

THE VILLAGE OF PORT CLEMENTS

Regular Meeting of Tourism Committee, January 9, 2014 7:00 p.m.

AGENDA

1. ADOPT AGENDA.
2. DELEGATES.
3. MINUTES.
M-1-Minutes December 5, 2013
4. BUSINESS ARISING FROM THE MINUTES & UNFINISHED BUSINESS.
BA-1- Council Update-Mayor Cheer
BA-2- Action Plan
5. ORIGINAL CORRESPONDENCE.
C-1-Letter to BC Ferries from Council
6. NEW BUSINESS.
NB-1-Guide to Haida Gwaii 2014 ad booking

ADJOURNMENT.

PORT CLEMENTS TOURISM COMMITTEE
Minutes of the regular meeting of the Port Clements Tourism Committee
Thursday, December 5, 2013

Present:

Chair Councillor Matt Gaspar Mayor Wally Cheer
Councillor Ian Gould Angela Mielecki
Deputy Clerk/Treasurer Sharon Ferretti

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

1. ADOPT AGENDA

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

CARRIED

2. DELEGATES

3. MINUTES

M-1-Minutes October 10, 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

- The grant application for the pavilion has been submitted
- Masset airport is looking for pictures for the giant TV screens
- BC Ferries states there is declining ridership – suggested BC Ferries should do more to promote tourism.

It was moved by Mayor Cheer, seconded by Councillor Gould

THAT we request Council to send a letter to BC Ferries, BC Tourism, and to MIEDS to encourage the promotion of Tourism.

CARRIED

BA-2-Action Plan – please see attached

Discussed creating a new brochure for Port Clements' Centennial and/or for general promotional purposes. BC Parks possibly partnering with us to produce high quality brochure. Put out request for ideas from the community through Village's Facebook.

It was moved by Mayor Cheer, seconded by Angela Mielecki

THAT we request Council to include in budget meetings for consideration for next budget, new brochure for Port Clements.

CARRIED

5. ORIGINAL CORRESPONDENCE

6. NEW BUSINESS

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



Councillor Matt Gaspar, Chair



Sharon Ferretti, Deputy/Clerk Treasurer

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	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.	
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.	Wayne Nicol working on design idea. Maybe tie into 100 th Celebration *Maybe can hire students	
5	Golden Spruce Trail	Upgrades *Dec 5 th second day in	Ready in time for 100 th Celebrations	
	ITEM	LONG TERM ACTION		
1	Calendar	Ian Gould and possibly Merewyn Nicol to work on.	Consider doing annually moving forward after 2014 celebrations	REMOVE
2	Zipline	Possible location: Golden Spruce Trail or The Narrows at Kumdis	\$100,000 to build and train Liability issues Need kayaks, first aid, life jackets, etc.	REMOVE
4	Google Ad Works/ Twitter	2013	2013	MOVE TO TOP
5	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 Immediate: Need to redo Port's brochures in time to promote 100 th Anniversary	MOVE TO TOP

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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 tie into 100 th Celebration	*Need design idea first. *Federal Gov't offering good deal for hiring students *could take 3 years or so to complete	
5	Golden Spruce Trail	Upgrades *Dec 5 th second day in Ready in time for 100 th Celebrations	Upgrades *Dec 5 th second day in	
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	
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		

December 28, 2013

B. C. Ferries
Suite 500 - 1321 Blanshard Street
Victoria, B. C.
V8W 0B7

Dear Sirs/Madams

As a community determined to do all we can to attract tourist attention to our natural attractions, we are very concerned with declining ridership and rising fare costs on B. C. Ferries Prince Rupert to Skidegate run. The declining ridership and increased fare costs have been trending over the last four years and this is causing much uneasiness among concerned organizations and businesses on Haida Gwaii. We see our efforts to make our tourism industry more vibrant being eroded by rising B. C. Ferries fare increases and, recently announced, service reduction to our islands.

You are to be applauded for your efforts to create attractive vacation packages and offering promotions to attract tourist interest to the islands but, frankly, we believe B. C. Ferries needs to do more to reverse the trend of declining ridership.

We urge you to work closer with all organizations and businesses involved in bringing tourists to Haida Gwaii to help make all efforts more effective. We suggest B. C. Ferries make overtures to Misty Islands Economic Development Society and the Council of Haida Nation to establish a good working relationship and coordinate efforts to strengthen our tourism industry. We believe there is a need for BC ferries to be more aggressive in putting a more prominent face on B. C. Ferries travel experiences through social media, not just your website. We also ask you to re-access your relationships with travel agencies to see if improvements can be obtained with more vigorous promotion.

A common complaint of many travellers on the Prince Rupert to Skidegate run is their interaction with crewmembers. It is obvious employee's lack sufficient training to make interaction with passengers a pleasant experience. This is not to say they are rude but, in many cases, they do not understand how their communication and actions with passengers might be perceived in a negative way. As crewmembers, besides being responsible for safe and efficient travel, they are part of a service industry and, as such, need to be trained to help make passengers feel positive about the whole travel experience on B. C. Ferries. Word of mouth about travel experience is extremely important in the world-wide tourist industry and positive experiences mean positive comment.

B. C. Ferries
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The reservation system for the Prince Rupert to Skidegate run must be improved. When told there is only stand-by space available, tourists from outside the local area will not commit to this. Local people know that travelling stand-by means they will probably make it on the ferry; tourists don't know this. Many times, while travelling on stand-by, travellers have found the ferry only two thirds or three quarters full. This is unacceptable in a time of declining ridership.

In conclusion, residents in our community and our tourism industry need your help to make conditions more acceptable to improve the viability and sustainability of tourism on Haida Gwaii. We hope you will not accept falling ridership on the Prince Rupert to Skidegate ferry run but instead, make commitments to reverse the trend with more resources, more efficient and rider-friendly operation, and meaningful partnerships.

Yours truly

Wally Cheer, Mayor
Village of Port Clements

Guide to Haida Gwaii 2014

Time now to book your ad!

Dear Mayor Chever's Council

Time already to get prepared for the tourist season! Tourists will be arriving in just months, we want to make sure that happens, so we are starting to put together our new tourist guide which is by far the best way to reach tourists both when they are here and as they plan their trip.

Last year, our distribution was very strong and very effective. All 13,000 copies went out by early September, both 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 and at no charge. Check it out at

www.queencharlotteislandsguide.com

In 2014, we'll again publish 13,000 full-colour copies, 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.

A copy of our rate card is enclosed (same prices as last year), along with your ad and an insertion order. **Please note you can save 5% by paying in advance, prior to the deadline of January 30, 2014.**

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.

Please 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 call me or Dianne at 250 559-4680. We look forward to helping you attract tourists in 2014.

sincerely


Jeff King

\$ 348¹²
to prepay

Observer Publishing Co Ltd PO Box 205 Queen Charlotte BC V0T 1S0 250 559 4680 fax 250 559 8433
email observer@haidagwaii.ca www.qciobserver.com

NB-1

Guide to Haida Gwaii 2014

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1/8 page 1/4 page 1/2 page full page

two colour (specify colour) _____

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Phone _____ Fax _____

VISA or MC _____ expires _____

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signature

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Guide to Haida Gwaii 2014

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1/2	999	HST extra
1/4	549	
1/8	349	

FINAL deadline: Friday January 31, 2014

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