by one visitor that the Prince Rupert Info Centre had no information on Haida Gwaii from mid-May through to the end of August by one visitor from there. MIEDS were asked to follow-up on this.

Visitor words

This year, specific questions were tracked on a daily basis from mid-July onwards to get a more accurate idea of what people are asking. The top ten queries over the past 56 days were:

- where to find a restaurant or coffee shop, and restaurant hours; (35/56)
- how to find the Golden Spruce trail; if the stump of the original Golden Spruce could be seen; (27/56)
- how to find the baby Golden Spruce and/or the Millennium Park; (23/56)

- safety of travel on logging roads & protocol for travelling roads; active logging areas & how to get to Rennell Sound; suitability of vehicles for travel on logging roads; (19/56)
- recommendations on what to see in Port Clements; (18/56)
- how to find the gas station; (12/56)
- recommendations/information on hikes and hiking trails; (10/56)
- ferry schedules; (8/56)
- is there a local campsite; (6/56)
- where can I buy/eat local seafood? (5/56)

Discussion item:

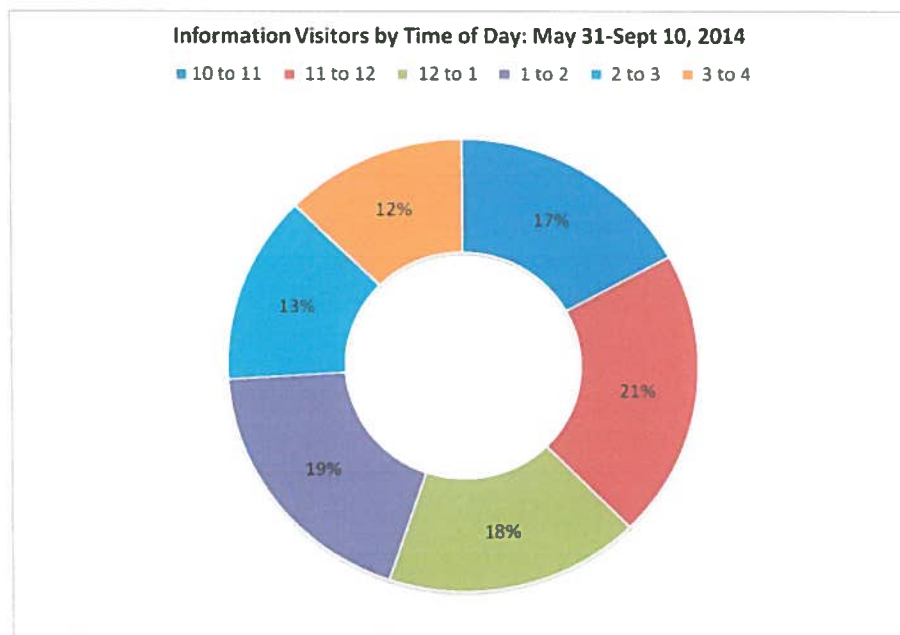
The Port Clements Historical Society has agreed that the Village may place a 4’x8’ map of the Port Clements area by the parking lot to inform visitors even when the museum is closed. Need to organize who is designing, making, installing map.

UPDATE: This project was one of many being worked on by Wally. PCHS hopes to have the map in place for next year’s season.

New hours:

Opening an hour earlier proved to be a success. Attendance was up 340, or 25% over the same period last year.

Even with the museum’s limited hours from mid-September over the winter and spring until June, 9 visitors of 191, or 5% were helped. After September 14, the museum reverts to its winter schedule which means it will be open 2-4 p.m. Saturdays and Sundays.



Village Of Port Clements Tourism Committee Action Plan December 2014			
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			DONE?
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