

**PORT CLEMENTS TOURISM COMMITTEE**  
**Minutes of the regular meeting of the Port Clements Tourism Committee**  
**Tuesday, January 27, 2015**

Present:

|                              |                 |                     |
|------------------------------|-----------------|---------------------|
| Acting Chair Mayor Ian Gould | Angela Mielecki | Lorette Smillie     |
| Kelly Whitney-Squire         | Joan Hein       | Bev Lore Urs Thomas |
| Cameron Bell - MIEDS         |                 |                     |

Deputy Clerk/Treasurer Sharon Ferretti

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

**1. ADOPT AGENDA**

ADD: Delegate, Cameron Bell – new Economic Development Officer  
MIEDS

It was moved by Angela Mielecki, seconded by Joan Hein  
THAT we adopt the agenda as amended.

**CARRIED**

**2. DELEGATES**

D-1-Cameron Bell – new Economic Development Officer, MIEDS

Mr. Bell introduced himself to the Committee and shared what MIEDS is doing to boost attention to Haida Gwaii.

**3. MINUTES**

M-1-Minutes November 13, 2014

It was moved by Angela Mielecki, seconded by Joan Hein  
THAT we adopt the November 13, 2014 meeting minutes as presented.

**CARRIED**

**4. BUSINESS ARISING FROM THE MINUTES & UNFINISHED BUSINESS**

BA-1- Council update

Mayor Gould advised that Strategic Planning sessions were beginning soon; the Committee should think about projects i.e. budget requests.

BA-2-New Quotes for Brochures

The quotes were received for information purposes at this point. The Committee is to consider if we want to do new brochures this year and, if so, determine the specifics as to the content.

**5. ORIGINAL CORRESPONDENCE.**

C-1-Business Owner ideas submission

It was moved by Angela Mielecki, seconded by Joan Hein  
THAT we receive and file this information.

**CARRIED**

**6. NEW BUSINESS.**

NB-1-Guide to Haida Gwaii ad Submission

It was moved by Angela Mielecki, seconded by Joan Hein

THAT we purchase the ¼ size ad for \$549.00 removing the two smaller inserts and to include the wording 'gas station 7 days a week and café serving breakfast and lunch', and that Council approval be sought through email polling to take advantage of the 5% savings by purchasing the space before January 31, 2015.

**CARRIED**

**7. ACTION PLAN**

A-1-See attached.

**8. REPORTS & DISCUSSIONS**

General discussion was held throughout the meeting concerning miscellaneous items.

Adjournment

Meeting was adjourned by Angela Mielecki at 9:20p.m.

  
\_\_\_\_\_  
Mayor Ian Gould, Chair

  
\_\_\_\_\_  
Sharon Ferretti, Deputy Clerk/Treasurer

| Village Of Port Clements Tourism Committee<br>Action Plan January 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.<br>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.<br><br>Tie in with brochure once work on that in 2015.<br><br>NEED A STRATEGY DEVISED   | 2015  |
| 4  | Maze at entrance of Sunset Trail          | Need a design<br>Do in increments to keep costs minimal<br>Need to find funding to build; then need funding to maintain. *Maybe can hire students  | Get a design approved for 2014; move forward 2015.<br>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<br>-Twitter needs someone on it constantly   |  |       |
| 7  | Port Clements brochures                   | New brochure for Port Clements specific for Centennial and/or for general promotional use<br>*Request has been put forward to Council to consider in budget meetings.<br>*Request for ideas from community on facebook   | - Get more quotes: 3 way fold; 8.5 x 11; 1000/2500/5000 colour copies<br>- Get a design prepped.<br>- Promote Golden Spruce Trail<br>- Link to website + FBook addresses included in brochure. Costs may be covered through MIEDS \$15,000 Community Innovation. | 2015  |
| 9  | Tourist Access to St. Mark's              | Keypad lock prices range \$95 - \$209<br>\$300 approved; status of purchase to be determined.  | At July 10, 2014's meeting was tabled to 2015.<br>Lock compatibility issues. CAO/Public Works  | 2015  |