

**PORT CLEMENTS TOURISM COMMITTEE**  
**Minutes of the regular meeting of the Port Clements Tourism Committee**  
**Friday, January 25, 2013**

Present:

Chair Councillor Matt Gaspar

Mayor Wally Cheer

Councillor Ian Gould

Wayne Nicol

Deputy Clerk/Treasurer Sharon Ferretti

Chair Matt Gaspar called the meeting to order at 7:19 p.m.

**1. ADOPT AGENDA**

Additions: BA-3-Mary Lou's Blog

BA-4-Strategy

BA-5-Sunset Park

It was moved by Mayor Cheer, seconded by Councillor Gould to adopt the agenda as amended.

**CARRIED**

**2. DELEGATES**

**3. MINUTES**

Minutes October 4, 2012

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

- Monday, January 28<sup>th</sup> BC Parks finance person along with Lucy Stephanic, Mayor Cheer, and Councillors Thomas and Gould, visiting to walk the Golden Spruce Trail i.e. funding approvals for upgrades to make the trail more of a tourist attraction.
- To be an official committee, ensuring quorum when necessary, and to have a budget, names need to be submitted to Council.

BA-2: Action Plan – see attached

BA-3-Mary Lou's Blog

- Will approach a few people to take over blog submissions from Mary Lou. Councillor Ian Gould will act as coordinator to stay on top of things; he will take it to Mary Lou. This will be added to Action Items.

BA-4-Strategy

- Create Maze through berry bushes on Sunset Trail
- Golden Spruce Trail upgrades
- Create Ziplines
- Justkatla Inlet activities i.e. paddling; geo caching
- Create challenging activities in the Extreme Sports category

BA-5-Sunset Park

- Sunday, April 21<sup>st</sup> Clean Up day
- Will do a pre walk to prepare a list of priorities; clean up Gazebo area especially
- Be organized with necessary items ready for volunteers to dive into the clean up
- Barbeque burgers as traditionally is done will be available
- GOAL: Every year need to make it a better place; align with Tourist season

5. ORIGINAL CORRESPONDENCE

C-1-Placement of Campground and Trail Entrance signs

- Need to see actual signs in order to respond.

6. NEW BUSINESS

Next meeting scheduled for Friday, February 15, 2013 at 7:00p.m. in chambers.

Adjournment

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

  
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Councillor Matt Gaspar, Acting Chair

  
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Sharon Ferretti, Deputy/Clerk Treasurer

Village Of Port Clements Tourism Committee Action Plan 2013				
#	ITEM	ACTION	RESOLVE	DONE?
1	Sunset Trail & Park Campground Signs	3' x 2' Directional Sign i.e. Tenting & RV sites 4 x 4 size	Betty Stewart to work on and present to Tourism Committee.	
2	Sunset Park Clean up	- Needs Fallers + remove felled alders - Bird Tower needs work - Gazebo needs clean up - Need wheelbarrows for gravel	Sunday, April 21, 2013 CLEAN UP DATE Start time: 9a.m.	April 21st
3	Tourism Ads Promoting Port Clements	Haida Gwaii Tourist Brochure re: Port Clements underexposed; Contact Dianne re: timeline for submissions: <b>ASAP</b>	-Tourism Guide submission currently being worked on. -Museum submitting one for the first time. -Possibly a St. Mark's submission too.	
4	Ground Work done before bring tourists in	Signs drawing people in, done in other languages i.e. Chinese, Japanese, German, etc. - play on words to create curiosity & intrigue - perhaps promote disaster tourism re: Tsunami Debris	Get some mock ups prepared and submit for approval before moving ahead on construction.	
5	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.	ON HOLD due to barge facility re: road bypass will be necessary. -Removed from Tourism Committee -Given back to Council	Back to Council
7	RV West magazine	Create an article on RV Site	Jane Wilson prepared an article which has been submitted; Waiting on pictures from Ian.	
8	Website/Blog	Marilou Shroeder - MIEDS has been doing the Port Clements blog. Successful in terms of interest shown; Tweets & Hits are high numbers.	- Will approach a few people to take over blog submissions from Mary Lou. -Councillor Ian Gould will act as coordinator to stay on top of things; he will take it to Mary Lou.	
9	Coffee Book / DVD	Coffee Book more costly; a single coffee book approx \$200 +; reduces with quantity; more involved project than perhaps DVD.	-Make funding applications now for DVD project: \$15,000-\$20,000 costs. -Gwaii Trust funding possible	
10	Google Ad Works/ Twitter	2013	2013	
11	Port Visitor Center - Fan Tour	have staff actually paddle the Justkatla Inlet	2013	
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	